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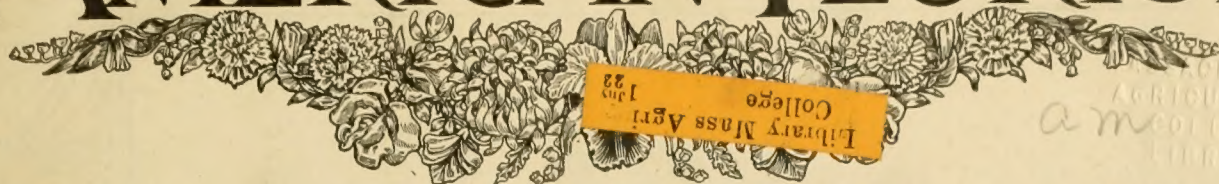
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THE AMERICAN FLORIST



Vol. LVIII.

CHICAGO AND NEW YORK, JANUARY 14, 1922.

No. 1754

Entered as Second Class Matter Nov. 11, 1891, at the Post Office at Chicago, Ill., under act of March 3, 1879. Published every Saturday by The American Florist Co., 440 S. Dearborn St., Chicago. Subscription: United States and Mexico, \$1.50 a yr.; Canada, \$2.50; Europe and countries in Postal Union \$3.

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Per case	Per case
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All leading novelties and standard varieties in the best grade of stock

Write for Prices

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VINCA VARIEGATA, 2-in., \$2.75 per 100, \$25.00 per 1000; 3-in., \$3.75 per 100, \$35.00 per 1000; 4-in., \$12.50 per 100, \$120.00 per 1000.

MISCELLANEOUS STOCK FOR GROWING ON.

2-in., 60c per doz., \$2.75 per 100, \$25.00 per 1000; 3-in., 75c per doz., \$3.75 per 100, \$35.00 per 1000. Ready for immediate shipment. **Ageratum**, 6 sorts; **Alternantheras**, 8 sorts; **Alyssum**, Double Dwarf and Giant; **Coleus**, 16 distinct sorts; **Hardy English Ivy**, extra strong; **Heliotrope**, Chieftain, Mme. Brunt and Mme. Blonay; **Lantanas**, 8 varieties; **Lemon Verbenas**; **Moorevines**, white and blue; **Petunias**, Double, Single and Rosy Morn; **Parlor Ivy**, for hanging baskets; **Salvia**, Bonfire; **Swainsona**, white. **Rose Geraniums**. January Price List Ready.

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Scarlet, pink, salmon, yellow, rose, white, crimson. Per doz., \$2.25; per 100, \$15.00; per 1000, \$140.00.

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GLOXINIAS, mixed colors..... 2.50 per doz., 18.00 per 100.

BABY GLADIOLUS PEACH BLOSSOM, \$5.00 per 100; \$45.00 per 1000.

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Baby Rambler, **Jessie**, **Orleans**, **Phyllis**.....per 100, \$50.00

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Extra strong 2 year old field grown

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Hardy Lilies, **Rubrum**, **Melpomene**, **Magnificum**, **Auratum**, 8/9 (200 per case), 9/10 (125 to the case), \$25.00 per case. **Album**, the same sizes, \$27.50 per case. Lilies, New York or Chicago.

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50 Park Place, New York City

Storage Giganteums

For the Coming Winter and Spring.

Careful storage, prompt express shipment on dates as arranged.

GLADIOLUS BULBS

For Winter Forcing.

Of Finest Size and Blooming Quality.

SEE PAGE 13.

CHICAGO **Vaughan's Seed Store,** NEW YORK

LILIES

Giganteum, 7-9, 300 to case.....\$55.00 per case

Magnificum, 8-9, 200 to case..... 23.50 per case

Per 100 Per 1000

SNAPDRAGON, **Keystone**, 2 1/4 in.....\$5.00 \$45.00

STOCK, **Lenox**, 2 1/4 in., 3 colors..... 8.00 75.00

GERANIUMS, 2 1/4 in., S. A. Nutt..... 4.50 40.00

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The Flower of the Hour

On orders booked for "Valley for Valentines" before January 20, 1922, the following advance quotations will prevail:

	Per 100
"Valley for Valentines" lots of 1000 or more.....	\$5.00
"Valley for Valentines" lots of 500 or more.....	5.50
"Valley for Valentines" lots of 250 or more.....	6.00
"Valley for Valentines" lots of 25 or more.....	7.00

ORCHIDS

We are in heavy crop with fancy Cattleyas and quote

Medium Cattleyas.....	each, \$1.00
Large Cattleyas.....	each, 1.50
Specimen Cattleyas.....	each, 2.00

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We are now offering a Double Violet Service—Double Violets direct from the grower by means of daily shipments.

☞ Our Shipping Department will be open
All Day Sunday, February 12, 1922.

POEHLMANN BROTHERS COMPANY

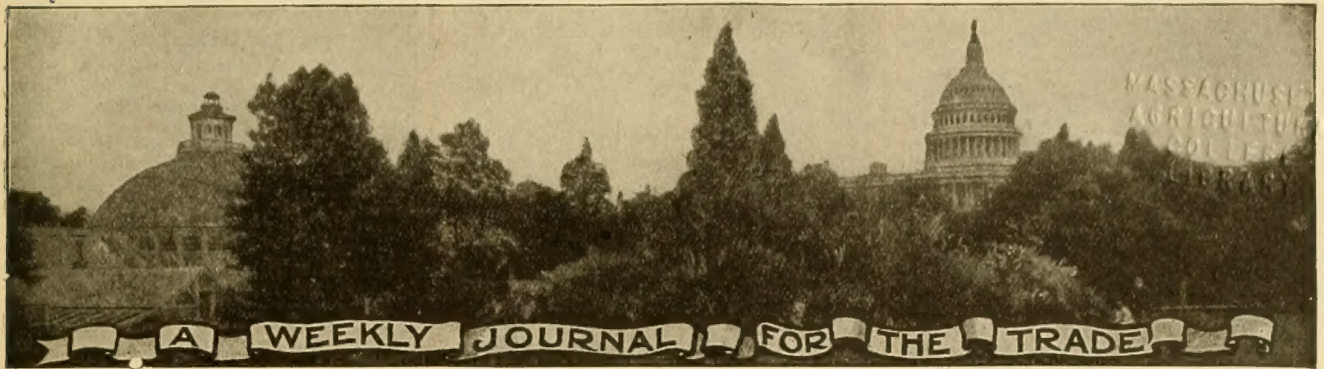
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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LVIII.

CHICAGO AND NEW YORK, JANUARY 14, 1922.

No. 1754

THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—S. S. PENNOCK, Philadelphia, Pa.,
President; SAMUEL MURRAY, Kansas City,
Mo., Vice-President; JOHN YOUNG, New York,
Secretary; J. J. HESS, Omaha, Neb., Treasurer.
The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held
at Cleveland, O., March 25 to April 1, 1922.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford,
Conn., Jan. 25-27, 1922. OFFICERS: W. D. HOWARD,
Milford, Mass., President; N. C. OSBORN, Hart-
ford, Conn., Vice-President; A. F. J. BAUR,
Thirty-eighth St. and Rockwood Ave., Indian-
apolis, Ind., Secretary.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922.
OFFICERS: PHILIP BREITMEYER, Detroit, Mich.,
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President; ALBERT POCHOLON, Detroit, Mich.,
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TOTT, Madison, N. J., Treasurer

FLORISTS' HAIL ASSOCIATION.

Next annual meeting will be held at Kansas
City, Mo. Aug., 1922. OFFICERS: J. F. AMMANN,
Edwardsville, Ill., President; JOHN G. ESLER,
Saddle River, N. J., Secretary; JAMES HEACOCK,
Wyncote, Pa., Treasurer.

SUGGESTIONS FOR PLANT GROWERS.

Rambler Roses.

Of all the exhibits made at the flower shows in the east a few years ago, the rambler roses attracted the most attention. The varieties of these beautiful plants have increased rapidly and they can now be had in all the shades of red and pink and also white. The single varieties have also been greatly improved and many of these make most beautiful plants. Every grower should have a few of these for Easter, and even if they do not sell, they can be grown on for next year when a finer and larger plant will be had and the wood grown this year can be propagated, and if planted outside, will make nice plants. Plants grown in the field and lifted this fall will have to be started the first of the year to have them in bloom for Easter; pot-grown plants can be started two weeks later. They should be firmly potted in good rose soil, and placed in a cool house, one not running higher than 45 degrees at night, and syringed often to soften the wood. Before the eyes start into growth the plants should be tied out into the shape they are to be grown. These plants can by a little ingenuity and care be trained into any shape desired. Many fancy as well as grotesque forms are now seen every year. To the inexperienced the round spreading plant should be the first attempted. Five or six stakes at the edge of the pot with the stems wound around and two or three arching over the center is the simplest form. Experienced growers have them in the shape of umbrellas, large balls, ships, and any form they desire. When the growths have got well started the plants should be moved into a temperature of 55 degrees at night, and the syringing on bright days should be kept up to prevent insects from getting a foothold. By the middle of March the flowers should begin to show color and if they do not a little warmer temperature will be required to have them well in bloom for the first week in April. A regular rose temperature of 60 degrees at night will be necessary,

but the flowers are not of as good color nor do they last as well if they are unduly forced. A fine assortment of these includes Crimson Rambler, Philadelphia Rambler, Dorothy Perkins, White Dorothy Perkins, Tausendschon, Lady Gay, Hiawatha and American Pillar, and in the baby ramblers, Crimson Baby, Jessie, Phyllis and Orleans.

Lilies.

The lilies for Easter should be brought into warm temperature right after the first of the year. A house of 60 degrees at night should bring them into perfect condition for Easter when it occurs at the time it does this year. Those that are in 4-inch pots should be potted in 6-inch, and we have found the best way to do this was to first place a crock in the bottom of the pot and cover with about an inch of soil, then place the 4-inch plant on this, filling in around the stem above the old ball. The lily always throws out roots at the base of the stem when the buds form, and if potted in this manner these roots will be in soil and materially aid the plant in perfecting the bloom. With these roots covered with soil the plant also makes a much better appearance. The soil in which they are potted should be a rich compost of about the same composition as is used in rose culture, and the plant should be firmly potted and well watered and placed in a good light location where the plants will not get drawn. A plant 18 to 24 inches high when in bloom with the foliage thickly studded along the stem, is the one most desired at Easter. Keep the aphid down all the time by constant fumigation. These little insects are the worst plague to the lily grower, for if they once get established on lilies they are very difficult to dislodge, so it is much better to give the plants a fumigation every week and thus guard against them than to wait until their presence is manifest and try to kill them. This is one of the most pronounced cases where "An ounce of prevention is worth a pound of cure."

Begonias of Lorraine Type.

For the large plants for next winter's flowering we are placing the cuttings in the propagating bench now. The plants were selected before Christmas and strong, healthy specimens taken for propagation. The flowers were removed and the plants given a warm location that the best vigor might be maintained. Any leaf showing bluish is discarded, only clean, healthy leaves being used from which to raise the young stock. A warm propagating bed is chosen for these plants and the stems are inserted in the sand deep enough so that about half an inch of the leaf is below the surface. They are kept moist and warm until they are rooted, when they are potted in 2½-inch pots and placed in a warm house and shifted along as required. This may seem a trifle early by many growers to start the propagating of these plants, but there is always demand for some large specimens and fine leaves are obtainable at this time and they root easily during January and February when the propagating bench is warm. The plants will require considerable care and attention during the heated spell of July and August, but with plenty of ventilation and a light shade, they are easily kept moving and make fine plants for the holidays.

Fuchsias.

It is now a good time to start the old stock plants of fuchsias, for there is plenty of room in the propagating bench and it is the early struck cuttings that make the fine plants for vases and boxes, and if cuttings are taken in spring they immediately produce a flower and it is difficult to get a good growth, the plant often remaining short with a stunted appearance, yet bearing flowers. If the old plants have been thoroughly ripened, shake the soil off and pot in a good new loam, cut back the wood and place them in a warm house and syringe plentifully. The young growths will shortly appear and should be made into cuttings as soon as they have attained a length of an inch and a half or two inches. As soon as rooted pot in 2-inch pots and give the young stock a warm temperature. When growth commences the top can be taken off and another cutting made, and the plants shifted to 3-inch pots. Another stopping will be necessary in late winter to make nice, bushy plants that will be full of bloom in early spring. Keep them clean from mealy bug by constant spraying.

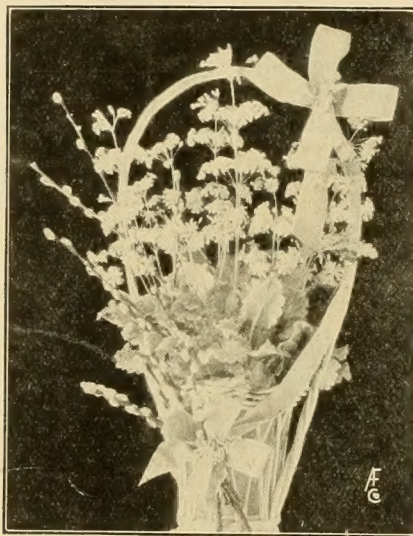
Spiræas.

The spiræas are always a very useful plant at Easter, but they are classed among the cheaper plants at that time, so should be grown in such a way that they do not occupy valuable space any more than necessary. They should be brought into a cool house by the middle of January and until the foliage begins to grow can be placed along the edge of the walks if room is not available, but they must not be left standing in this location too long, for when the leaves begin to unfold they quickly draw toward the light and a plant growing to one side of the pot will be the result. So as soon as growth starts they should be placed on the bench in full light. They can be grown quite close together for some time, but when the foliage begins to touch that of the plant beside it they should be spaced out and given room enough for the plants to grow shapely. Spiræas require a large quantity of water during their entire culture, especially those that are potted in as small a pot as

possible, which is the general custom with all growers. To make the large specimens, two or three clumps are planted in the same pot when started. These will make large plants for church decorations at Easter. If the plants are grown in a house which is to be fumigated by tobacco smoke they should either be removed from the house or well covered with papers; the foliage quickly burns when subjected to tobacco smoke and the plants are blemished.

Cyclamens.

"What can we do with the old cyclamen plants?" is a question often asked by many growers. As a rule the answer is, "Throw them away," for a plant can be grown to a 6-inch or 7-inch pot size in 16 months. That is, seed sown in September will produce such a plant for Christmas the following year, and it is uncertain how the old plants will carry through the spring and sum-



Primula Malacoides in Decorated Basket.

mer. There is a limited demand for cyclamen plants in larger sizes than 7-inch pots and they must of necessity bring a good figure to make them remunerative. After they are through blooming the best way to handle them is to shake the old soil out and pot them up in fresh soil, two parts loam one part well rotted manure and one part leaf mold with a good sprinkling of sharp sand. If the soil is inclined to be heavy and sticky, add more sand. They can frequently be potted in a pot a size smaller than that in which they have been growing. Place them in a cool temperature, that is, in a house from 45° to 50° at night, so as to encourage root action and slow growth. It used to be the custom to dry the bulbs off so that they lost all their foliage and start them in the spring, but growers have found that our springs and summers are too hot and dry and it is often difficult to make the bulb, after it has been dried off, break a good luxuriant foliage, and it is far better to keep the plant growing all the time. As the warm, sunny days of spring come on, the plants should be slightly shaded and as early as possible placed in cold frames and the glass shaded. The shade should not be made too heavy or the leaves will become drawn and an unshapely plant will be the result. After the plants have begun to grow, care should be taken that they do not become pot bound, but shifted into large sizes as soon as necessary. The watering of

this stock will require constant study and attention. They should never become too dry and it is very easy to overwater, so they will require looking after very closely until a good growth has been encouraged.

Seeds for Present Sowing.

There are a number of plants, that in order to obtain the best stock, it is necessary that the seeds be sown during January. *Centaurea gymnocarpa* is slow in making its growth, and to have nice plants for edging the beds of geraniums and other plants, an early start is required. *Vinca rosea* should be sown in January to obtain a good blooming stock at planting time. *Lobelia* should be sown by February 1 that fine stock plants may be had. If it is proposed to reset the *smilax* beds next year, this is the time to get the seed started. *Begonia Vernon* and the other summer blooming varieties, if sown early, make fine plants by May, full of flowers. *Gloxinias* and tuberous begonias can be sown at this time and blooming plants had for the coming summer. Many growers have given up the propagation of verbenas from cuttings and depend upon seedlings, and to have a nicely branched plant by June 1, the seed should be sown the last of January. Another useful border plant is *Pyrethrum aureum* (golden feverfew) and this should be sown early to get good size plants at bedding out time. There are not many cannas these days, grown from seed, but anyone intending to grow them in that manner should sow the seeds in January. These seeds will germinate much more readily and evenly if soaked in water for 24 hours before planting. *Asparagus plumosus* and *A. Sprengeri* should be sown now when there is good heat in the greenhouses, and these seeds, like the cannas, start much more evenly if soaked.

Primula Malacoides.

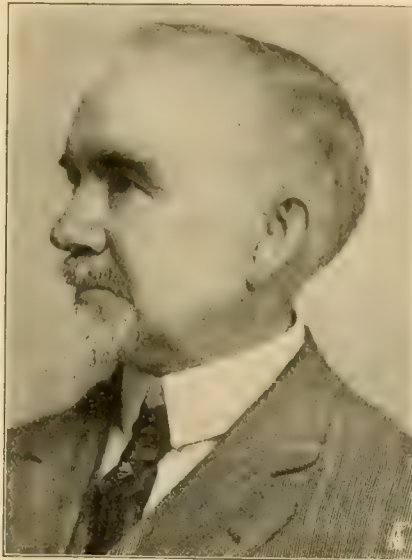
Of all the winter flowering plants ever introduced this species of the primula is the most useful and profitable to the retail florist. Brought over from Germany some five years ago, it gained favor rapidly with growers of pot plants and is now a standard for the market with every greenhouse man.

As all the stock is grown from seed, a number of growers have, by hybridization and selection, produced new forms of this type, some with larger flowers and others showing quite a range of colors from pure white to a deep pink that is almost red. There is a difference in growth from tall long leaved stock that throw their flowers well up to others of quite compact form with low heads of blooms that almost conceal the foliage.

It is a profitable plant for the grower, being a catch crop after chrysanthemums, which can be finished and sold before the time comes to spread out the Easter stock. Strong plants in 2½-inch pots, shifted to 4-inch pots to follow the chrysanthemums, come along nicely in a cool temperature, a few of the most forward being ready for the holiday trade. Their season lasts all through January and February, they being at the height of their bloom during the latter month. There is no plant yet introduced that makes such a mass of foliage and bloom in a 4-inch pot as does this type of primula. As the earth becomes a mass of roots it holds together well in packing, slipped into paper pots with a bamboo stake in the center the length of the flower, and well wrapped in paper, they can be packed closely together in corrugated pasteboard boxes and will carry safely for quite long distances.



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Director.

SOME PROMINENT MEMBERS OF THE SOCIETY OF AMERICAN FLORISTS.

See Issue of January 7 for Complete List of Officers and Appointees.

In the store there is no limit to the various uses to which they are available. One plant fits nicely into a small handle basket which, with a ribbon decoration, is as pretty as flowers and lasts longer. Two or three in a low pan make a good table center, while individual plants with a little covering on the pot can be sold in large quantities when made the feature of a special sale. Reducing the balls a trifle and mossing makes them available for the base of a design or in large wreaths.

Primula malacoides can be used with good effect in table decorations when a slender tall glass or painted tin vase, rising from a bed or small mound of these plants, is filled with roses or carnations or other flowers. These make fine center pieces for small round tables or placed at equal distances serve fully as well for large banquet affairs.

Some of the shades of purple, pink tones work in well with cattleyas and are quite a favorite with many for corsages. The various forms in which they can be featured for sale makes them especially desirable for the St. Valentine's Day business. Any of the small gilt or silvered tokens of the supply houses, or heart dotted ribbons will give a St. Valentine finish that will greatly add to their sale.

Primula malacoides is a gem that every flower shop proprietor should feature for the next six weeks to the best of his ability when he will find it to be both a winner of money and new customers.

Fire and Water.

There are two essentials in the greenhouse that should be always ready for instant service, namely: fire and water. Temperatures must be maintained as economically as possible. All steam and return pipes should be kept clear so as to admit of free circulation of air about them, and what is more important boilers which are frequently located in cellars under working sheds should be constantly inspected and kept clear of all kinds of rubbish and thus avoid danger from fire. More disastrous fires have occurred in greenhouse establishments from such neglect than from any other cause. Water pipes should always be protected from frost, particularly in houses that are kept without fire for a time. There should also be good pressure so as to conserve time in watering.

TERRE HAUTE, IND.—Wm. H. Cline expects to build greenhouses on his property on North Seventh street, in the near future.

MILWAUKEE, WIS.—Steven Verga, who formerly operated the Alex. Klokner greenhouses, now has a range of his own on the Blue Mound road.

MERIDEN, CONN.—Reuben C. Blathley, owner of a flower store on West Main street, suffered a loss of about \$1,000 when vandals recently daubed paint on a greenhouse he is building.

SAVANNAH, GA.—With retail prices fully maintaining former levels, A. C. Oelschig & Sons state that the total money value of the 1921 Christmas business was but five per cent less than a year ago. A lively demand developed for the cheaper flowering plants, due to the business depression here, although well finished and larger plants sold to a certain extent. The quality of all flowers was fine and the offerings of roses and carnations were insufficient for the trade. Violets, though, were plentiful enough for all purposes. The supply of narcissi was more than was needed, in the bulbous offerings.

Ladies' Society of American Florists.

PRESIDENT M. C. GUNTERBERG'S MESSAGE.

As president of the Ladies' Society of American Florists, my first act is to extend hearty greetings and best wishes for a happy and prosperous New Year, to all members of our beloved society, to the members of the Society of American Florists and all affiliated societies—yes, to each and every one engaged in the business of floriculture and horticulture and its allied branches. May the year 1922 be the beginning of a happy new era for all. May your fondest dreams be realized; may you come nearer to that goal to which you aspire. May your efforts, your courage in past years of trial and tribulations, be crowned with success, with peace and happiness—that happiness and contentment, which you so richly deserve.

I am proud to be the president of the



Miss Martha C. Gunterberg, Chicago.
Pres. Ladies' Society of American Florists.

Ladies' Society of American Florists. Whatever good fortune the future may bring, no greater honor than this can come to me, than to be president of an organization, whose members are engaged in spreading sunshine and good cheer, smiles and happiness along the pathway of life. What greater deeds can anyone do? A Carnegie may give libraries, a Rockefeller endow universities costing millions of dollars, yet neither is as great a philanthropist as the humblest florist with the lowliest greenhouse. For every moment that he labors, he is spreading happiness—happiness, which every human heart craves, from the babe in arms to the tottering old man on the brink of the grave.

Flowers welcome the new-born babe, with a message of greeting full of joy of living. Flowers give pleasure to the romping youngster. To the sweet girl graduate, they bring the crowning glory of achievement. To the bride, radiant with happiness, the bridal flowers speak of undying love and devotion. To the mother, on Mothers' Day, flowers bring a message from the son, who may be far away, bringing back to memory the days of long ago, when her boy first lisped the name of mother. In the sick-room, flowers bring cheer, like a ray of golden sunshine on a gloomy day. And then—when the grim

reaper calls, flowers in their silent language, speak of sympathy and sorrow to those near and dear. With their beauty and fragrance, they take away the sting of death—for what sadder sight can one behold than a casket without a flower? Even on a grave, flowers say to those that pass: "Gone but not forgotten."

What a dreary world this would be, were it not for flowers, trees, shrubs and the green grass? The smallest cottage becomes "a thing of beauty and a joy forever," with a climbing vine or two, a bed of blooming plants on a velvety lawn, sings of "Home, Sweet Home,"—while the costliest mansion is but a mere pile of stone and marble, without flowers and the green grass.

Fellow florists and those of the allied trades, may this message of mine help to make you realize the great good you are doing, may it spur you on to greater efforts and achievements, for are you not producing and distributing a product, more valuable than precious stones, more beautiful than costly velvets and tapestries of rich texture—for has not the Master said: "Consider the lilies of the field—they rival Solomon in all his glory."

I congratulate you on having chosen this profession, by which to obtain your livelihood and may I ask the members of the Society of American Florists and allied societies, that they co-operate with me to bring more members into the Ladies' Society of American Florists? Just a word of encouragement, to the sister or daughter, mother, sweetheart, or wife, may mean a new member for our society and greater understanding of your aspirations and sympathy in your endeavors for you.

For after all, back of every great man's success, is the silent partner—a woman. It may be the mother, who in your growing years has trained you to be the man you are, has instilled in you those qualities which have made your success possible, or it may be the sweetheart, who believes in you, who has faith in your ability to reach the top—who with her words of encouragement speeds you on to overcome all obstacles on the rocky road to success. Or it may be the wife, who through years of toil and hardships has struggled along, side by side, never faltering, never wavering, making sacrifice after sacrifice, so that you might attain success and be looked up to in your community. Whichever it may be, the Ladies' Society of American Florists will be proud to count her among its members. My aim during 1922, shall be to increase that membership—to add more members to the ranks of those "who are making the world more beautiful than they found it."

I see not a step before me as I tread on another year;
But I've left the past in God's keeping—the future His mercy shall clear.
And what looks dark in the distance may brighten as I draw near.

It may be He keeps waiting, for the coming of my feet,
Some gift of such rare blessedness, some joy so strangely sweet,
That my lips shall only tremble with the thanks they cannot speak.

So I go on not knowing—I would not if I might;
I would rather walk in the dark with God, than go alone in the light.

And thus, each step of my onward path, He makes new scenes arise,
And every joy He sends comes like a sweet surprise.

May your pleasant surprises, be as numerous as the days of the year.
May God bless you and keep you all in health, happiness and prosperity.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

This is mid winter and with snow on the ground flowers will be sure to be an appreciated gift which should be emphasized in every possible way. As a striking window decoration, a summer garden scene may be made with a section of fence or a bit of lattice partially covered with southern smilax and asparagus as if growing, sufficiently thick to conceal small glass flower tubes which when filled with sweet peas will simulate a very pretty bit of summer sunshine. The same idea may be carried out with short roses trained over an arched gateway, covering a pebbled path, through a lawn of green sheet moss with a small bed or two of roses in full flower. This may be labeled "a morning in June" or "a bit of June sunshine." A few boxes of the flowers used, displayed on a garden bench may be marked "Let your friends enjoy this summer atmosphere with a few of these lovely blossoms." Such windows will not be difficult to arrange and in contrast with the winter surroundings are certain to attract attention.

The first of the spring bulbs are now appearing, while they are more or less a novelty they should be featured in small baskets with pussy willows, also in shallow bowls with perforated block holders and in figured vases, etc. They are sure to attract more notice with such artistic arrangement and help dispose of various receptacles that were badly in need of a lift.

CALENDULAS USEFUL AS CONTRASTS.

Calendulas which are now getting up to their winter standard will, with their brilliant orange coloring, be found useful in contrasts with other flowers. Small baskets of all calendulas and pussy willows will oft times fill the bill for the customer who wants just a small arrangement to take along.

Pansies are popular with most buyers. They can be made into pretty corsages with the aid of small green galax leaves, into which the stems are pulled through punched holes or cut slots so that the flowers lie flat or face up. With the stems wound with a pinch of wet sphagnum they will last quite a long time. They also look well in low flat baskets with the stems in moss when they make a good lunch table decoration. A few scattered over the top of a box of flowers gives a finish that is sure to be admired.

A little care in placing cut flowers in a box will add much to the effect. A dozen roses should be placed six at each end, so that each flower shows with stems toward the center. These should be tied down in the middle with a piece of tape coming up through the bottom at each edge. A little wax paper as a padding for the tie makes a better job. A small cushion of wax paper under the buds makes them more effective when the box is opened. When other stocks are included they can be arranged on top, the roses with stems towards the center, but placed in such a position that all the flowers show. They can then all be tied in by the same piece of tape. A little green, a scented spray or two and a few pansies to top off will present a pretty finish when the box is opened.

Croton leaves and sprays are good stock to have on hand all through the season. A leaf or two in a box of flowers is always admired and a spray of the highly colored foliage will add va-



ST. VALENTINE'S DAY SPECIALTIES.

Pan of Primula Malacoides with Mat Covering and Valentine Decorations.

riety to baskets, sprays and other cut flower arrangements.

BRIDE'S SHOWER BUNCH OF SWEET PEAS.

Sweet peas are an important factor as they are one of the most popular flowers available for all classes of floral arrangements. From now on the supply will be unlimited and they should be constantly kept to the front, featured in baskets, corsages, flower bowls, nicely arranged in boxes, with here and there a touch of pussy willows, all ready for immediate delivery. A bride's shower bunch of white sweet peas makes a good window piece which has a publicity value that may be cashed in later on.

Primula malacoides and others of its species are now almost at their best and will be found one of the most profitable of the winter flowering plants. The small balls of soil fit the liners of small baskets, which with their wealth of flowers and foliage they fill completely. A little bow of ribbon on the handle and the arrangement is as acceptable as a basket of cut flowers and will last much longer. Several together in a pan make a splendid center for the table. Plants with the pots covered with matting or other decoration can be given a basket appearance with a few arched pussy willow sprays stuck in the pot and a little bow of fibre ribbon.

Every florist, no matter how small his business, should carry a line of pottery, just a few samples and a little assortment of standard baskets. With

a few plants standing in fancy jars and baskets displayed here and there the store will have a more or less dressy appearance that makes a good impression on the visitor.

The great majority of flower shops need no such advice but there are many who are always complaining of dull times, who either do not know how to do business or do not care. In some shops red wreaths hang in the window until Easter and in others dead plants will stand around for a month. I once saw two dead evergreens, one on either side of the front door of a flower shop on Easter Saturday, where they had been on duty from the autumn. Such indifference is deplorable. Every florist who wants to do business should keep his shop clean and inviting, with plants and other stock removed immediately as soon as it becomes unsightly. Most people come into the store without ment to buy and if they go out without having made a purchase they are apt to at son, and it is up to Mr. florist and once have a tussle with try to solve the problem.

The Northwestern
St. Paul, Minn. recently elected
Peony and Iris Society for the coming
the following: Stryker, president, and
year: John, first vice-president, both
D. W. C., second vice-president, Chicago,
of this city; H. J. Arkholme, Chicago,
second vice-president; W. F. Christman,
Minneapolis, secretary-treasurer.

THE S. A. F.

National Publicity Campaign.

The campaign commences the second four-year term of its establishment with a subscription fund of \$35,000 pledged for use in creating publicity for flowers during 1922. This amount includes also subscriptions due on pledges made covering the previous four years and only partially collected. Opportunity is here taken to impress upon all subscribers in arrears the importance of prompt discharge of their pledges, in order that the publicity committee may be placed in a position to properly function. The members of the committee give generously of their time and efforts to continue the effectiveness of the campaign, and it is unfair to them that they should be obliged to face uncertainties as to collections when they are considering advertising contracts in the best interests of all concerned.

It was hoped that a statement in detail as to the financial situation could be appended to this report, but owing to the great press of business, mostly detail and character, which the staff of the office has been wrestling with during the past two or three weeks, it has been impossible to properly prepare the same. Every mail now is bringing matter necessitating changes and additions, so that at best such a statement at this time would be anything but accurate. It is, however, most cheering to report a large number of voluntary increases in the amounts of subscriptions previously pledged. Many subscribers are doubling and redoubling their former pledges, and an interest is being asserted in the campaign which is most gratifying to the committee.

The committee is enabled at this, the opening of the second campaign period, to make their plans with a judgment ripened by experience. They realize that conditions are not quite the same as they were four years ago. The slogan, "Say it with Flowers," has been put over, and established beyond even the imagination of the greatest enthusiast in the campaign. Its value is recognized by practically every industrial interest in the land, and to let it lag now would be nothing short of a crime. On every hand we find evidence of attempts to pervert the admittedly simple phrase, making it all the more necessary that we should increase efforts to maintain the prestige established for it. The piracies are so flagrant that the public fails to assimilate them, and instead of hurting, they really help, and at best are considered stupid and likely to prove to the disadvantage of those who seek to perpetrate them. "Say it with Meats," "Say it with Furniture," "Say it with Perfume," and all such perversions are ridiculous, and an open admission that the slogan of the florists is the best ever adopted, and far reaching in its effect.

The committee, however, is considering ways and means to check this assault upon what we justly consider to be our prerogative, and have already decided upon steps to be taken immediately. All florists are asked to report to the secretary any violation of the slogan which may come to their notice, so that the committee will have sufficient evidence to work upon when they are ready to move. Incidentally, the following letter to Chairman Henry Penn from the director of the national vigilance committee of the Associated Advertising Clubs of the World, shows

that the pirating of a slogan is frowned upon by the leading organization in the advertising world.

"December 19, 1921.

Henry Penn, Chairman,
Publicity Committee,
National Publicity Campaign,
124 Tremont street,
Boston, Mass.

"Re: Slogan 'Say it with Flowers.'
My dear Mr. Penn:

"This slogan is so original and valuable, that you may be sure we shall be exceedingly interested in the communication which we are to receive from the secretary of the Society of American Florists.

"Just on the face of it, the appropriation and derogation of the slogan by the phrase 'Say it with Furniture—Flowers Die,' is greatly to be deplored.

"We shall be glad to take action in this matter.—Very truly yours, Associated Advertising Clubs, H. J. Kenner, Director, National Vigilance Committee."

National Flower Show.

By the order of Chairman George Asmus, a meeting of the National Flower Show Committee will be held at the greater Bond Hotel, Hartford, Conn., at 2 p. m., Thursday, January 26, the second day of the meeting of the American Carnation Society, and of the combined exhibition of that society and the florists' interests of Hartford. In a letter recently sent out to the trade, through a typographical error, the show dates were given as March 24-April 1. As everyone knows, the dates are March 25-April 1, but attention is, nevertheless, called to the error.

Officers and Appointments.

In the list of appointments made by President Pennock, and as published last week, the name of Prof. Arno H. Nehrling, Cornell university, Ithaca, N. Y., was accidentally omitted from the personnel of the committee on education, of which Fred A. Wilson, Nahant, Mass., is chairman.

Among the clubs and societies asked to recommend appointees for various committee offices, were several who failed to have their recommendations filed at the society's administration offices in time for action by the president, in accordance with the by-laws, which provide for all appointments upon the president taking office. This is much regretted, as the president was obliged to make appointments according to his own judgment as to fitness of appointees, a judgment which he would rather have left to territorial recommendation.

JOHN YOUNG, Sec'y.

Fifth National Flower Show Trains.

CLEVELAND, O., MARCH 25-APRIL 1.

The following schedules of trains are for florists and their friends who expect to honor Cleveland by their presence at the Fifth National Flower Show, March 25-April 1. These schedules are for cities that are gateways to Cleveland from the west, east, north and south. Your local ticket agent can furnish you with any additional information you may desire. An information booth will be maintained at the exhibition hall, with experienced ticket agents in charge, where tickets, berths and other Pullman reservations can be secured for the return trip.

The schedules follow:

CHICAGO TO CLEVELAND—N. Y. CENTRAL R.R.			
Leave Chicago.		Due Cleveland.	
8:25 a. m.		5:17 p. m.	
10:25 a. m.		7:00 p. m.	
1:30 p. m.		11:20 p. m.	
11:00 p. m.		8:15 a. m.	

ST. LOUIS TO CLEVELAND—BIG FOUR R. R.			
Leave St. Louis.		Due Cleveland.	
8:25 a. m.		11:25 p. m.	
5:30 p. m.		7:50 a. m.	
10:00 p. m.		4:55 p. m.	

CINCINNATI TO CLEVELAND—N. Y. CENT. R. R.			
Leave Cincinnati.		Due Cleveland.	
8:30 a. m.		4:55 p. m.	
12:05 p. m.		7:10 p. m.	
3:00 p. m.		10:35 p. m.	
11:30 p. m.		8:20 a. m.	

NEW YORK TO CLEVELAND—N. Y. CENT. R. R.			
Leave New York.		Due Cleveland.	
8:45 a. m.		12:05 a. m.	
2:00 p. m.		6:00 a. m.	
5:30 p. m.		8:20 a. m.	
6:45 p. m.		8:35 a. m.	
8:00 p. m.		11:52 a. m.	

WASHINGTON TO CLEVELAND—PENN. R. R.			
Leave Washington.		Due Cleveland.	
7:25 p. m.		8:50 a. m.	
9:40 p. m.		12:55 p. m.	
6:40 p. m. (B. & O. R. R.)		7:50 a. m.	
10:20 p. m. (B. & O. R. R.)		1:10 p. m.	

BALTIMORE TO CLEVELAND—B. & O. R. R.			
Leave Baltimore.		Due Cleveland.	
5:21 p. m.		7:50 a. m.	
9:13 p. m.		1:10 p. m.	

PHILADELPHIA TO CLEVELAND—PENN. R. R.			
Leave Philadelphia.		Due Cleveland.	
10:25 a. m.		11:59 p. m.	
8:10 p. m.		8:50 a. m.	

TORONTO TO CLEVELAND—CAN. PAC. R. R.			
Leave Toronto.		Due Cleveland.	
9:15 a. m.		5:30 p. m.	
1:00 p. m.		10:00 p. m.	
7:15 p. m.		5:45 p. m.	

For those who must pass through any of the above cities the schedules should be of convenience in assisting florists to arrange their itineraries. The fare throughout the United States and Canada is approximately .036 cents per mile. Cleveland awaits your coming and its residents will endeavor to make your visit a most enjoyable one.

CHAS. F. BASTIAN, Chairman,
Transportation Committee.

Chicago to Hartford.

The New York Central railroad has been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the American Carnation Society and the American Rose Society, and meeting of the National Flower Growers' Association to be held at Hartford, Conn., January 25-27. The party will leave the La Salle Street station, Van Buren and La Salle streets, on the Inter State Express, Tuesday, at 8:25 a. m., January 24, due Hartford the following morning at 9:45 o'clock.

The fare one way, via Springfield, Mass., is \$34.12 and via New York, \$36.63. Pullman fares to Springfield and New York are: Lower berth, \$9; upper, \$7.20.

Other trains for those unable to accompany the party are:

NEW YORK CENTRAL RAILROAD.

The New England Express, leaving La Salle Street station at 10:30 a. m., due Hartford the following afternoon at 2:55 o'clock; the New York and New England Express, departing from the same depot at 1:30 p. m., due Hartford the next day at 4:58 p. m. On this train an extra fare of \$3.60, to New York, is added to the regular ticket rate named above. Lake Shore Limited, leaving La Salle Street station at 5:30 p. m., due Hartford the following evening at 7:12 o'clock, with an excess fare of \$6 to New York, in addition to the regular ticket rate.

MICHIGAN CENTRAL RAILROAD.

Leave Chicago	Due Hartford
9:05 a. m.	11:10 a. m.
10:30 a. m.	2:55 p. m.

Delegations from the north, south and west are invited to join the party at Chicago.

For reservations, etc., address C. Hartigan, assistant general passenger agent, Room 1220, La Salle Street station, Chicago, or O. W. Crapser, general passenger agent, at the same address. Telephone, Wabash 4200.

New York Florists' Club.

The New York Florists' Club held its regular monthly meeting in its hall at the Engineering building, January 9. Retiring President Hendrickson called the session to order and Secretary Young read the minutes of the previous meeting. President Hendrickson, in brief but well chosen remarks, turned over the gavel to the incoming president, Roman J. Irwin. A noteworthy feature of the session was the presence of President S. S. Pennock, of the Society of American Florists, and President Robert Pyle, of the American Rose Society, both being called to seats on the platform and in turn made addresses.

PRESIDENT IRWIN'S ADDRESS.

In his inaugural address, President Irwin spoke as follows:

"Friends and fellow members, I wish to assure you that I appreciate the honor of being elected president of the New York Florists' Club. I also wish to thank all members that supported me. To show my appreciation, I am going to do my best to make my administration of the office a successful one. I will need the support of every member of the club, with co-operation of all my able committees. I assure you that I will work and do everything possible to make this year, 1922, as successful as any we have had in the past history of the club."

The president appointed his committees as follows:

Transportation—Paul A. Rigo, chairman; A. L. Miller, Clifford Lowther.

Legislative—W. H. Siebrecht, Jr., chairman; F. R. Pierson, A. L. Miller.

Publicity—Aubrey S. Nash, chairman; A. M. Henshaw, A. T. Bunyard.

Essay and Lecture—Clifford Lowther, chairman; I. Hendrickson, Philip Cox. Annual Banquet—Paul A. Rigo, chairman; Philip Kessler, A. Kottmiller, Percy Rigby, W. G. Badgley, W. A. Rodman, James Sullivan.

Exhibition—Wm. Saville, chairman; E. A. Manda, R. Hughes, C. O. Glessler, M. Matheron.

House and Entertainment—Peter Gerlaid, chairman; E. A. Hanft, A. Radice, Leo Klein, H. Hoffman.

Awards—Arthur Herrington, chairman; W. R. Pierson, C. H. Totty, John Lange, F. H. Traendly, Wm. Vert, Max Schling.

Committee on club house—A. T. De La Mare, chairman; F. H. Traendly, Jos. Manda, C. H. Totty, F. L. Atkins, I. S. Hendrickson, F. R. Pierson, Chas. Weathered, Max Schling, Percy B. Rigby, G. E. M. Stumpp, Chas. Brown.

President Pennock, of the Society of American Florists, spoke in his usual happy vein. He hoped that all the club members would join the Society of American Florists and he anticipated a very successful year for that organization. He also asked for cordial support of the Fifth National Flower Show, to be staged at Cleveland, O., March 25-April 1.

President Pyle, of the American Rose Society, always effective and pleasing on the platform, made a strong appeal for increased interest by the trade in his society. He called attention to the fact that of the 2,000 members in this city only 175 are in the trade.

There was a discussion on the time of holding the council banquet, some being against its being held during the week of the Spring Flower Show, but on a vote of the members it was decided to

hold it at that time. There were seven proposals for membership in the club. The following were elected, their nominations being made at the last meeting: E. A. Ward, 512 Fifth avenue; Otto Koch, Morris Plains, N. J.; Albert A. Schanzer, 144 West 94th street; Alexis I. Polglase, 231 73rd street, Brooklyn; Andrew Sauter, 55 West 26th street; Thomas Federico, 55 West 26th street.

The vice-president, secretary and treasurer, the last two having been re-elected, made brief addresses. As it was ladies' night and a dance was on the programme the business was dispatched as quickly as possible and the floor of the large hall was made ready for the event.

Many of the members had brought their wives and daughters and for ought we know others had brought their sweethearts. Chairman Gerlaid of the house and entertainment committee and his associates had made ample preparations. A collation was served and there was dancing till a late hour. So far as we could observe, a good time was enjoyed by all.

A. F. F.

National Flower Growers' Association.

CINCINNATI GROWERS.

With the advent of the New Year, the growers of the Cincinnati branch of the Ohio District, have started out with the spirit which has every earmark of success. Their regular monthly meeting which was held January 4 at R. Witterstaetter's plant was the best attended meeting since the birth of the organization in this city. The members took pleasure in going through Mr. Witterstaetter's fine establishment.

The meeting was called to order at 3:30 p. m., and the various committees which had been appointed at the last session had evidently worked over time according to their reports, and it was necessary to hold some of them over until our next meeting, especially the constitution and by-laws, as it is the wish of the Cincinnati branch that there be no loop-holes in the constitution and by-laws when same is ready for adoption. In addition to two new members having been taken in there were several more present with a view of getting an idea as to the purpose of the organization, and there is no doubt but that our membership will be increased at each meeting.

The subject of advertising was taken up and after some discussion it was decided to see how much could be raised by subscription from the members present, and they responded nobly, as follows: R. Witterstaetter, Wm. Murphy Co., Murphy Bros., each, \$50; Jps. Imholte, Wm. Schumann, Frank Volz, Wm. Taylor, W. C. Schaefer, O. B. Murphy, Nick Vernon, Wm. Sundermann, Ed. Schumann, C. A. Murphy and Frank Deller, each, \$25; L. F. Murphy, \$10; John Bruckner and Edwin Murphy, each \$5.

On invitation of Jos. Imholte it was decided to hold the next session at his establishment, Wednesday, February 1, at 1 p. m.

Jos. IMHOLTE, Sec'y.

ST. LOUIS DISTRICT MEETING.

The annual meeting of the St. Louis District of the National Flower Growers' Association will be held at the new Hotel Claridge, St. Louis, Mo., January 17. The executive committee will meet promptly at 9 a. m., and the pot plant, retail growers, cut flower growers, etc., at 10 a. m. The business session will convene promptly at 11 a. m. and continue for two hours, luncheon being served at 1 p. m. The committee in charge deemed it best not to have any lengthy addresses and the five hours

devoted to the programme will prove especially interesting as one of the features is the election of officers.

After lunch the members will leave the hotel, Eighteenth and Locust streets, in automobiles for a visit to the various greenhouse establishments in St. Louis county. All members are requested to interest growers, in the vicinity of their homes, who are not members and bring them to St. Louis.

J. J. BENEKE, Sec'y.

OBITUARY.

Mrs. Catherine Scheerer.

Mrs. Catherine Jurgens Scheerer, wife of Frederick Scheerer, a wholesale florist of New York, died in a Newark, N. J., hospital, January 2, following an operation for gall stones. Her sudden passing away was a great shock to her family and friends as serious results from the operation had not been apprehended.

Mrs. Scheerer was a daughter of the late Carl Jurgens, of Newport, R. I., and a sister to Carl Jurgens, a well known florist of that city. About 10 years ago, she removed from Newport with her husband who had taken charge of the sales department of the stock from the Jurgens range, in the rooms of the New York Cut Flower Co. Their home was in Orange, N. J.

Besides her husband Mrs. Scheerer is survived by two daughters and the brother above mentioned. Interment was at Newport, R. I.

A. F. F.

MASON, MICH.—A. W. Jewett, Jr., is building greenhouses on his property here.

DOYLESTOWN, PA.—John Andre is adding nine houses to his establishment, each 35x100 feet.

PANA, ILL.—A robin was observed here early in January, and at Strasburg, strawberries were in bloom.

PORTSMOUTH, O.—Orin B. Oakes will install an up-to-date flower shop in the Play House building in the near future.

CEDAR RAPIDS, IA.—Grant Newport is building a new house 35x225 feet. H. E. & C. W. Krebs will build one house 29x125 feet.

BEULAH, MICH.—The Benzie County Farm Bureau has formed a pool to purchase 12,000 fruit trees for spring planting for its members.

LOS ANGELES, CALIF.—Seven wholesale and retail florists exploited their trade with a page advertisement in the Times of December 29.

DETROIT, MICH.—The Ford Motor Co., will resume operations in all departments the second week of January, with 40,000 men on the payroll.

LOGANSPOUT, IND.—The Pershing Flower Shop moved to a new location at 514 Broadway December 30. The firm was formerly at 409 East Market street.

MELROSE, MASS.—Thomas Cogger, gladiolus specialist, will offer this season, Helen Franklin, a new ruffled variety, pure white with violet markings, which has received numerous awards and high praise from those who have seen it.

SPRINGFIELD, O.—The McBeth Nurseries Co., has been incorporated with a capital of \$25,000 to operate a nursery and greenhouse business at 2673 East High street. Incorporators are Thomas A. McBeth, James C. Wetts, Dale J. Divens, Floyd A. Mick and George W. Netts.—J. W. L.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

THIS ISSUE 48 PAGES WITH COVER.

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KANE, PA., claims the distinction of being the leading glass manufacturing center of the country, having three window glass factories employing 3,000 men, and will continue operations all winter.

Personal.

Wm. F. Gude, of Washington, D. C., while crossing the floor of a room at his home, 3800 New Hampshire avenue, N. W., January 8, slipped and broke the ankle of his left foot. His physician was called immediately and the ankle placed in a plaster cast. This very painful accident will keep Mr. Gude confined to his home for some weeks, it is said.

Prof. Arno Nehrling, of Cornell university, Ithaca, N. Y., stopped over one day in Chicago last week, returning from a holiday vacation in Denver and Colorado Springs.

A BULLETIN (No. 336), on the preparation of nicotine dust, as an insecticide has been issued by the Agricultural Experiment station, Berkeley, Calif., which merits the attention of all who have to deal with insect pests.

Fifth National Flower Show.

CLEVELAND, O., MARCH 25-APRIL 1.

The Fifth National Flower Show, which is to be staged in Cleveland, March 25-April 1, has opened an office at 368 Lenox building, with Secretary L. C. Vinson in charge. Mr. Vinson is also executive secretary of the Ohio District of the National Flower Growers' Association and has had considerable experience in handling exhibitions.

At a meeting last week, four of the gardens that will be staged at the show, in 1,000 square feet, were taken by the Cleveland Garden Club, C. Merkle & Sons, Mentor, O., Walter E. Cook, Inc., and the public schools of this city. Many of the rose gardens, to occupy 500 square feet, have been subscribed for as follows: J. M. Gasser Co., Fox, the Florist, both of this city; Lars Anderson, Rocky River, O., and Carl Hagenburger, West Mentor, O., A. S. Buskirk, of Independence, O., has spoken for 300 square feet to be used as a rock garden and promises, among other features, a very fine exhibit of fish.

Poster stamps, featuring a colonial dame pinning a rose on the coat lapel of her gentlemen friend, and stating the time and place of the exhibition, are now ready and present an artistic appearance, being appropriate to place on mail matter.

Plant and Seed Importation by Mail.

FEDERAL HORTICULTURAL BOARD PERMITS.

The privilege of importing plants and seeds for propagation, by mail, which heretofore has been only granted to the United States Department of Agriculture has been extended to growers who secure a special permit from the federal horticultural board and on condition that such shipments be addressed to the board at Washington, D. C., or San Francisco, Calif.

The importation, by mail, of plants and seeds for propagation, except field, vegetable and flower seeds and importations made by the Department of Agriculture has in the past been prohibited by the Post Office Department but in accordance with the new ruling permission for the importation of special permit material under Regulation No. 14 of Quarantine No. 37 is authorized on request, when warranted by the nature and amount of the proposed shipment. Such authority, if approved, will be indicated on the permit and tags for such shipments will be furnished, which are to be sent to the person in the country making the shipment. These tags will be addressed to the United States Department of Agriculture, federal horticultural board, either at Washington, D. C., or Ferry building, San Francisco, Calif., and will carry the permit under the name and address of the importer and when attached to the package will authorize the foreign postmaster to accept it for shipment. By special arrangement with the Post Office Department, such mail shipments, after inspection, may be forwarded to the importer without the payment of additional postage.

The entry requirements in the case of mail shipments are somewhat simplified. By arrangement with the customs service such shipments are permitted to come in bond directly to the Department of Agriculture, either at the Washington or San Francisco offices

of the board, obviating any brokerage service for forwarding from the port of first arrival. The importer will have to provide merely for customs clearance at the two cities mentioned.

It should be clearly understood that mail shipments of plants and seeds for propagation is strictly limited to special permit material under Regulation No. 14, and to field, vegetable and flower seeds under Regulations Nos. 3 and 15, of Quarantine No. 37.

C. L. MARLATT, Chairman.
Federal Horticultural Board.

Plant Importation Restrictions.

UNDER QUARANTINE NO. 37.

There seems to be a fairly wide feeling that the federal horticultural board contemplates in the immediate future additional restrictions or prohibitions on the entry of bulbs and other classes of plants listed under Regulation No. 3, Quarantine No. 37. To correct misapprehensions on this subject it is stated that the board has so far taken no formal action in that direction. Should the board decide at any time in the near future that it is worth while to discuss further limitations on the importation of such bulbs or other articles, due notice will be given and a conference will be called at which there will be ample opportunity for all interests concerned to be heard. If, as a result of such conference, it should be determined to be desirable to still further restrict entry of such articles, before such restrictions are enforced ample time will be given for any necessary readjustments, both with respect to the home and foreign growers of such plants.

In other words, the notice to foreign growers will be such as will be deemed adequate to meet the new conditions and restriction, if any, dependent on the character of the plant concerned—one to several years. The intention would be to give the foreign grower opportunity to curtail his production and dispose of supplies which he has already under way for the American market and at the same time to give opportunity for the American grower to prepare to meet home needs. Naturally, any such curtailment, if determined upon, will not be taken until it is clearly shown that American production can within a reasonable time replace the stock theretofore imported.

The general principle underlying Quarantine No. 37 is as rapidly as possible to make this country independent of foreign supplies, with the object of ultimately reaching a condition where entry of foreign plants will be limited to new plants and such plants as are not capable of production in the United States.

C. L. MARLATT, Chairman.
Federal Horticultural Board.

Carnation Disease Proof.

London, Eng.—Crossing the American carnation known as Mrs. T. W. Lawson, with English plants has produced, after 24 years of selective breeding, a dazzling white variety, the first of a new race of disease-resistant flowers, which is described as a triumph of horticulture.

Its breeder, Stuart Low, who showed his novelty, named White Pearl, at the Royal Horticultural hall here, has succeeded in retaining the old carnation fragrance, which in many modern varieties has almost vanished. It is stated that the new registered carnation has gone through all disease tests and has come out unscathed.—New York Evening Mail.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, time, date and place of meetings.]

Boston, Mass., January 17, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, Faulkner farm, Brookline, Mass., secretary.

Chicago, January 19, 8 p. m.—Commercial Flower Growers of Chicago at Hotel Randolph. Otto H. Amling, Maywood, Ill., secretary.

Columbus, O., January 16, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, 19 South High street, Columbus, secretary.

Grand Rapids, Mich., January 16, 8 p. m.—Grand Rapids Florists' and Gardeners' Club. Edw. Freyling, 891 Wealthy avenue, Grand Rapids, secretary.

Helena, Mont., January 21, 8 p. m.—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, Helena, secretary.

Lake Geneva, Wis., January 21, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Wm. McKinnon, Lake Geneva, secretary.

Lancaster, Pa., January 19, 8 p. m.—Lancaster County Florists' Association at Chamber of Commerce, Albert M. Herr, R. F. D. No. 8, Lancaster, secretary.

Philadelphia, Pa., January 17, 3:30 p. m.—Pennsylvania Horticultural Society at 606 Finance building. David Rust, 606 Finance building, Philadelphia, secretary.

Portland, Ore., January 17, 8 p. m.—Oregon Floral Society at Masonic temple. F. A. Van Kirk, 64 East 50th street, Portland, secretary.

Tarrytown, N. Y., January 18, 7:30 p. m.—Tarrytown Horticultural Society at Masonic building. E. W. Neubrand, 47 South Washington street, Tarrytown, secretary.

Toronto, Ont., January 17, 8 p. m.—Gardeners' and Florists' Association at St. George's hall, Elm street. Alex. Simpson, 87 Grosvenor, Toronto, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Florist and gardener; married man; state salary desired. Address
P. O. Box 70, San Antonio, Texas.

Help Wanted—Experienced man for retail store; steady position. The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.

Situation Wanted—By gardener; general inside and outside plantsman; life experience; age 48, five in family. Address
Key 820, care American Florist.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,
Key 822, Care American Florist.

SALESMEN calling on florist and general trade can secure good line staple well known goods paying good commission. Write quick.
B. M. Co., Zane Station, Zanesville, Ohio.

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

Situation Wanted

Grower, single, 25 years' experience. Address
Key 821, care American Florist.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address
Key 805, care American Florist.

FOR SALE OR EXCHANGE

Six greenhouses with 3000 ft. bench space, modern 8-room house and two acres of land on France Ave., South Minneapolis, Minn. Best location in the city. Write owner.

JAMES SEED, St. Croix Falls, Wis.

For Sale

One (1) No. 924 Lord & Burnham square sectional hot water boiler, capacity 3840 feet of 2-inch pipe. In first-class condition, ready for prompt shipment. Price \$200. Address

THE D. HILL NURSERY CO.
Box 404, DUNDEE, ILL.

FOR SALE

20-40 ft. lots about (2½ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltham, Forest, Woodlawn and others. Address

E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

**FOR SALE
Bearing Pecan Grove**

50 acres, 11 years old, at a great sacrifice; \$12,000, worth \$20,000.

EDWARD MANIE
514 Broad Street, ALBANY, GEORGIA

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

**OFFICIAL S. A. F.
Shipping Labels**

Actual size of leaf 2½ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK**GREATLY INCREASED DEMAND**

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

Choice Begonias

For January we offer very choice specimens of **Begonia Glory of Cincinnati** and **Melior**, at \$1.50, \$2.00, \$2.50, \$3.00 and \$4.00 each.

Begonia Mrs. J. A. Peterson, at \$1.50 to \$2.00 each. Smaller Begonias in 4-inch and 5-inch pots, at 50c and 75c each.

Cyclamen Giganteum, in bloom, 4-inch and 5-inch, at 40c, 50c and 75c each. These came in bloom too late for the Holiday trade.

J. A. Peterson & Sons, WESTWOOD, CINCINNATI, OHIO

San Francisco.

HOLIDAY TRADE EXCEEDS EXPECTATIONS.

Christmas day opened with one of the most severe storms that has been recorded in years. Fortunately up to that time favorable weather prevailed and enabled the trade to book a volume of business that was equal to the previous year. Buyers did not appear until two days before the holiday and up to that time considerable uncertainty prevailed among the retailers as to the ultimate outcome, but the great rush on the last two days cleaned up all stock, both in plants and cut flowers, and in many instances the shops were unable to handle the throngs of visitors. The matter of delivery, on Christmas Day, was a problem, but we are informed that it was carried through successfully by the use of enclosed trucks. We do not recall when there has been such an abundance of cut flowers for this occasion as was the case this year, which was anticipated in the December 24 issue of THE AMERICAN FLORIST. Roses were most abundant, namely, Mrs. Chas. Russell, Premier and Columbia which were particularly fine. Good long stemmed firsts cleaned up quickly at satisfactory prices to the retailers. This, in fact, was one of the very few years where the florist was enabled to buy his holiday stock at reasonable prices and himself clean up a handsome profit, which condition held true for all kinds of roses. Ophelia was not much in evidence as in former years, having been largely supplanted by Butterfly. These two varieties cleaned up. Red kinds, such as Hoosier Beauty and Hadley were the respective favorites. Prices in all these advanced about 100 per cent in the few days before Christmas. This is a conservative estimate as in previous years increases have been from 200 to 400 per cent. A heavy supply of Mrs. Aaron Ward was on the market, but was easily disposed of. For many days previous to the holiday the shipping demand taxed the ability of the wholesalers to fill orders, but this dropped off as Christmas approached, leaving an ample supply for the local trade. There was the usual heavy call for red carnations, which, not being in good supply, sold at stiff figures, and reds as well as the other varieties sold out completely. Violets were plentiful and sold without any change in price. This flower seems to be neglected by the public at Christmas time. The shippers, however, disposed of enormous quantities to distant points. Poinsettias were plentiful, especially stock from the south. Locally grown flowers were of excellent quality and were given the preference by buyers. There was a fine cut of ericas available and largely used in basket work. Freesias were also in good supply and sold readily. Paper White narcissi moved slowly and not many Roman hyacinths were noted. The quality of lily of the valley was excellent and fine

prices were obtained. Gardenias were decidedly scarce, as well as orchids and fancy prices were obtained for these items. The demand for holly and California red berries was the largest in the history of the local trade. Dealers in green goods also report the best Christmas ever experienced. We have never seen a finer lot of pot grown poinsettias as was offered this season, being in all sizes, from six inches to six feet. The fine quality of the azaleas offered was one of the surprises of the season. Stock in many colors was seen and brought exceptional prices. Cyclamens were in generous supply throughout the city, of varying degrees of quality. Fancy stock, as is always the case, sold out early. Ericas also were popular, all sizes being represented and selling at \$4 to \$20 each. E. melanthera and E. obvata sold the best, the latter kind being more plentiful than for several years. Made-up pans and baskets sold better than pot stock. Adiantum gloriosa, of the finest quality, was easily disposed of. Boston ferns, aspleniums and cibotiums all went well. New Year's, while not comparing with the Christmas trade, was not disappointing, many downtown stores reporting increased sales for cut flowers and centerpieces, with little demand for plants.

NOTES.

The holiday display of Podesta & Baldocchi was a splendid assortment of azaleas, poinsettias, begonias and foliage. V. L. Podesta stated that the firm had the best Christmas trade in its history.

Angelo J. Rossi, newly elected supervisor, has been appointed chairman of the committee of parks and playgrounds for which office he is eminently fitted.

Eric James, Elmhurst, was highly commended for the fine quality of the holiday plants he sent to this market. His Gloriosa ferns were beautiful.

T. Weiland has resumed his duties at the Art Floral Co. store, after several weeks illness.

JAMES T. LYNCH.

Milwaukee, Wis.

RED CARNATIONS POPULAR.

Trade has been rather quiet the past week and the supply of cut flowers has just about kept pace with the demand, with the exception of red carnations which have cleaned up daily at good prices. General conditions are satisfactory to all.

FLORISTS' CLUB MEETING.

The regular meeting of the Florists' Club was held at Holton & Hunkel's new store, January 5, with an excellent attendance. The report of Treasurer Livingstone showed a good cash balance and the club voted to invest some of the surplus in United States government securities. A discussion of how the exhibits at the annual State

Fair might be worked out to be more instructive to the general public than a mere show for competition brought out several good ideas. The refreshments served were greatly enjoyed and appreciated and the Holton & Hunkel Co. given a rising vote of thanks for its hospitality. C. C. Pollworth acted as master of ceremonies in installing the officers for 1922, as follows: Alfred Locker, president; Carl P. Menger, vice-president; Eugene Oestreich, 5630 North avenue, secretary; James Livingstone, treasurer. An inspection of the firm's new store, after the meeting adjourned, showed it to be strictly up-to-the-minute from the basement to the general office. An ice machine in the basement maintains the desired temperature in two refrigerators and makes ice for the shipping orders. The main packing room is well arranged and lighted, as well as the office, both being on the same floor. A private telephone operator saves many steps. The wire workers have a well equipped room in the basement which is a great improvement over former days.

NOTES.

Hugo Locker and son Alfred left January 7 for a brief trip to New York and other eastern cities.

A. Reinhardt, North Milwaukee, has been laid up with a cold since Christmas.

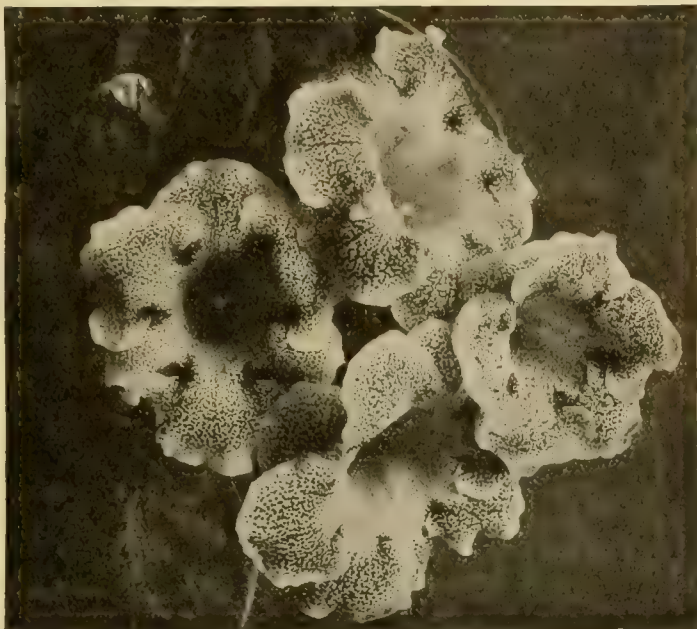
Visitor: M. Eberfeld, Cedarburg, Wis.
E. O.

Tacoma, Wash.

SATISFACTORY HOLIDAY TRADE

Business proved to be fully as great as any past year for the holiday season. Not one of the stores had anything much left, hardly enough to make a decent showing for their space for plants and cut flowers. Christmas night found them nearly cleaned up and each one tired out but happy. Stock was plentiful in all lines with possible loss of many sales because not enough small plants were to be had. This class was far short of the sales possibility. The plants not sold were large pots and baskets of red and pink poinsettias. Some few rather drawn specimens of hyacinths did not sell out. Roses from local growers, and California were equal to call and proved to be splendid stock. The high prices asked kept many from being disposed of and there ought to be something of a lesson in that fact. Splendid carnations were fairly plentiful, colors proportioned about right and not so many left over. We have noticed that the carnation always seems to be the most popular cut flower in the market and they deserve to be. The one sort of cut flower that was in short supply was chrysanthemums, at all places they sold out first and prices seemed to have little consideration with the buyers. They were all furnished

Tuberous-Rooted Begonias and Gloxinias



We are again in position to supply splendid strains of **Tuberous-Rooted Begonias** in exceptionally fine, strong bulbs, $1\frac{1}{2}$ to 2 in. in diameter:

TUBEROUS ROOTED BEGONIAS, Large Single Flowered, Scarlet, Crimson, Pink, White, Salmon and Yellow—\$1.75 per dozen; \$12.00 per 100; \$110.00 per 1000.

Choicest Single Mixed Varieties—\$1.50 per dozen; \$11.00 per 100; \$100.00 per 1000.

TUBEROUS ROOTED BEGONIAS, Superb Double Flowering, Scarlet, Crimson, Pink, White and Salmon—\$2.25 per dozen; \$16.00 per 100; \$150.00 per 1000.

Choicest Double Mixed Varieties—\$2.00 per dozen; \$15.00 per 100; \$140.00 per 1000.

GLOXINIAS, Superb Strain, Red, White and Purple—\$2.50 per dozen; \$18.00 per 100; \$170.00 per 1000.

Choicest Mixed Gloxinias—\$2.25 per dozen; \$16.00 per 100; \$150.00 per 1000.

GOLDEN YELLOW CALLA "ELLIOTIANA."

	Per doz.	Per 100	Per 1000
$1\frac{1}{4}$ -inch bulbs.....	\$2.00	\$15.00	\$140.00
$1\frac{3}{4}$ -inch to 2-inch bulbs...	2.50	18.00	175.00
$2\frac{1}{4}$ -inch bulbs.....	3.00	22.00	220.00

HENRY A. DREER, 714-716 Chestnut St., Philadelphia,

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

by our local growers. The offerings of bulbous stocks was fully up to the demand. Many more plants of this line might have been sold if prices had been named right and quality had been better. It's easy to get too many white and weakly looking specimens of hyacinths, lilies, Paper White narcissi and lily of the valley also. Prices as a whole ranged practically the same as last year for the retail but the wholesale rates of some few things were lower. The call for greens was great and prices along this line are always low because we have abundance of every sort right at hand.

NOTES.

California florists report that business as a whole, for the 1921 Christmas was about the same as last year, with considerably less total of cash trade. They lost many sales of smaller pot plants because not enough blooming plants in smaller sizes could be obtained. Some few large cyclamens, also poinsettias did not find sale. They had a big supply and the best of stock in every line.

The Smith Floral Co., Broadway, did a large business. Much of their supply is grown and furnished at their own local range located on M street. They had too many holly wreaths, made of English holly.

Hayden & Watson Co., now under management of H. A. Klopfer sold out a big supply of stock of all sorts that was of satisfactory quality and price.

H. H. Hinze, at his range on K street, disposed of a large and well grown lot of pot plants and practically cleaned out all cut flowers.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing.

H. W. Manike, Sixth avenue and M street was well satisfied with business. The Acme Floral Co., local rose growers, cut and sold every fit flower.

S. L. H.

Evansville, Ind.

SATISFACTORY PRICES FOR STOCK.

Florists report that their trade has been very good since the Christmas holidays and that they have no room for complaint. Roses, carnations and violets have been very good sellers and the prices have been satisfactory. There has been no change in values during the past year and no reduction is indicated at this time. Funeral work is especially active and parties also have been quite brisk. A number of balls, weddings and other social events during the holidays and the week following gave many orders to local dealers. General trade conditions are much better than they were a year ago, industrial plants being operated on an average of 85 per cent normal, it is said.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co.
LOWELL, MASS., U. S. A. Dept. XYZ.

Mention the American Florist when writing

A very satisfactory business since the Christmas holidays is reported by the trade of Owensboro, Hopkinsville and Henderson, Ky.

W. B. C.

Providence, R. I.

PLANT SALES GOOD.

Trade the past week has been quiet. Stock still stays at high figures and the quality is good. Roses are fine, but carnations are rather poor. Violets, orchids, lily of the valley and other small flowers are having a good call at present. In plants, cyclamens, begonias and primroses are selling well. Several good size funerals the past week kept several of the florists busy.

NOTES.

Joseph Koppleman, the wholesale florist, is building a huge ice box in his new store, with 15 feet head room. Flowers will be delivered from his greenhouses directly into the ice box from the street level, which will be iced with several tons of ice; requiring no handling, a private elevator delivering it directly into the icing compartment of the case. It will be well supplied with water, all pails and vases will be filled directly into the ice box, and will require no extra handling or carrying.

John Lindbloom, who is now with A. J. Johnson, of Edgewood, is growing some very excellent Begonia melior that are a good seller.

Thomas Whitten, who has been with the Westminster greenhouses for several years, has now severed connections with that firm.

Smith, the Florist, on Washington street, is obtaining excellent carnations and violets from Boston, Mass., every day.

Flowers for the Collender funeral were shipped in from Boston and New York.

The Colonial Flower Shop has added a new Ford car to its delivery equipment. H. A. T.

Nashville, Tenn.

GOOD TRADE AFTER HOLIDAYS.

The Christmas trade was about the best that has been experienced for many years. All florists report a cleanup and splendid sales in everything. There has been a plentiful supply since the holidays and with mild weather prospects are favorable for continued good business throughout the winter. Roses are better than they were previous to Christmas and prices have dropped considerably, long stemmed stock bringing \$4 to \$8 per dozen. Carnations are also abundant and fine. Cyclamen of good quality, may be had in all colors, but poinsettias, because of the heavy call for them during the holidays, are hard to find. Narcissi, in pots, are plentiful, both white and yellow and the same holds true for Roman hyacinths. Due to numerous parties corsage sales have been very large. Funeral work has held up well.

M. C. D.

Boston, Mass.

FLOWERS FOR FUNERAL WORK SCARCE.

The market prices this week were about the same at the opening as were paid at the closing of the previous week although trade continues dull. The only real demand is for stock for funeral work which is very scarce and roses are running principally to the fancier grades. Conditions are reversed to some extent where a week ago the local buyers were going to the outside markets for stock. This week the wholesale shipping trade sent several thousand carnations to other markets resulting in a sharp advance in local prices. There has been no material change in other stock and no outlook for an immediate increase in business.

The inaugural meeting of the Massachusetts Horticultural Society was held at Horticultural Hall, January 9, and the address of the president and reports of the officers and committees were presented. E. F. S.

Burpee's Seeds Grow



BURPEE'S ANNUAL

The Leading American Seed Catalog

Burpee's Annual gives reliable information about Burpee Quality Seeds. It fully describes the best varieties of vegetables and flowers, and more than a hundred Burpee specialties are illustrated in the colors of nature. Burpee's Annual will be mailed to you free. Write for your Annual today.

TEAR HERE.....

W. ATLEE BURPEE CO., Seed Growers, Philadelphia, Pa.

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GENTLEMEN:

Please send me a **FREE** copy of **BURPEE'S ANNUAL**.

If you are a Florist or Market Grower, check here. ☐

Name.....

Street.....

Post Office State.....

We are Growers of

Gladiolus

Bulbs



And now is the time to send your order for such bulbs that you want for those empty benches or for planting between your carnations as a catch crop.

Grown on our Own Farms. From our Own Planting Stocks. Machine Graded. True to Name.

Our "FIRST SIZE" will as usual show a good percentage of "overs," containing a strong percentage 1 3/4 to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

	Per 1,000
America, first size	\$22.00
America, medium size.....	18.00
Augusta, first size.....	32.00
Augusta, medium size	25.00
Baron J. Hulot, first size.....	60.00
Baron J. Hulot, medium size.....	52.50
Chicago White, first size.....	30.00
Chicago White, medium size.....	25.00
Halley, first size	35.00
Halley, medium size	30.00
Mrs. Francis King, first size	22.00
Mrs. Francis King, medium size	18.00
Mrs. Frank Pendleton, first size	40.00
Mrs. Frank Pendleton, medium size	35.00
Niagara, first size	40.00
Niagara, medium size	35.00
Panama, first size	35.00
Panama, medium size	30.00
Schwaben, first size	45.00
Schwaben, medium size	40.00

and many others

1922 Prices on all leading sorts ARE ready.

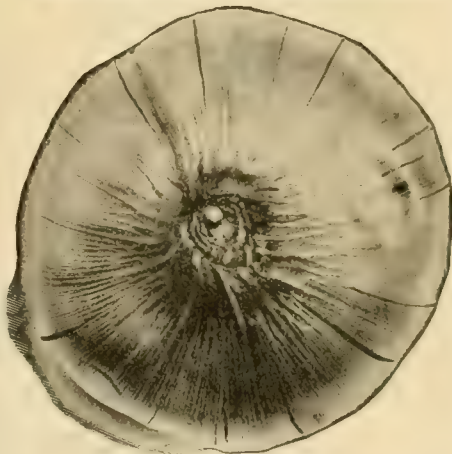
Lilium Giganteum Yellow Callas

From Ice Storage

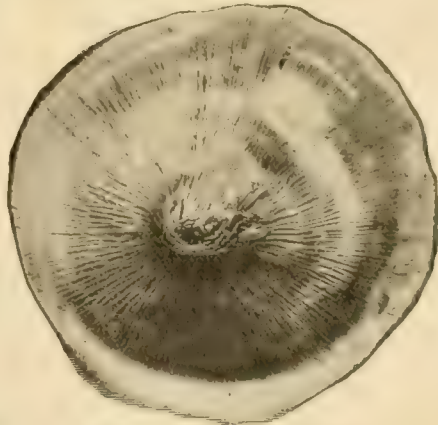
		Per 100
6 to 8 (400 to case)..per case	\$50.00	1 1/4 inch.....\$14.00
7 to 9 (300 to case)..per case	55.00	1 1/2 " 17.00
		2 " 25.00

"Book for Florists" now ready.

VAUGHAN'S SEED STORE, Chicago
New York



CHICAGO WHITE.



MRS. FRANK PENDLETON.

ROSES ARE SCARCE IN THIS MARKET

But our Roses are now in full crop with extra fine quality of stock in all lengths of stem---We grow all the roses we handle and you will find it pays to

Order Direct of the Grower

 A Trial Order Solicited.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

STOCK IS VERY SCARCE.

Stock is very scarce at this writing and the market is well cleaned up at all times in almost every item, with high prices prevailing. Carnations are selling at \$8 per 100 and up with fancy Laddie bringing \$15 and \$18. Lilies are good property at \$30 per 100. Freesias are to be had in fair supply with good stock obtainable at \$8 per 100. Jonquils are selling around the \$8 per 100 figure and Paper White narcissus are moving at \$4 per 100 and up. Lily of the valley is holding its own and there is a ready market for orchids and gardenias. Sweet peas are also holding their own. Tulips made their first appearance this week. American Beauty roses are commanding high prices. Roses in general are in limited supply with short stock selling at \$10 per 100 and up. Medium stemmed roses clean up quickly and fancy long stock is also finding ready buyers. Stevia, snapdragons, calendulas, violets, daisies and other miscellaneous seasonable stock is included in the offerings. The buyer is glad to get stock and does not question the prices even though they are rather high. Greens are in good demand. The market has not been so tight for months as it is right now, and it appears as if stock will be on the short side for some time to come.

NOTES.

George Reinberg has sold 14 of his greenhouses to Jake Giemer, who will take possession June 1. The place is devoted to carnations, which is Mr. Giemer's specialty. He was in the employ of the late Peter Reinberg for nearly 20 years and is well and favorably known to the trade on the ridge. His many friends wish him every success in his new undertaking.

B. F. Siebrecht of Aberdeen, S. D., was the guest of Guy French of the American Bulb Co., for several days this week. They visited several of the large commercial ranges in this vicinity including Poehlmann Bros. Co.'s range at Morton Grove and the Hill establishments at Richmond, Ind.

Zech & Mann report a busy week with a complete cleanup in stock each day and an extra heavy call for lilies, which they are handling in quantity. Tulips made their appearance at their establishment this week.

The Alpha Floral Co. will remodel its store at the northwest corner of Adams street and Wabash avenue as soon as the weather permits. A new refrigerator will be installed.

CONUNDRUM



Trade lists give the number of new names showing as florists to be less than 8 per cent.

Our customers list shows an increase in the year of 38 per cent.

How come?

These new names are not new business but old business that has come to the right place.

BUY WHERE YOU ARE TREATED RIGHT

KENNICOTT BROTHERS CO

WHOLESALE

FLORISTS

Albert F. Amling, vice-president of the Maywood bank, whose officials were robbed last week, the president being killed, has offered a reward of \$2,500 for the capture of the bandits, dead or alive.

L. Hoeckner of Peter Reinberg, Inc., returned last week from a business trip through Minnesota. This firm is handling a good supply of freesias in addition to its usual line.

Sidney Buchbinder has the sympathy

of the trade in the loss of his father, whose death occurred last week.

Ove Gnat of La Porte, Ind., visited friends here last week before leaving on a business trip to New York.

J. L. Raske left for Miami, Fla., January 7, for the benefit of his health. He is troubled with neuritis.

Leach's Flower Shop had several large orders for the Soffel funeral this week.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO
ROSES AND CARNATIONS

Splendid Supply in All the Leading Varieties

Buy Direct from the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

Per 100

Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

COLUMBIA

Specials	\$25.00 to \$30.00
Select	18.00 to 20.00
Medium	12.00 to 16.00
Short	10.00

PREMIER

Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY

Per 100

Specials	\$25.00
Select	20.00
Medium	12.00 to 15.00
Short	10.00

ROSES, Our Selection.....\$15.00

Carnations	\$ 6.00 to \$10.00
Pansies, per dozen bunches	2.00
Paper Whites	4.00 to 6.00
Stevia, per bunch	0.75 to 1.00
Violets	1.00 to 1.50
Sweet Peas	3.00 to 5.00
Adiantum	1.50
Asparagus, per bunch	.35c to 50c
extra fancy	.75c
Boxwood, per bunch	.35c
Ferns, per 1,000	\$4.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

Mention the American Florist when writing

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES MCCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 282

Our Customers Want—and Get—the Best. There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

Mention the American Florist when writing

During the present month 53 conventions are scheduled to be held in this city and for February so far 31 meetings have been listed. The attendance of delegates during the two months last year numbered 100,000 and a considerable increase is expected this year.

The J. A. Budlong Co. is having a strong out-of-town call for stock, and are taking good care of its customers, notwithstanding the great shortage existing in this market.

Bassett & Washburn are in good crop with roses but they clean up early each day owing to the great scarcity existing in this market at present.

Wietor Bros. are filling a large number of orders for rooted carnation cut-

tings and now have their chrysanthemum and pompon stock ready for delivery.

The Chicago Flower Growers' Association reports a heavy out-of-town call for stock with the supply far below the demand. Bulbous stock is arriving in good supply here.

T. E. Waters, manager of the local branch of the Ove Gnatt Co., Inc., La Porte, Ind., will be assisted by Arthur Christiansen, formerly with Paul Blome & Co.

Charles Schramm of Park Ridge is planning on building two new carnation houses 80x225 feet.

Vaughan's Seed Store is busy mailing the retail catalogue this week. Another

car of gladiolus bulbs from its Michigan farms is being unloaded.

A. L. Vaughan & Co. are moving a large quantity of greens, especially choice bronze galax, in addition to its regular line of cut flowers.

W. J. Sharpe, formerly with the W. W. Barnard Co., is now with A. Henderson & Co.

Kennicott Bros. Co. report business as brisk with a quick cleanup in stock each day.

The Joseph Foerster Co.'s shipments include a large supply of fancy stevia.

Archie C. Spencer is a candidate for South Shore Country Club membership.

A. Lange and wife are at Mt. Clemens, Mich., for the baths.

Quality Cut Flowers

Service means a great deal in a scarce market.

We take care of our customers at all times even the most discriminating and exacting buyers.

Complete Line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

Mention the American Florist when writing

Poehlmann Bros. Co.'s total sales in the cut flower department for 1921 were considerably ahead of those of 1920. Stock is in good supply at this establishment but not anywhere equal to the demand. Lily of the valley will be featured in quantity here at attractive prices for St. Valentine's Day.

Hans Jepsen has a fine lot of Iris Tingitana coming into bloom.

Visitors: H. M. Burt, Jackson, Mich.; Julius Dilloff, representing Wertheimer Bros., New York; C. W. Krebs, Cedar Rapids, Ia.; A. Alenius, Amarillo, Tex.; Harry Bock, Burlington, Ia.; P. W. Peterson, Joliet.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, December 5, President Kohout in the chair. Secretary Lautenschlager presented his annual report, and the installation of officers was informal, most of them being re-elected. President Kohout again urged the need of co-operation in the various branches of the trade. Vice-president Pyfer ably supporting his views on this subject. Hans Jepsen, the only new officer, promised to give the work of the club his best attention. Appointments were announced as follows: T. E. Waters, good-of-the-club committee; Allie Zech, chairman sports committee, and Michael Barker, chairman transportation committee. Nominations for membership included A. F. Wienord, 612 Harlem avenue, Oak Park; August G. Urbansk, treasurer of Florists' Credit Association and Louis Motiff, 34 West Randolph street.

The transportation committee reported on trains for the meetings of the American Carnation Society, the Ameri-

can Rose Society and the National Flower Growers' Association, to be held at Hartford, Conn., January 25-27, and the New York Central railroad was selected for the trip, the party to leave the La Salle station, on the Interstate Express, Tuesday, January 24, at 8:25 a. m., due Hartford, via Springfield, Mass., at 9:45 a. m. the following day. The fare one way, via Springfield, is \$34.12 and via New York \$36.63. Sleeping car fares to Springfield and New York are: Lower berth, \$9; upper, \$7.20; compartment, \$25.50; drawing room, \$31.50. For reservations and information, write or wire C. Hartigan, R-1220 La Salle Street station, or phone O. W. Crapser, Wabash 4200.

A letter was read from the Commercial Flower Growers' Association, stating that body would co-operate with the club in the novelty show and entertainment, to be held at the next meeting, February 9, and Chairman Waters, of the good-of-the-club committee, consented to take charge of the affair for the club.

There was a brisk discussion of the holiday flower prices, in which it developed retailers offered roses for Christ-

\$25

Every Florist should have our \$25 Business Builder Assortment. Send for it today. You will be agreeably surprised with the high class of goods we are manufacturing and how rapidly they sell.

THE BERGMAN DECORATING CO.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone: Humboldt 8853

CHICAGO

Galax, Ferns and Leucothoe

Green and Bronze Galax, \$1.00 per 1000, \$7.00 per case of 10,000. Fancy and Dagger Ferns, \$1.50 per 1000, \$6.00 per case of 5000. Leucothoe Sprays, Green and Bronze, \$1.50, \$3.00 and \$4.00 per 1000. Princess Pine, nice and green, \$1.00 per 1000.

Prompt shipment and all goods guaranteed.

Reference, The Citizens Bank, Elk Park, N. C. Give us a trial.

Pine Grove Evergreen Co., Elk Park, N. C.

mas at \$35 a dozen, and a department store was selling them at much lower prices a day or two later. Artificial stock was blamed, but no solution of the question was offered.

Ernest Amling, former member of the club, now located in California, was present and made a brief address.

PORTLAND, ORE.—The Mountain View Floral Co. recently purchased 160 acres near Troutdale for nursery purposes.

OMAHA, NEB.—The Welch Floral Co., formerly of Lincoln, Neb., has opened a modern flower shop at 210 South Seventeenth street.

Roses=Carnations

**Lilies, Violets, Sweet Peas, Valley, Stevia,
Narcissus, Jonquils, Calendulas, Freesias,
Tulips, Daisies, Pansies, Snapdragons, Etc.**

Place your orders with us and you will not be disappointed. We have been filling shipping orders for years to the entire satisfaction of the buyers.

 **Complete line of Greens including the finest Bronze Galax in this Market.**

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

Columbus, O.

TRADE FAIRLY ACTIVE.

The first week in the year was a fairly active one, both growers and retailers reporting a good demand with a growing scarcity of certain kinds of flowers. The social season is now in full swing and as a result many flowers are bought for decorative purposes. Corsages have been selling better as there has been many receptions and balls. Pot plants are doing as well as can be expected for this time of the year. Funerals have been especially active. Florists are looking forward to a continued good demand for the remainder of January. Roses and narcissi, are now the headliners in the market. While roses are not so plentiful, they are in sufficient demand to take care of all current needs. The medium and short stems are more scarce than the long stems. Principal varieties are Butterfly, Columbia, Mrs. Chas. Russell and Sunburst. Prices have been ranging from \$3 to \$8 per dozen. Carnations are scarce and this

FLORAL ART ALBUMS

Illustrating 50 desirable designs, etc. Printed one to a page on one side only on best quality of white coated paper, size 7x10 in. This album is well worth having and your customers will appreciate making their selections from same. **Special price, each \$1.00.**

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

has the effect of switching the call to narcissi, violets and sweet peas. Violets are of excellent quality and supply good. Sweet peas are coming in limited quantities, held back by the cloudy weather. Some Mistletoe chrysanthemums are still on the market and find a ready sale, some stating they will be still obtainable until February.

LOCAL IRIS SOCIETY ACTIVE.

The Iris Society, which was organized two years ago, has been quite active in several ways during the winter months. One of its activities is the maintenance of an exhibition garden on East Broad street, at one of the stately old residences. This display is showing up well for the time of the

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

year. The society also has trial grounds at the Ohio State university which are under the direct charge of Prof. A. C. Hottes of the department of horticulture. Interest in the work of the society is good and the meetings, which are held the last Tuesday in each month, are well attended. Steps are being taken for the annual iris show to be staged in the spring, the exact date depending on the season. The place for the show has not yet been selected. Officers will be elected at the meeting to be held in May. Mrs. J. C. Arbuckle, of Shepard, a suburb, is president; Prof. A. C. Hottes of the Ohio State university is first vice-president; Mrs. Arthur Johnson, second vice-president; Mrs. J. R. Poste, recording secretary; Mrs. W. Filler, corresponding secretary and Mrs. A. C. Spencer, treasurer.

FLOWER GROWERS' AND DEALERS' ASS'N.

The regular meeting of the Flower Growers' and Dealers' Association was held at the Underwood Bros., establishment January 3, with a large attendance. Reports covering Christmas business were generally good and a part of this was attributed to the advertising campaign put on by the association, prior to the holidays, a feature of which was the placing of large signs on 60 auto delivery trucks, bearing the slogan, "Say it with Flowers for Christmas." In fact the members were so well pleased with the campaign that it was decided to have another previous to St. Valentine's Day. At the meeting to be held at the Helm Bros., establishment January 17 subscriptions to take care of this campaign will be taken. At the same time subscriptions for the Society of American Florists' advertising will also be collected and forwarded to that organization. A total of more than \$300 was subscribed and expended in the campaign before Christmas. The club has received inquiries from Kansas City, Mo., and Cincinnati, O., as to the methods used in the campaign and it attracted attention on all sides. Following the business session all of the old officers were elected for the coming year as follows: Carl Jagsch, president; I. D. Seibert, vice-president; Edward Ludwig, secretary and Herman Kropp, treasurer. President Jagsch will select his standing committees to have charge of work for the year at the next January 17 session.

NOTES.

Claude K. Seibert, president of the Fifth Avenue Floral Co., reports a good trade since the Christmas rush, with excellent prospects for the month of January. The company is now cutting roses, carnations and narcissi of good quality. Prices are also satisfactory. The company, in addition to its greenhouses, operates a retail store on East Broad street which is having a fine business.

A good demand for flowers and plants is reported by Walter Stephens, of S. F. Stephens & Sons Co. He believes that trade will continue good during the month of January and right up to Valentine's Day. This company is spe-

cializing largely in bulbs which are in better demand than formerly.

T. J. Ludwig is putting a new floor in his show window. The motif is black tile which is considered one of the best backgrounds for all sorts of flower and plant displays.

A large funeral was held at West Jefferson, 10 miles west of here last week, stimulating a heavy call for flowers. All of the florists shared in the display with McKellar, West Broad street, sending out three large truck loads.

J. W. L.

Toledo, O.

BUSINESS VERY QUIET AFTER HOLIDAYS.

Since the big rush of the holidays, the demand for flowers has been the lightest that has been experienced for months. This is not due, however, to any unwonted conditions but mostly to the small number of deaths which called for hardly any funeral work. At this writing, business is again picking up. Stock has been very scarce here since the first of the year and prices have naturally been high, which is a factor that retards trade since all other lines are having sales at greatly reduced prices. Blooming plants are still plentiful. Florists in general look for a good year and more profits.

HOLIDAY TRADE.

Analyzing the complete reports now furnished by leading florists here, the writer finds that the holiday demands for the florists' products was surprisingly large considering all the conditions. Business was just about as great as that of 1920 and were it not for lower prices, would have been substantially in excess of the former figure. The public had less money and bought more moderately priced plants and cut flowers, but they bought more of them. Realizing that cut flowers were rather high priced, florists here made a well defined attempt to switch the demand to blooming plants of which there were sufficient. In this they were successful and the sales of cyclamens, poinsettias and begonias exceeded the sales of cut flowers by a large margin. Cyclamens easily led in the selling and brought from \$2 up. Poinsettias did not sell as well as usual. Roses led in cut flowers with violets running second. Most florists here sold out early in cut flowers. Wreaths enjoyed a lively sale and novel center pieces with candle trimmings had a good call.

NOTES.

Another new addition to the flower stores of this city is the Lucille Flower Shop, located in the Rivoli building, St. Clair street. This shop which is very attractively arranged and decorated is conducted by Miss Lucille Rise, formerly connected with Feniger's Flower Shops. Miss Rise is an able florist with a pleasing personality and should be successful in her new venture.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

DAISIES

PANSIES

STEVIA

JONQUILS

TULIPS

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses now that Sweet Peas are scarce.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies,
Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

**Quality
Speaks
Louder
Than
Prices.**

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Schramm Bros. had the best holiday trade they ever experienced. They had a wonderful stock of poinsettias, cyclamens and blooming plants of which they sold great quantities. Telegraph orders also showed a good increase. The exterior of their store was attractively decorated with Christmas trees and illuminated wreaths.

Hustling Al. Pochelon, of Detroit, Mich., spent New Year's Day here, arranging a big decoration at the Tofedo Club, where it was inspected and pronounced very artistic and novel by Frank M. Schramm and Tom Magee.

The Helmar Flower Shop had one of the most charming holiday windows the writer has seen in this city and it

attracted a lot of favorable attention. Business with this firm was very active.

Spanner's Flower Shop reports a fine holiday business, greater than ever. Cut flowers sold exceptionally well here and blooming plants were also in great demand.

A. C. K.

**Close To
29,000
Credit Records**

FOUNDED
in
1912

ENDORSED
by the S. A. F. in 1918

INCORPORATED
in 1921

Cash Capital\$40,000.00
Surplus 9,371.18

Financial References:
Chicago Title & Trust Co.
Home Bank & Trust Co.
National Surety Co. of New
York.

STAFF
AUG. G. URBANSKI
General Counsel—Legal
Matters and collections.

A. O. HEWES
Accounting—Credits

C. M. RANDALL
Bonding and Trust

J. W. McNEILLY
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The Greatest Co-Operative Idea Of All Times

The Florists' Credit Association

conducting its office on the Ledger Interchange System of Credit Information is the Last Word in obtaining and distributing **CREDIT INFORMATION** for those doing business on **CHARGE ACCOUNTS**.

The Service Rendered

will speed up the dispatch of your orders, increase your profits and assure safety for their payments.

Send \$10.00 with your application or inquiry and see a copy of the Blue Book of Who's Who in the ranks of **GOOD CREDIT**. Money refunded if not what you require in your business.

Name

Address

Occupation

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Florists' Credit Association
(INC.)

Federal Life Building, CHICAGO

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

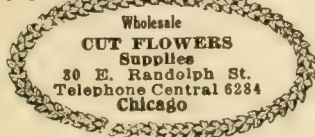
WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

TANNER



Mention the American Florist when writing

SMILAX

PREPARED MAGNOLIA

Price and quality guaranteed.

DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

	Dozen	Per 100
Roses, Beauty	\$ 4.00 to \$ 8.00	
" Mrs. Chas. Russell	10.00 to 35.00	
" Butterfly	10.00 to 25.00	
" Columbia	10.00 to 25.00	
" Dunlop	10.00 to 25.00	
" Premier	10.00 to 35.00	
" Hoosier Beauty	10.00 to 25.00	
" Killarney Brilliant	10.00 to 20.00	
" White Killarney	10.00 to 20.00	
" Mrs. Geo. Sawyer	6.00 to 20.00	
" Milady	10.00 to 25.00	
" Mrs. Aaron Ward	10.00 to 20.00	
" Sunburst	10.00 to 20.00	
" Ophelia	10.00 to 20.00	
" Dble. W. Killarney	10.00 to 20.00	
" Cecile Brunner	3.00	
" Our Selection	10.00	
Calendulas	4.00 to 6.00	
Daisies	2.00 to 3.00	
Cattleyas, per doz.	18.00 to 24.00	
Valley	8.00 to 10.00	
Carnations	8.00 to 12.00	
Lilies, per 100	25.00 to 30.00	
Sweet Peas	3.00 to 5.00	
Paper Whites	6.00 to 8.00	
Violets	1.50 to 2.50	
Adiantum	2.00 to 3.00	
Ferns, per 1,000	4.00	
Galax, per 1,000	2.00	
Leucothoe	1.00	
Sprenger, Plumosus Sprays,		
per bunch	0.25 to 0.50	
Mexican Ivy	1.00	
Boxwood, 35c per lb., case	9.00	
Southern Wild Smilax, per case	12.00	

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart.

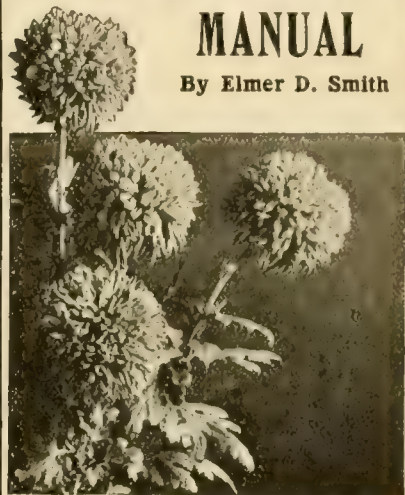
Price \$1.00, prepaid.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60c. Cash with Order.

American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.

**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

NEW IMPORTATION

MINIATURE VELVET PANSIES

\$3.60 per gross.

MINIATURE RED POPPIES. \$1.80 per gross

CLOTH CARNATIONS

White, Ward, Dark, Red Pink. \$25.00 per 100

SAM SELIGMAN

116 West 28th Street NEW YORK

Mention the American Florist when writing.

GARDENIAS

The price is much lower and the supply is large enough to meet any reasonable demand.

We have several grades. The better grades are exceptionally well grown. The cheaper grades are all perfect flowers, but they are smaller, and the stems are shorter.

Can we interest you in regular weekly shipments.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

SCARCITY OF ALL FLOWERS NOTED.

The past week closed with a general scarcity of all kinds of flowers except high grade long stemmed roses, which were not active on account of the high prices asked and which it was thought they ought to bring. Medium grades in fact all below the specials sold up close at very good prices. While there are a number of carnation growers producing flowers up to the season's standard, the great majority of those sent in are away below par, much of the stock with stems only 10 to 12 inches in length, carrying under sized flowers, many of which are off color. Growers say that in two or three weeks there will be a marked change for the better and after that a heavy supply until spring. All good stock is in strong demand at \$10 to \$12 per 100. Snapdragon is seen with 36-inch stems and from now on will be quite a factor. There is still a sprinkling of pompon chrysanthemums that are worked off owing to the scarcity of other flowers. Callas and Easter lilies are in good demand at top prices. Sweet peas are coming stronger and help greatly to relieve the situation. The special stock is fine and all grades clean up every day at from \$1 to \$3 per 100. There is splendid white lilac together with plenty of lily of the valley and cattleyas which latter are now down to \$1 each, also, an abundance of stevia. Wm. J. Baker is the first in the market with freesia, offering special stock for the past 10 days without competition. Paper White narcissus is now selling up pretty close at much better than Christmas prices.

COMING EVENTS.

The joint meeting of the American Rose Society with the American Carnation Society convention and exhibition is to be held at Hartford, Conn., Jan-

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, Jan. 11.	Per 100
Roses, Beauty, special	75.00 @ 100.00
" Ophelia	6.00 @ 15.00
" Columbia	6.00 @ 20.00
" Mrs. Chas. Russell	10.00 @ 25.00
" Killarney	4.00 @ 10.00
" Hadley	8.00 @ 25.00
" Sunburst	4.00 @ 12.00
" Wards	3.00 @ 6.00
" Premier	6.00 @ 15.00
Adiantum	1.00 @ 1.50
Asparagus, bunches	.35 @ 1.50
Asparagus, strings	.75 @ 1.00
Calendulas	1.50 @ 3.00
Carnations	4.00 @ 10.00
Cattleyas	100.00 @ 150.00
Chrysanthemums, per doz.	1.50 @ 5.00
Easter Lilies	20.00 @ 25.00
Lily of the Valley	6.00 @ 10.00
Smilax	.35
Snapdragons, per doz.	1.50 @ 2.00
Sweet Peas	1.50 @ 2.50
Violets, single	1.00 @ 1.50
Violets, double	1.00 @ 1.50
Callas	15.00 @ 20.00
Stevia, per bch.	.35 @ .50

BOSTON, Jan. 11.	Per 100
Roses, American Beauty	\$25.00 @ \$200.00
" Russell	12.00 @ 25.00
" Dunlop	12.00 @ 20.00
" Pilgrim	12.00 @ 25.00
" Crusader	12.00 @ 25.00
" White Killarney	12.00 @ 20.00
" Ward	12.00 @ 20.00
" Maryland	12.00 @ 15.00
" Hoosier Beauty	12.00 @ 25.00
" Columbia	12.00 @ 25.00
" Hadley	12.00 @ 35.00
" Premier	12.00 @ 25.00
" Ophelia	12.00 @ 25.00
" Butterfly	12.00 @ 25.00
" Cecile Brunner	3.00 @ 4.00

Adiantum	2.00
Asparagus bchs., per bch	0.50 @ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	2.00 @ 3.00
Calendulas, per bunch	0.75 @ 1.00
Carnations, fancy	12.00
Carnations, ordinary	10.00
Cattleyas, per doz.	18.00
Callas	4.00
Easter Lilies	25.00 @ 30.00
White Narcissus	6.00 @ 8.00
Lily of the Valley	10.00 @ 12.00
Smilax, per dozen	6.00
Violets	2.00
Cypripediums, dozen	4.00 @ 6.00
Pansies	2.50 @ 3.00
Sweet Peas	3.00 @ 4.00
Stevia, per bunch	0.75
Marguerites	3.00 @ 4.00
Snapdragons, per doz.	2.00 @ 3.00

BUFFALO, Jan. 11.	Per 100
Roses, White Killarney	\$10.00 @ \$30.00
" Dbl. Wht. Killarney	10.00 @ 15.00
" Richmond	10.00 @ 20.00
" Maryland	10.00 @ 15.00
" Sunburst	10.00 @ 20.00
" Columbia	10.00 @ 30.00
" Ophelia	10.00 @ 20.00
" Russell	15.00 @ 25.00
" Premier	15.00 @ 25.00
" Cecile Brunner	4.00 @ 5.00
Calendulas	4.00 @ 6.00
Carnations	6.00 @ 8.00
Easter Lilies	20.00 @ 25.00
Mignonette	6.00 @ 10.00
Narcissus, paper white	4.00 @ 8.00
Rubrum Lilies	8.00 @ 10.00
Snapdragons	4.00 @ 8.00
Sweet Peas	2.00 @ 3.00
Violets	1.50 @ 2.00
Freesias	6.00 @ 8.00
Daisies	2.00 @ 3.00

uary 25-27. The National Flower Growers' Association's annual meeting will also be held there during the same week. Quite a number of the prominent rose and carnation growers of this section are said to be planning to attend these interesting gatherings where there is sure to be displayed the very latest and best of these popular flowers.

CHARLES THEISS'S CHAIN STORES.

Chas. Theiss, who for several years has been buyer for the Frank M. Ross chain of stores, is branching out for himself, purchasing the property at

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets and Carnations

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

5205 Walnut street, which he is altering into a shop that is promised to be ready February 1. This is to be store No. 1, the first of a chain of retail flower shops that will find location in every residential business section of the city. He is not ready to announce his plans but hopes to have a number of branch stores in good locations in operation during the coming year.

CARNATION TROUBLES.

In speaking of the generally low grade of this season's carnations a successful grower said the trouble was that field stock generally did not make a good growth the past summer and when "taking up" time came along the plants were small and had to make a good growth inside before there was any flowers. To be successful with carnations the grower must be always on the job from the time the cuttings are taken until the flowers are shipped to the market. From the cutting bed until ready for planting out, and all through their life in the field they must be kept in a progressive growing condition irrespective of weather conditions, and properly pinched to secure the best possible plant for housing when the time comes.

NOTES.

John Andre, Doylestown, Pa., one of the most reliable growers of roses for this market, is erecting quite an addition to his already extensive range of glass, consisting of nine houses, 35x100 feet each. The Metropolitan Material Construction Co., of New York, have the contract. The work is well under way

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
 and Greens

C. C. POLLWORTH CO.

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 MILWAUKEE, - WIS.

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Pittsburgh Cut Flower Co.
 WHOLESALE FLORISTS
 Growers of Quality Flowers
 116-118 Seventh Street,
 PITTSBURGH, - PA.

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 OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

and being pushed to completion as rapidly as possible.

At H. A. Dreer's, Riverton, they have discarded the beautiful A. Farleyense fern and supplanted it with the Glory of Nordrecht or Glory fern, as it is commonly called. This closely resembles the Farleyense and is reproduced from seed. Two large houses are annually filled with this beautiful fern, which supply always runs short before the season is over.

The Henry F. Michell Co. find a splendid demand for florist's flower seeds, Asparagus plumosus nanus particularly having a large sale. On every floor of their large building a numerous force of employees are busy packing seeds for the coming season.

The growers of plant stocks have lost no time in filling up the spaces made by the sale of Christmas stocks, with pot roses, hydrangeas and lilies for the Easter market. The stock promises to be full and unusually fine.

The Leo Niessen Co. is proud of its splendid line of roses which has enabled them to fill all orders even at the most strenuous times. White lilacs, cattleyas and gardenias were high class features the past week.

GUST. RUSCH & CO.

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Jobbers in Florists' Supplies
 Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676
 444-446 Milwaukee Street

MILWAUKEE, WIS.

Wholesale Flower Markets

PITTSBURGH, Jan. 11.		Per 100
Roses, Beauty, spl., per doz.	9.00	60.00
" " fcy., per doz.	7.50	45.00
" " ex., per doz.	6.00	25.00
" " No 1, per doz.	4.00	15.00
" American Legion	12.00@	35.00
" Killarney	8.00@	20.00
" Maryland	8.00@	20.00
" Sunburst	8.00@	20.00
" Mrs. Aaron Ward	8.00@	20.00
" Russell	12.00@	35.00
" Columbia	10.00@	30.00
" Ophelia	8.00@	20.00
" Hilda	8.00@	20.00
" Premier	12.00@	35.00
" Madam Butterfly	8.00@	25.00
Carnations	3.00@	10.00
Calendulas	2.00@	4.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Springerl, per bunch		.60
Smilax, per doz. strings		3.00
Sweet Peas		3.00
Violets		2.00
Baby Primrose		1.00
Stevia, per bch.	.50@	.75
Narcissus, Paper Whites	4.00@	6.00
Narcissus, Sol d'Or		8.00

CINCINNATI, Jan. 11.		Per 100
Roses, Premier	10.00@	35.00
" Russell	10.00@	35.00
" Columbia	10.00@	35.00
" Butterfly	10.00@	35.00
" Pink Killarney	10.00@	35.00
" White Killarney	10.00@	35.00
" Sunburst	10.00@	35.00
" Mrs. Aaron Ward	10.00@	35.00
" Ophelia	10.00@	35.00
" Baby Doll	3.00@	4.00
Chrysanthemums, per doz.	1.50@	4.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00
Violets	.75@	1.00
Primulas		1.00
Stevia, per bunch		.50
Narcissus, white	6.00@	8.00
Narcissus, Sol'd Or.	8.00@	10.00

Edward Reid has been busy swinging round his circle of southern trade the past week. American Legion, Premier and Columbia roses of high grade are headliners, as is also choice lily of the valley.

Manager Lynch of the Philadelphia Growers' Cut Flower Market says their roses sell themselves these days, there not being enough to go around.

THE McCALLUM CO.

Manufacturers—Importers

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MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

ST. LOUIS, Jan. 11.		Per 100
Roses, Premier	10.00@	30.00
" White Killarney	6.00@	15.00
" Columbia	8.00@	20.00
" Ophelia	8.00@	25.00
" Russell	10.00@	35.00
" Ward	8.00@	10.00
" Sunburst	8.00@	15.00
Carnations, Laddie	8.00@	15.00
Leucothoe		.75
Valley		8.00
Galax, green, per 1,000		1.50
Galax, bronze, per 1,000		1.50
Ferns, per 1,000		3.00
Narcissus	3.00@	5.00
" Yellow		8.00
Mignonette		12.50
Sweet Peas	2.00@	4.00
Violets	1.50@	2.25
Callas	15.00@	25.00
Lilies, per doz.		4.00

MILWAUKEE, Jan. 11.		Per 100
Roses, Killarney, W. Kill'n'y.	8.00@	20.00
" Premier	10.00@	35.00
" Ophelia	10.00@	25.00
" Columbia	10.00@	35.00
" Ward	8.00@	15.00
" Hoosier Beauty	8.00@	25.00
" Butterfly	10.00@	25.00
Carnations	6.00@	10.00
Asparagus, per bunch	.50@	.75
Orchids, Cattleyas, per doz.	18.00@	24.00
Orchids, Cypripedium, doz.		3.00
Lilium Rubrum	8.00@	10.00
Strawflowers, bunch	.25@	.50
Sweet Peas	2.00@	4.00
Violets	1.50@	3.00
Wild Smilax, per case		7.50
Fancy Ferns, per 1,000		4.00
Paper Whites	6.00@	8.00
Calendulas	6.00@	8.00
Tulips	6.00@	8.00

Berger Bros. are featuring Easter lilies, daffodils, roses and violets. Business was quite good the past week.

K.

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street,
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THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid.

AMERICAN FLORIST CO.

440 SOUTH DEARBORN STREET, CHICAGO

New York.

COLD WAVE CAUSES SCARCITY.

A cold wave, following the close of the holiday cutting, caused stock to be rather scarce the first days of last week, particularly noticeable and most felt in roses and carnations. As a consequence there was an advance in prices on the last named offerings. Although the cold snap did not last long, it was succeeded by rain and cloudy weather, which in the eyes of growers is almost as bad as cold at this season of the year. For the remainder of the week there was just about enough stock to supply the demand, which was not heavy, carnations being the first to feel the effects. With tulips, the various narcissi and freesias now on the market, there is a considerable variety to choose from, though as a matter of course, roses and carnations are leading features. Good lily of the valley continues plentiful at about \$6 per 100, which growers and wholesalers, having in mind wartime prices, consider rather cheap. Short stock goes as low as \$3 per 100. In Easter lilies and rubrums, there is quite a regular supply. Counting in the orchids, both cattleyas and cypripediums, gardenias, violets, lilacs, and irises, it will be seen that the market is not badly off. Retailers, who had plants left over from Christmas, report that there was some movement of them in the New Year's trade, and it is reasonable to suppose that as far as possible, they pushed them.

PRESIDENT IRWIN'S BANQUET.

President Irwin, of the Florists' Club, gave a dinner at the Hotel Pennsylvania on the night of January 4, to retiring officers, officers elect, chairmen of the committees for 1922 and the members of the trade press, 20 being in attendance as guests of the president, as follows: A. Schultheis, Jr., vice-president; I. S. Hendrickson, retiring president; A. L. Miller, A. Schultheis, Sr.; Max Schling; A. T. De La Mare; P. Gerlaid; Chas. Knight, retiring vice-president; Emil Schloss; Wm. C. Rickards, Jr., treasurer; Wm. Saville; C. Lowther; A. F. Faulkner; J. H. Pepper; Paul Rigo; L. E. Dupuy; Jos. Manda; Arthur Herrington; Aubrey Nash and A. M. Henshaw. After the excellent menu was disposed of every one present made a short talk pledging loyalty to the new president and the club, helpful suggestions being included.

NOTES.

A burglar, who started out with nerve, but later weakened, entered the summer home of Frank Traendly, Rowaton, Conn., January 1. When run down and captured he was encased in three suits of clothes, a pair of shoes and a pair of arctics, all the property of Mr. Traendly, who with his family resides in Brooklyn in winter. The fellow was also equipped with an assortment of about 200 keys, useful, no doubt, in his profession. The arrest came about through a New Year's party held at the home of Charles J. Jaeger, general overseer of the Traendly & Schenck range and property. As the party was breaking up a light was noticed in the Traendly home. Sergeant Gibson of the Rowaton police force was called and entered the house while the guests surrounded it. The burglar was armed but was subdued by the sergeant. He gave his name as Wesley Harmon and several towns as his residence. Sergeant Gibson has been promoted for

the capture, and Mr. Harmon reposes in the Bridgeport jail.

C. E. Zervakos, who has a good store at Madison avenue and 92nd street, and another at Columbus avenue and 86th street, had a fine holiday stock and appears to have sold out well.

Much sympathy is felt for Frederick Scheerer and daughters, on account of the sudden death of Mrs. Scheerer. Particulars will be found in our obituary column.

L. Gluck, an enterprising retailer of Lexington avenue and Twenty-third street, reports an excellent holiday business.

A. F. F.

Pittsburgh.

LIMITED SUPPLY CLEANS UP.

Market conditions are about the same as they are every year at this time. Stock is scarce and cleans up daily. Probably it is a good thing as the demand is not very large. Short and medium stock that will do for funeral work is the most popular, but the main supply of roses runs to the longer grades. American Beauties are in short supply with a light call. American Legion, Premier, Columbia, Butterfly, Ophelia, Sunburst, Hilda, and Pink and White Killarney form the bulk of the arrivals. Lilies are of good quality and are cleaning up daily. Carnations still fall short of the demand, with a big majority of the available supply running to white. Paper White narcissi have tightened up and are at last bringing a price that will let the grower out. The best sweet peas seen here in years are now coming in and bringing fancy prices. Cut baby primrose is also selling well. Yellow daisies are still scarce. The supply of lily of the valley and orchids about equals the demand. Pussy willow is moving well.

The Retail Florists' Association of this city will hold its regular monthly meeting Thursday evening, January 2, at the Hotel Chatham. As this is the first meeting of the new year, and important business is to be transacted, a large attendance is expected.

The McCallum Co., is again handling the crop of Primula malacoides for H. D. Rohrer, Lancaster, Pa. They have built up a big demand for these in former years and this year is no exception, as they are selling immediately on arrival.

E. C. T.

SOUTH HAVEN, MICH.—C. H. Ketcham is rebuilding his greenhouse plant, adding one larger house.

HIBING, MINN.—George Wood is erecting a range of greenhouses to comprise 12,000 square feet of glass.

MONESSEN, PA.—Harry Irwin recently sold his flower shop to Kinder & Watkins, Pittsburgh, because of ill health.

WEST MENTOR, O.—Carl Hagenburger had an excellent Christmas trade and sold out all stock. Much extra help was required and three trucks were kept on the go for over a week.

SPRINGFIELD, MASS.—The Tierney Flower Shop has instituted a law suit against the Springfield Street Railway Co., for \$5,000, because of the damage done to the Hotel Victoria building, State and Dwight streets, when a car ran off the track and wrecked a part of the structure.



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Doyle & Booth

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N. Y. City

Joseph A. Millang**Wholesale Florist**

55-57 W. 26th St., New York

Telephone: 2046 Watkins

Wholesale Flower Markets

	New York, Jan. 11.	Per 100
Roses, Beauty	\$12.00 @	\$125.00
" Premier	10.00 @	30.00
" American Legion	10.00 @	40.00
" Crusader	15.00 @	35.00
" Golden Ophelia	10.00 @	25.00
" Columbia	10.00 @	30.00
" Pilgrim	10.00 @	30.00
" Hadley	12.00 @	60.00
" Dunlop	10.00 @	30.00
" Dble. Wt. Kill'ney	10.00 @	25.00
" White Killarney	8.00 @	20.00
" Aaron Ward	10.00 @	25.00
" Ophelia	10.00 @	25.00
" Scott Key	15.00 @	60.00
" Sunburst	10.00 @	25.00
" Mdm. Butterfly	10.00 @	30.00
Adiantum Croweanum and		
Hybrid	1.00 @	1.50
Asp. Plumosus sprays	1.00 @	2.00
Asp. Plumosus, per Bch.	.25 @	.50
Bouvardia, per bunch		.50
Carnations	10.00 @	15.00
Carnation Laddie	15.00 @	20.00
Cattleyas	35.00 @	150.00
Gardenias, per doz.	3.00 @	6.00
Iris, per doz.	5.00 @	6.00
L. Rubrum	12.00 @	15.00
Leucothe, per 1000.	5.00 @	7.00
Lilies, white	25.00 @	30.00
Lily of the Valley	1.00 @	6.00
Mignonette, per doz.	0.75 @	1.50
Narcissus, paper whites,		
per doz.	0.50 @	0.60
Snappdragons, per doz.	.50 @	2.00
Smilax, doz, strings.	1.25 @	2.00
Galax, green and bronze,		
per 1,000	1.50 @	2.00
Ferns, per 1,000.	2.00 @	2.50
Violets	1.25 @	1.50
Sweet Peas	3.00 @	5.00
Callas, per dozen		4.00
Narcissus Sol'd Or., per		
doz.	.75 @	1.00
Trumpet Major, per doz.	1.00 @	1.25
Lilac, per bunch	2.00 @	2.50
Freesias	5.00 @	8.00
Tulips, per doz.	0.75 @	1.00
Pansies, cut	3.00 @	4.00

Frank H. Traendly

Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

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PHONE { 2335 } WATKINS
 { 2336 }**WM. KESSLER****Wholesale Florist**

113 W. 28TH STREET

Bet. 6th & 7th Aves. NEW YORK

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Desirable wall space to rent for advertising.

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every morning.**V. S. DORVAL****Secretary****The Kervan Co.****Fresh Cut Decorative Evergreens****Highest Standard of Quality.**Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

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GEO. B. HART**Wholesale Florist**

24-30 Stone Street

ROCHESTER, NEW YORK**Traveling Wholesale Florist
INC.**

81 and 43 W. 18th St., NEW YORK

Telephone 976 Chelsea

SPECIALTIES — Cut Orchids, Asparagus
Plumosus Sprays and Mistletoe and Ber-
ries. Our Orchids are grown by Carillo &
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The Homes of Flowers

CHICAGO



Northwest Corner Wabash Ave. and Adams St.

Our Motto:
Satisfaction,
Quality and
Service.

Members of the F. T. D.



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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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CLEVELAND

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—FLOWERS—

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CHARLES L. SCHMIDT23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

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California Florists

will take care of all telegraph orders.

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IN OR
AROUND

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BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

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(V. M. C.)

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
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Established 1897.

Fresh Flowers

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Right in the Hospital District.

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Canada's Best Known and Most Reliable
FloristOnly
the
Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and
guarantee safe arrival.

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Broad St., at Cumberland

Central City Shop, 1908 Market St.

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341 Madison Ave.
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Fifty Years
Exactig
Fulfillment.



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L. D. Phone, Buckingham 1000

Send us your retail orders

We have the Best Facilities in the City
No Branch Stores, Established 1857
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2077 Broadway, near 72nd St.
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The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

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250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
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GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.



FROM NEW YORK EXCEPT AS NOTED.

January 16.
FROM PHILADELPHIA, Quaker City, Oriole Lines (London-Hull-Leith).

January 17.
Rochambeau, French Line (Havre).
Santa Marta, United Fruit Co. Lines (West Indies-Mexico).
FROM PHILADELPHIA, Stanmore, Furness Lines (London).
FROM BALTIMORE, Ninian, I. M. M. Lines (London).
FROM PHILADELPHIA, East Side, Cosmopolitan Line (Bordeaux-St. Nazaire).

January 18.
Paris, French Line (Havre).
Gasconier, Belgian Line (Antwerp).
Roma, Fabre Line (Marseilles - Piraeus-Beirut-Lisbon-Smyrna).
FROM BOSTON, Mackinaw, I. M. M. Lines (Hamburg).

January 19.
Winnifredian, I. M. M. Lines (Liverpool).
Samland, I. M. M. Lines (Danzig).
Southern Cross, Munson Steamship Lines (South America).
FROM PHILADELPHIA, Ohio, French Line (Bordeaux-Havre).
FROM BALTIMORE, Gorredyk, Holland-American Line (Rotterdam).

January 20.
Pipestone County, Cosmopolitan Line (Rotterdam).
From Baltimore, Lake Elon, Baltimore Line (Porto Rico).
FROM GALVESTON, Blydendyk, Holland-American Line (Rotterdam).

January 21.
Noordam, Holland-American Line (Rotterdam).
Vestris, Lamport & Holt Line (Brazil).
Ninian, I. M. M. Lines (London).
Kroonland, I. M. M. Lines (Antwerp).
Media, Cunard-Anchor Line (Liverpool).
Vardulia, Cunard-Anchor Line (London).
Algeria, Cunard-Anchor Line (Glasgow).
River Araxes, Cunard-Anchor Line (Piraeus-Smyrna-Salonica-Constantinople).
Saxonia, Cunard-Anchor Line (Hamburg).
Tosmarina, Navigazione Generale Italiana (Naples-Genoa-Palermo).
Orduna, Royal Mail Steam Packet Line (Hamburg).
FROM BALTIMORE, Manchester Mariner (Manchester).
FROM BOSTON, Lexington, Furness Lines (Liverpool).
FROM PORTLAND, Vennonia, Cunard-Anchor Line (London).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.



(Members F. T. D.)

Bees Ltd
Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

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EVANSTON, ILL. 3025 Central St.

Member of Florists' Telegraph Delivery.

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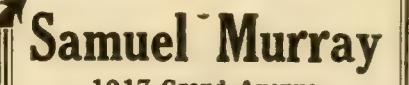
Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

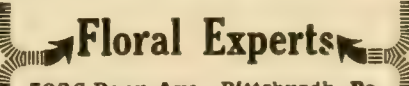
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5936 Penn Ave., Pittsburgh, Pa.

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Albany, N. Y.—Danker's.
Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Floral Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Scery.
Paterson, N. J.—Edward Scery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & Clements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. E. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosalia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

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Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders
For Knoxville and East Tennessee.
Member F. T. D.

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WIRE

Grimm & Gorly

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Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Worcester, Mass.—Littlefield, Florist.
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BUNYARD, NEW YORK,

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Summer Season.

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Madison Ave. and 76th St.

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Quality Flowers

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Established 1906

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KOTTMILLER

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Quality and Service Assured

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Danker

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NEW YORK.

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Member of Florists' Telegraph Delivery.

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F. T. D. Est. 1890

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PHILIP BREITMEYER, President

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Service



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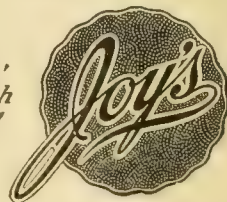
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and Atlanta

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Telegraph
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Established 1885

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Get in touch with

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EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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Flowers Delivered Anywhere. Personal Attention.

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IDLEWILD GREENHOUSES **Memphis, Tenn.**

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Every Flower in Season.

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The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

The next annual meeting will be held June, 1922.

SAN DIEGO, CALIF.—J. B. Agnew was here for the holidays.

VISITED CHICAGO: A. C. Hathaway, of the Alexander Seed Co., Augusta, Ga.

HARVEY J. SCONCE of Illinois is writing a book entitled "Romance of the Farm," which will be published soon.

ROY K. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., was in Seattle, Wash., January 10 enroute east.

THE annual convention of the National Canners' Association will be held at Louisville, Ky., next week, January 16-20.

THE death of Senator Boise Penrose changes the chairmanship of the senate finance committee having the tariff in charge.

THE American Seed Trade Association, executive committee, will meet at the Hotel Sherman, Chicago, Wednesday, January 18, at 10 a. m.

SAN FRANCISCO, CALIF.—Lester L. Morse, of C. C. Morse & Co., has returned from a month's tour of the trade in the east. Mrs. Morse accompanied him.

THE J. C. Robinson Seed Co., Waterloo, Neb., in its January calendar says: "Waste no tears upon lost years, but turn the leaf and smile upon the fair white pages that remain to thee."

FLOWER seed shortages in addition to those named in our issue of January 7, are portulaca, Vinca rosea, tall morning glory, thumbergia, Mayflower and white verbenas, and Scabiosa Caucasica.

NARCISSUS bulbs in the south of France have been materially benefited by recent rains, the drought preceding, having been quite severe. The crop of flowers this winter has been extremely late.

LEONARD H. VAUGHAN, of Vaughan's Seed Store, Chicago, who won the individual championship in the local Rotary Club bowling tournament, was guest of honor at the annual banquet of the league, January 6.

PORTLAND, ME.—A. Whitney, for 64 years in the seed business here, died at his home, this city, January 10, age 89 years. He owned much real estate, was interested in banks and public utilities and was reputed to be a millionaire.

FLORAL PARK, N. Y.—The general catalogue for 1922, of John Lewis Childs, Inc., is out. The book is larger than heretofore and carries a wider range of garden tools, insecticides, seed corn and seed potatoes than usual. The new Ruby Gold tomato, shown on the back cover, seems to be a cross between a red and yellow tomato. There are ten color plates.

RALPH B. HOWE, of the W. W. Barnard Co., is making a Florida trip.

VISITED LOS ANGELES: Kirby B. White, of D. M. Ferry & Co., Detroit, Mich.

ONION SETS in the Chicago district continue to sprout, all warehouses showing 10 to 40 per cent of sprouts. It is taking 20 pickers a day to clean up a carload. The loss of bulk from sprouting will surely affect prices later in the season.

ANNOUNCEMENT is made of the wedding of Miss Jean Sharps Jackson, daughter of Mr. and Mrs. Arthur Whitney Jackson, and Douglas Earl of the American Seed Tape Co., Madison, N. J., son of Mr. and Mrs. Howard M. Earl, at Doylestown, Pa., December 31.

ACCORDING to the Canner, a plan is under negotiation for the formation of a corporation, large enough and sufficiently well financed, to pack 10,000,000 cases of canned goods annually. New York bankers are believed back of the project which will involve an issue of \$4,000,000 of bonds.



The Late H. B. McCullough.
See Obituary, Issue of Jan. 7, Page 1256.

VAUGHAN'S SEED STORE, Chicago and New York, gives an interesting account of the development of gardening in America the past 45 years, in its retail catalogue issued the first week of January, with a portrait of J. C. Vaughan who, establishing the business in 1876, remains active in the direction of its affairs, ably seconded by Leonard H. Vaughan, Carl Cropp and a large force of expert assistants.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Timothy Seed.

The upward trend of timothy seed prices continued between December 6 and December 20, after experiencing a few temporary setbacks. The average increase for the country during that period, however, amounted to only about 15 cents per 100 pounds. In some sections prices to growers on December 20 were 30 cents or more higher than on December 6, yet in other sections no change or a decline occurred. Even in the latter sections prices during the week ending December 24 were considered to be higher than the previous week.

Prices for clean seed ranged from \$3.50 per 100 pounds in North Dakota to \$5 in central and southern Illinois, and averaged about \$4.65. The recent movement from growers' hands has been light, but less than 10 per cent of the crop is now being held by them.

Seed Corn Damage.

The Department of Agriculture, Washington, D. C., has issued the following, with regard to seed corn:

"Throughout the middle west much damage has been done to sweet corn this season, by the ear worm followed by root and ear rot molds. These molds have in many cases rendered a considerable percentage of the ears wholly unfit for any purpose; other ears, but partly over-run with molds, are unfit for seed but should be used for feed only after the moldy part of the ear is shelled off. This applies especially to the corn which has been grown for seed, although many canners report that much loss had already occurred in the corn at canning time. In certain fields in the corn belt the damage has been so great that the corn has been rendered unfit for harvesting as seed practically no ears being found which were not injured.

"These observations and reports are all based on the evident and conspicuous defects that have been found in sweet corn and dent varieties to date. It is known, moreover, that many of the apparently good ears in these damaged fields are diseased and unless special precautions are taken, for example, testing with the rag-doll germinator, they may pass as good seed corn."

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

EVERY FLORIST IN THE U. S. A.

Should have the 1922 Edition of
DREER'S
WHOLESALE LIST *AND* **DREER'S**
GARDEN BOOK

Copies have been mailed to our customers and we will be pleased to send the Wholesale List to any florist who will send in his business card or letter head, the Garden Book will be sent Free to all on request.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: Cambridge, New York

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea,
Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

LANDRETH

Seeds Which Succeed

Bloomsdale Farm BRISTOL, PA.

Seed Imports and Exports.

During the week ending December 24, there arrived at New York and Baltimore, Md., subject to the seed importation act, 259,600 pounds of red clover seed from Chile and Germany; 123,000 rye grass from Great Britain; 77,000 vetch from Germany; 55,000 rape from France, and 99,000 clover (kind not specified) from Germany and Belgium. Exports of seed from these ports during the same period were as follows: 45,136 pounds meadow fescue to Great Britain; 16,600 pounds Kentucky blue grass to France and Holland; and 80,900 pounds timothy and 57,100 pounds to Great Britain.

Catalogues Received.

Vaughan's Seed Store, Chicago and New York, seeds, bulbs and plants, retail; Henry F. Mitchell Co., Philadelphia, Pa., seeds, plants and bulbs; D. Hill Nursery Co., Dundee, Ill., evergreens; Thos. Cogger, Melrose, Mass., gladioli.
Roustan—Servan & Co., St. Remy-de-Provence, France, seeds; E. H. Krelage & Son, Haarlem, Holland, bulbs and roots.

C. C. MORSE & CO.

WHOLESALE SEED GROWERS
SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

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JAMES VICK'S SONS
Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

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Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
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LOS ANGELES, CALIFORNIA

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FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

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SWEDESBORO, N. J.
Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

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Grown for the Wholesale Seed Trade
HAVEN SEED CO.

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Mention the American Florist when writing

FREDERICK ROEMER**Seed Grower**

Quedlinburg, Germany

Pansy Specialist

GROWER OF

Fine Flower Seeds

Write for Catalogue.

**Richard Diener
Company, Inc.**Originators and Growers
of the Largest and Finest**Gladiolus and Petunias**

Catalog on Request

Kentfield, Marin Co., Calif.

**Return Envelopes
Catalogue Envelopes
Seed Packets**Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.**BURPEE'S SEEDS GROW**Wholesale Price List for Florists and
Market Gardeners.**W. Atlee Burpee Co.**
Seed Growers Philadelphia**GEORGE R. PEDRICK & SON**
PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS**The Everett B. Clark Seed Co.**
GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn****NEW CROP LILY OF THE VALLEY** Now on the WayI am glad to be able to announce that I am again in a position to offer
BRUNS' CELEBRATED CHICAGO MARKET PIPS.**VALLEY PIPS FROM COLD STORAGE.**

\$30.00 per 1000; \$16.00 per 500; \$8.00 per 250; \$4.00 per 100.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.*Mention the American Florist when writing***Hogewoning & Sons, Inc.**

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299 Broadway, New York*Mention the American Florist when writing***Watkins & Simpson, Ltd.**Have mailed their annual
catalogue of**Vegetable and Flower Seeds**

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Should any of them not
receive a copy, they are re-
quested to notify the fact to**27-29 Drury Lane****LONDON, W. C., ENGLAND****KELWAY'S
FLOWER SEEDS**

New Crop Hardy Perennial

DELPHINIUM SEEDGuaranteed saved from our world-famed
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Named varieties. . . . \$2.15 per oz.

Mixed. . . \$2.10 per oz.; \$25.00 per lb.

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LANGPORT, ENGLAND**Yokohama Nursery Co., Ltd.**

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J. C. ROBINSON SEED CO.**WATERLOO, NEBRASKA****ROCKY FORD, COLORADO**Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
VALLEY, Douglas County, NEB.**McHutchison****& CO. OFFERS****Immediate Shipment****VALLEY PIPS**, Berlin pips, Hamburg pips, German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.**JAP. LILY BULBS**, Giganteum 7-9 from New York or Chicago. All hardy varieties from New York.**BEGONIA and GLOXINIA BULBS**, all colors all sizes.**MANETTI STOCKS**, English grown, selected for greenhouse grafting.**GLADIOLUS BULBS**, best commercial varieties and sizes; all northern-grown.**PALM SEEDS**, Kentia Forsteriana and Belmoreana, per bushel or 1000. Phoenix Roebelenii.**BAMBOO CANES**, natural and dyed green, all sizes, bale lots only.**RAFFIA**, natural or colored, dependable brands, 25 lbs. up.

Wholesale only.

Write for prices on business stationery, specifically stating your requirements.

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Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

*Mention the American Florist when writing***Dutch and French Bulbs****C. J. Speelman & Sons**
Sassenheim, Holland**Lagarde & Speelman**
Ollioules, Var. France**NEW YORK OFFICE****470 GREENWICH ST.**Pacific Coast Representative, Mr. W. B. Clarke,
Box 543, San Jose, Calif.

Vaughan's Flower Seeds for Early Sowing

	Tr. pkt.	Oz.		Tr. pkt.	Oz.
AGERATUM mexicanum, Imperial Dwarf Blue. Compact	\$0.10	\$0.50	PETUNIAS, LARGE, DOUBLE FLOWERING SORTS.		
mexicanum, Imperial Dwarf White.	.10	.50	Double Large Flowering. Extra choice. Mixed. 1000 seeds		
Blue Perfection. Best dark blue bedder.	.10	.50	\$1.25, 10,000 seeds \$10.00, 500 seeds 75c., 1/64 oz. \$3.50.		
Little Blue Star. Splendid novelty, dwarfest.			Double Large Flowering Fringed. Best mixed. 1000 seeds \$1.25,		
Princess Victoria Louise. Light blue with white center	1/4 oz. 60c.	.25	10,000 seeds \$10.00, 500 seeds 75c., 1/64 oz. \$3.00.		
ALYSSUM maritimum (Sweet Alyssum). Lb.	\$2.00.		Vaughan's Special Mixture Double. Extra choice, 1000 seeds		
Vaughan's Little Gem. Extra fine strain. Lb.	\$6.00.		\$1.25, 500 seeds 75c., 1/64 oz. \$4.00.		
ANTIRRHINUM Golden King. Yellow.	1/4 oz. 20c.	.10	PETUNIAS, LARGE, SINGLE FLOWERED SORTS	Tr. pkt.	
Queen Victoria. White shaded cream, yellow lip.	1/4 oz. 20c.	.10	Large Flowering. Finest Mixed.	1/16 oz.	\$1.80, \$0.35
Brilliant Scarlet.	1/4 oz. 20c.	.10	Giant Copper Color. Beautiful and distinct.	1000 seeds	
Dark Rose. Coral-red.	1/4 oz. 20c.	.10			\$1.00
Silver Pink.	1/4 oz. \$1.00.	.25	Fringed Mixed. Extra choice.	1/32 oz.	\$1.20, .35
Vaughan's Special Mixture. Extra.	1/4 oz. 30c.	.20	Giants of California. True.	1/16 oz.	\$2.60, .50
BEGONIA gracilis Luminosa. Foliage lustrous, reddish brown, the flowers are a fiery dark scarlet.	1-32 oz. \$2.00.	.50	Pink.	1/64 oz.	\$1.20, .50
Prima Donna. Large, transparent rose flowers, shading to carmine.	1-32 oz. \$2.40.	.50	White.	1/64 oz.	\$1.20, .50
sempiflorens alba.	1/4 oz. 60c.	.20	Ruffled Giants. Mixed.	1/32 oz.	\$1.50, .50
atropurpurea Vernon. Red leaved and red flowered.	1-16 oz. 60c.	.35	Crimson.	1/64 oz.	\$1.00, .50
Melaine. White with pink edge.		.35	German Empress. Bluish white, veined purple.		.50
Erfordil. Rosy carmine flowers, very free flowering.	1-32 oz. \$1.00.	.50	Triumph of the Giants.	1/32 oz.	\$1.80, .50
grandiflora superba.	1-32 oz. \$1.00.	.50	Balcony Queen. Rich velvety violet with white blotches.		.50
Wurtembergia. New deep scarlet.		.50	Balcony White.	1/64 oz.	\$1.00, .50
Single Tuberous Rooted. Finest mixed.		.50	Royal Purple.	1/64 oz.	\$1.20, .50
Double Tuberous Rooted. Best mixed.	1.00		Vaughan's Best Mixture, Large Flowering. Single Petunias.		
CENTAUREA gymnocarpa.	.10	.50	Tr. pkt. (1000 seeds) 50c., 3 tr. pkts. for \$1.35, 1/32 oz. \$1.60.		
candidissima.	.25	1.80			
CINERARIA maritima, Diamond. The leaves are broad, snow white and lasting.		.15	SALVIA splendens	1/4 oz. Pkt.	Oz.
maritima candidissima. White leaved for bedding.		.10	Clara Bedman.	.65	.35 2.40
COLEUS, Vaughan's Rainbow Mixture. 1-32 oz. \$1.00.		.50	Drooping Spikes.	.75	.25 2.80
Extra Choice, Large Leaved, Mixed. 1-16 oz. \$1.00		.35	Fireball.	1.00	.35 3.60
CYPERUS alternifolius (Umbrella Plant).		.20	Zurich.	1.00	.35 3.80
DEACAENA indivisa. Lb. \$5.00.		.10	America.	1.25	.50 4.00
HELIOTROPE, Mammoth Flowered, Mixed. 1/4 oz. 50c.		.35	STOCKS, Double Large Flowering Dwarf: German		
LANTANA hybrida, Mixed.	1/4 oz. 60c.	.25	Ten Weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each of above.	1/4 oz. 40c.	.25
LEMON VERBENA.	1/4 oz. 60c.	.25	Extra Choice Mixed.	1/4 oz. 60c.	.25
LOBELIA erinus, Crystal Palace compacta. True.		.15	Giant Perfection, or Cut-and-Come-Again. Sky-Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above.	1/4 oz. 35c.	.25 2.20
speciosa. Dark flowers and foliage. True.	1/4 oz. 60c.	.25	Bismarck, White Golden Ball, Lavender and Rose. Each.	1/2 oz. 50c.	.25 3.00
Emperor William. Dwarf, choice strain. 1/4 oz. 50c.		.15	THUNBERGIA, Mixed.		.15 .50
pumila splendens, Bedding Queen. The plant is very dwarf and entirely covered with large flowers of deepest purple with a pure white eye.	1/4 oz. 60c.	.25	TORENIA Fournieri grandiflora.		.25
Hamburgia. Good for hanging baskets, etc.	1/4 oz. 50c.	.20	White Wings.		.25
hybrida, Sapphire. Best for hanging basket.	1/4 oz. 50c.	.25	VERBENA, Mammoth. Mixed.		.15 .80
MIGNONETTE, True Machet, Vaughan's Selected Stock.	1/4 oz. 20c.	.10	White, Extra choice.		.15 .90
PANSY, Vaughan's International Mixture, 1/8 oz. \$1.50		.50	Purple Shades.		.15 .90
Vaughan's Giant Mixture.	1/8 oz. 75c.	.50	Pink Shades.		.25 1.40
Early Flowering Giant Mixture.	1/4 oz. 40c.	.25	Defiance. Brilliant scarlet, true.		.20 1.20

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10 per cent for cash with orders over \$2.00

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An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

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Orange, Conn., and New York City.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS



KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c.; 1/4 oz., 90c.; 1/2 oz., \$1.65; 1 oz., \$6.00.

CHAS. FROST
Kenilworth N. J.

All colors, separate or mixed, 1000 seeds, 30c.; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

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Many things contribute to the superiority of R. A. Vanderschoots' products. They will contribute to your success.
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CYCLAMEN

We must have room and offer for one week,
2,500 2 1/4-in. Cyclamen, at \$10.00 per 100
\$90.00 per 1000,
3,000 2-in. Cyclamen, at \$20 and \$25 per 100
1,000 4-in. Cyclamen, at \$40.00 per 100.

Ask for our prices of Easter Greeting
Fetargeniums and Ferns.

GEO. A. KUHL, Wholesale Grower.
PEKIN, ILL.

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HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

LEESBURG, FLA.—Warner Nehrling of Orlando is in charge of large operations here in the Philippine orange groves.

C. F. GAETJE, superintendent of parks, Rock Island, Ill., passed through Chicago, January 11, enroute to Alabama.

THE Illinois State Nurserymen's Association will hold its annual meeting at the Congress hotel, Chicago, January 19-20.

"COMMUNITY BIRD REFUGEES" is the title of Farmers' Bulletin, No. 1239, just issued by the Department of Agriculture, Washington, D. C.

NEW YORK Christmas tree dealers were reported indignant when bottles of liquor were found in fir shipments, which they received from the Canadian border.

OAKDALE, CALIF.—W. F. Wheeler has purchased 49 acres of land on the Stanislaus river, between Escalon and this city, and will move the major portion of his local nursery to the new site at an early date.

WE are in receipt of the proceedings of the thirty-fifth annual convention of the Association of American Cemetery Superintendents, held at Detroit, Mich., September 3-15, 1921. The secretary of the association is W. B. Jones, Highwood Cemetery, Pittsburgh, Pa.

PRELIMINARY volume tables for second-growth redwood, is the subject of Bulletin No. 334 recently issued by the Agricultural College Experiment station, of the University of California, Berkeley. The increased importance of second-growth stands of redwood (*Sequoia sempervirens*) makes the publication of these volume tables especially valuable.

Chicago Forest Preserve Enriched.

One million dollars worth of material, sufficient to advance the work of the forest preserve by practically 10 years, is the gift of the United States to Cook county. This was announced January 4, by County Commissioner Charles N. Goodnow, chairman of a committee appointed to visit Washington, D. C., and see what could be done toward obtaining government war supplies for the county.

The committee consisted of Commissioners Goodnow, Bartley Burg, Dudley D. Pierson and Chief Forester Ransom Kennicott and Assistant Forester Thomas P. Sullivan.

As a result of their work backed by several congressmen and others, and Capt. D. W. Wurtsbaugh, commandant of the Great Lakes Naval Training station, Lieut. Col. Charles Willard of the quartermaster's supply department at Camp Grant and Maj. James P. Castleman of the quartermaster's station at East 39th and Iron streets, Chicago, the committee reported to Daniel Ryan, president of the Cook county board, that they had received the assurance of government officials that they would be given the supplies.

All of the material will be furnished from the supply depots at Camp Grant,

the Great Lakes and the quartermaster's depot on 39th street. With the aid of it the commissioners will be enabled to build bridges, dams, roads, buildings, fences and many other things to add to the comfort of visitors at the various forest preserve districts.

Tools, benches, thirty 5-ton trucks, food containers, chinaware, shovels, wire for benches, motor-driven saws, two 15-ton caterpillar trucks and 12 dump carts are among the articles to be given the county.

A fire engine, thirteen 2-ton tractors, 100 escort wagons, two gasoline-driven lawn mowers, eight street scrapers, 25 water wagons, a concrete mixer, two steam shovels, one 20-ton tractor, six Pierce-Arrow trucks, 30 Dodge touring cars, 84 motorcycles, 25 White trucks, road graders and pavers, sprinklers, tarvia tanks, tents of all sizes, paper towels, plumbing supplies and hundreds of other items, such as coffee pots, stoves, etc., are mentioned.

President Ryan was exulting at the report of the committee.

"It will forward the work of the forest preserve district by at least 10 years," he said. "It would be at least 10 years' time before we could hope to spend the money on the articles that the government is giving outright," he said.

State Florists' Association of Indiana.

INDIANAPOLIS MEETING, JANUARY 10.

The annual meeting and exhibition of the State Florists' Association of Indiana was held at the James Whitcomb Riley library, Indianapolis, January 10, and was exceptionally well attended, being one of the most successful meetings of the society in years. After the business session and banquet the members were given the treat of a theatre party at Keith's theatre.

The following officers were elected to serve for 1922: L. E. Hitz, Madison, president; E. E. Temperly, vice-president; Oscar Carlstadt, 228 East Ohio street, Indianapolis, secretary, and Arthur Heidenreich, treasurer.

THE EXHIBITS.

The exhibits were well staged and included many kinds of cut flowers and plants. Cattleyas, grown by Smith & Young Co., Indianapolis, drew especial attention and commendation. Their roses were excellent. E. E. Temperly of the same city displayed some Chate-laine and Cincinnati begonias of fine quality and some very good cherry and primula plants. A. Wiegand & Sons Co. had a wonderful display of cyclamen, primroses, cherries and ferns, set in fancy baskets, which attracted a great deal of attention. C. A. Rieman, of Connorsville, Ind., exhibited a specimen tree of begonia which was highly commended.

C. A. Schwomeyer, Indianapolis, had some very good cyclamen and some very fine red and pink Chate-laine begonias, also a California novelty called Strelitzia Regina, or the bird of paradise, this display drawing special attention. The Roepke Floral Co. had a showing of their usual fine variety of plants. Orchids staged in a very attractive manner were the feature of John Rieman, Indianapolis. A. Rasmussen, New Albany, displayed some very fine Hoosier Beauty and Premier roses and a vase of exceptionally good red Merry Christmas carnations. Edwin Morner, of Shelbyville, had an exhibit of gladioli and some new attractive corsages and baskets. C. A. Randall, Indianapolis, featured a very fine yellow and white chrysanthemum called Mamie and Late Bloomer respectively. Morris Marer, of the Marer Flower Shop, Indianapolis,

displayed baskets of very fine calendulas, violets and sweet peas, all attracting favorable comment. Hartje & Elder exhibited fine dark pink carnations.

The annual rose trophy, judged by A. Rasmussen, New Albany; C. L. Frank and C. A. Rieman, awarded the prize to the Jos. H. Hill Co., Richmond. Their display was highly commended. The annual carnation trophy, judged by Clarence Green, A. Joblinsky and Alvin Schieber, awarded the prize to Bertermann Bros., Indianapolis.

The judges, who were Robt. Ellis, John Grande and C. F. Coffery, awarded cash prizes to the following: Bertermann Bros., A. Wiegand & Sons Co., C. H. Schwomeyer, A. Rasmussen, Jos. H. Hill Co., Fred Lemon & Co., Richmond; Baur & Steinkamp, Indianapolis; Smith & Young Co., Hartje & Elder, Edwin Morner, Shelbyville, Marer Flower Shop.

M. M.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Some Excellent Stock

	Per 100	1000
50,000 2 in., Geraniums; Ricard, Poitevine, Nutt, Montmort, Perkins, Viad, Buchner, etc.	\$5.25	\$50.00
2 1/2 in., Heliotropes, 3 varieties.	4.00	38.00
2 1/4 in., Marguerites, 3 varieties.	5.00	45.00
2 1/4 in., Stocks, 2 varieties.	3.25	30.00
2 1/4 in., Calendula Orange King.	3.00	28.00

Also abundance of other stock. Liberal extras for early orders.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 13-J, Newark, New York

PALMS

Well Balanced, Clean Stock.

Kentia Belmoreana, single plants, 4-inch, \$6.00 per doz.; 5-inch, \$12.00 per doz.; 6-inch, \$30.00 per doz.; 7-inch tubs, \$4.00 each; 8-inch, \$6.00 each. **Kentia Forsteriana**, made-up plants, 7-inch tubs, \$4.00 each; 8-inch tubs, \$8.00 each.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottil and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100. **Holly and assorted Table Ferns**, heavy 3 inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

January Price List Ready.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.



The Last Chance to Secure Heavy Dormant Two Year Old Budded Plants of the Wonderful Pillar or Climbing Rose

Paul's Scarlet Climber

At the Low Price of \$50.00 per 100.

This variety as we have predicted ever since its introduction, is rapidly taking the first place as the most popular brilliant pillar or Climbing Rose.

Mr. S. S. Pennock in his recent address before the Philadelphia Florists' Club in speaking of the wonderful Bagatelle Rose Gardens at Paris, France, referred to this rose as the most brilliant in color and a subject that could be seen from all points in the garden, still in splendid shape after other Climbers had passed.

It is truly a wonderful rose and will find a place in every garden.

The price of \$50.00 per 100 is special and will only hold good on orders booked on or before February fourth and for immediate delivery.

Henry A. Dreer

714-716 Chestnut St., Philadelphia, Pa.

This offer is intended for the Trade Only.

HILL'S CHOICE EVERGREENS AND GENERAL NURSERY STOCK

EVERGREENS FOR LINING OUT

	Inch	100		Inch	100
Abies Ts. canadensis...	6-8	\$18.50	Pinus ponderosa	10-12	\$20.00
Abies concolor	8-10	40.00	Pinus strobus	12-18	20.00
Abies Douglassi	6-8	13.00	Pinus Sylvestris	4-6	3.00
Abies Veitchii	2-4	10.00	Retinospora plumosa		
Biota orientalis	8-10	5.50	zurea	6-8	25.00
Buxus sempervirens	6-8	10.00	Taxus cuspidata	6-8	35.00
Juniperus canadensis	8-10	20.00	Thuya occidentalis	12-18	20.00
Juniperus Sabina Horizontalis			Thuya occidentalis com-		
Juniperus virginiana	6-8	32.50	pacta	6-8	18.50
Juniperus scopulorum	12-18	25.00	Thuya occidentalis globosa		
Pachysandra terminalis	4-6	8.50	nova	6-8	30.00
Picea alba	12-18	32.50	Thuya occidentalis pyrami-		
Picea canadensis	10-12	40.00	dalis	10-12	45.00
Picea excelsa	6-8	4.00	Thuya occidentalis Wareana		
Picea excelsa	12-18	17.50	Siberica	6-8	25.00
Picea pungens	8-10	16.50	Thuya occidentalis Wood-		
Pinus Austriaca	10-12	30.00	wardi	6-8	6.50
Pinus Mugho compacta	8-10	50.00	Thuya biota orientalis	8-10	5.50
			Tsuga canadensis	6-8	18.50

SPECIMEN EVERGREENS B&B

	Feet	Each	10
Juniper glauca	2-3	\$4.00	\$35.00
Juniper virginiana	2-3	3.00	25.00
Pinus mugho com...	1-1 1/2	2.25	20.00
Thuya pyramidalis	2-3	2.75	25.00

SHRUBS AND DECIDUOUS TREES

Large assortment of choice varieties for lining out.

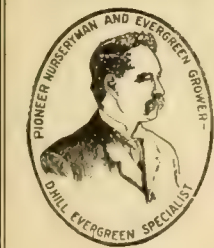
EVERGREEN UNDERSTOCKS

	Inch	1,000
Juniperus virginiana	sd1 6-8	\$37.50
Picea excelsa	x 8-10	65.00
Thuya biota orientalis	x 6-8	45.00
Thuya occidentalis	x 6-8	60.00

Each x indicates one transplanted; o never transplanted; 5 of same variety and size at 10 rate, 50 at the 100 rate.

Send for complete catalogue.

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS. LARGEST GROWERS IN AMERICA.



There are two things I insist upon: careful digging, careful packing.
D. HILL.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

REX BEGONIAS

3-Inch, \$2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Vlaud
Good short jointed plants from 2-inch pots, at \$3.50 per 100; \$35.00 per 1000.

We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, January 10.—Cucumbers, per crate, \$7 to \$7.50; head lettuce, per crate, \$3.50 to \$4.50; carrots, \$3.50 to \$6 per 100 bunches; cabbage, \$2.75 to \$3 per 100-pound sack; turnips, \$3.50 to \$4.50 per barrel.

New York, January 6.—Cucumbers, Boston, \$1 to \$2.50 per dozen; mushrooms, per three-pound basket, 75 cents to \$1.40; radishes, 100 bunches, \$3.50 to \$7; tomatoes, per pound, 20 to 40 cents; lettuce, one dozen, \$1 to \$1.75; beet tops, per basket, \$2.

Vegetable Movement.

WEEK OF JANUARY 2-7.

Potato shipments have increased due to the more active demand. New York round whites advanced 35 to 40 cents in eastern markets, closing at \$2.20 to \$2.35 per 100 pounds. Although northern stock at Chicago declined 40 cents, it gradually recovered toward the end of the week, bringing \$2 to \$2.15.

Onion values registered a sharp advance because of increased demand and the shortening of the supplies. Yellow Globes, No. 1, have been sold to jobbers at the high price of \$6 to \$6.25 per 100 pounds at Connecticut Valley shipping points. Middlewestern yellow stock brought \$6.50 to \$7 in Chicago, a gain of \$1. The total shipments were 400 cars.

Increasing cabbage shipments from southern states has had the effect of greatly reduced prices in middlewestern markets, Danish type bringing \$50 to \$55 per ton at Chicago. At New York, however, values advanced \$5 to \$10. Wisconsin stock, at shipping points, declined to a level of \$42 to \$44. Of the 666 cars rolled New York furnished 409.

Apple prices showed no change, in spite of an increase of movement. New York Baldwins at receiving points brought \$7 to \$7.50 per barrel. At Washington state shipping centers boxed stock ranged from \$1.85 to \$2.25.

Sweet potato movement has increased in volume, 440 cars being moved during the week. New Jersey yellow varieties brought \$2 to \$2.25 per bushel at New York, while Tennessee Nancy Halls were in poor demand at St. Louis at \$1.

Florida strawberries have been sold to jobbers in the leading markets at 50 to 75 cents per quart.

Cauliflowers, from California, lost \$1 per crate at New York, closing at \$2.25 to \$2.50.

Manure Supplies for Truck Growers.

Truck growers and greenhouse men in the eastern states are finding it increasingly difficult to secure a supply of stable manure, and some growers have adopted the practice of keeping a small herd of cows or other stock for the purpose of supplying manure, and as a means of utilizing surplus or waste material. The problem of maintaining soil fertility under present conditions was discussed at the recent meeting of

the Vegetable Growers' Association of America, at Albany, N. Y., and it was the opinion of the vegetable growers and state and federal workers present that the practice of keeping live stock is to be strongly recommended in sections where this can be done profitably.

The head of the vegetable garden department of the Massachusetts Agricultural college reported that a study of the census shows that the decrease in horses in Massachusetts from 1910 to 1920 is such that 13,000 fewer acres can now be furnished with 20 tons of stable manure per acre than in 1920. To offset this loss in plant food, which was formerly obtained from stable manure, will require the expenditure of between \$1,200,000 and \$1,400,000. Even then the soil lacks that all-important effect of the inoculated organic matter contained in manure and for which no equally efficient substitute has been found.

MANURE COST LESS THAN FERTILIZER.

While this disregards the cost of the manure formerly used to supply the plant food it is probable that it was much less than the cost of the fertilizer now purchased. This problem is not confined to any one state, but with a few local exceptions is being felt throughout the territory in which vegetable crops are grown for the markets.

At the Lexington, Mass., field station, which is conducted under the direction of the State College of Agriculture and Experiment station, what are termed "manure economy investigations" are being conducted. In these tests the use of stable manure in moderate quantities is being supplemented by commercial fertilizers, soil-building crops, crop rotations, and other means of maintaining soil fertility. These tests have been under way for about three years and are already giving marked results, as

indicated by the yield of crops grown upon the land.

Growers of canning crops such as peas and sweet corn, have for years past followed the practice of utilizing the vines, fodder and other waste in the form of silage for the feeding of sheep, beef cattle, or dairy cows, this practice supplying them with large quantities of manure. Renewed attention is now being directed to this practice, and in sections where the European corn borer has made its appearance many growers have found it desirable to erect silos for the utilization of the surplus material, feeding this to their stock, thereby securing manure for their crops, and also largely controlling the corn borer. The United States Department of Agriculture strongly recommends these practices wherever conditions will warrant the keeping of live stock.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Mention the American Florist when writing.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Mention the American Florist when writing.

Seasonable Stock

Asparagus Sprengerii, 1½ in., \$3.50 per 100, \$30.00 per 1,000; 2½ in., \$5.00 per 100, \$45.00 per 1,000; heavy 4 in., \$15.00 per 100; heavy 5 in., \$25.00 per 100.

Bougainvillea, *Glabra Sanderiana*, 2½ in., \$10.00 per 100; 3 in., \$20.00 per 100; 5 in., \$75.00 per 100 specimens; 6 in., \$100.00 per 100 specimens.

Begonia, *Glorie de Chatelaine*, 2½-in., \$6.00 per 100; *Corallina Lucerne*, 2½-in., \$10.00 per 100; 2-in., \$15.00 per 100; *Metallica*, 2½-in., \$6.00 per 100; *Argentea Guttata*, 2½-in., \$8.00 per 100; *M. de Lesseps*, 2½-in., \$8.00 per 100; *Pres. Carnot*, 2½-in., \$8.00 per 100; *Thurstoni*, 2½-in., \$10.00 per 100.

Fern Dish Ferns, best varieties, 2¼-in., \$5.00 per 100, \$40.00 per 1,000.

Genista, *Racemosus*, well trimmed, 4-in., \$20.00 per 100.

Hydrangea, good French varieties, 2½-in., \$6.50 per 100, \$60.00 per 1,000; 4-in., \$20.00 per 100.

Lantanas, dwarf, eight best varieties including three wonderful reds, *Craigii*, *Jacob Schulz* and *Michael Schmidt*, \$5.00 per 100, \$45.00 per 1,000.

Pelargoniums, cool grown, 2¼-in. pot plants, *Easter Greeting*, *Lucy Becker*, *Peter Hoser* (brick red), *Schwabian Maid*, \$8.00 per 100. *Mrs. Loyal* (*Pansy Geranium*), \$7.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

ALTERNANTHERAS, red, yellow and green, R. C., \$1.25 per 100; 2-in., \$2.50 per 100. Montgomery Gardens, Sac City, Ia.

AMARYLLIS.

AMARYLLIS, 2½-in. stock, \$8.00 per 100; 5-in. plants, 40c each. Montgomery Gardens, Sac City, Ia.

ASPARAGUS.

Asparagus Sprengeri, 1½-in., \$3.50 per 100; \$30.00 per 1,000; 2½-in., \$5.00 per 100; \$45.00 per 1,000; heavy 4-in., \$15.00 per 100; heavy 5-in., \$25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., \$1.50. Packing material charged for at cost. Wm. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100, \$50.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson, \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, single and double-flowering. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

BEGONIA, Chatelaine and Luminosa, R. C., \$3.50 per 100; 2-in. stock, \$7.00. Montgomery Gardens, Sac City, Ia.

Begonias, large leaved, in variety, 2½-in., \$8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Tuberous-rooted begonias and gloxinias, sizes 1½-2-in. in diameter. For prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberoses, Japanese lily. Write for prices. American Bulb Co., 172 Wabash Ave., Chicago.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size.	Diameter	Per 100	Per 1000
1¼ to 1½-in.		\$ 6.00	\$ 50.00
1½ to 2 -in.		8.00	75.00
2-inch and up		15.00	125.00

Satisfaction guaranteed.

SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

Callas, Golden Yellow Elliotiana. For sizes and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

CANNAS.

CANNAS. Select 2 and 3 eye roots. Kling Humbert, \$4.50 per 100; Florence Vaughan \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
White Enchantress	\$3.50	\$30.00
Pink Enchantress	3.50	30.00
Ward	4.00	35.00
Matchless	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.

Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1000
Matchless	\$5.00	\$40.00
Miss Theo	5.00	40.00
Nebraska	6.00	50.00
R. P. Enchantress	5.00	40.00
Winsor Cerise	5.00	40.00
Enchantress	5.00	40.00
Ward	5.00	40.00
Enchantress Supreme	6.00	50.00

PETER REINBERG, INC.

Wholesale Florists
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100, \$45.00 per 1,000. Orders filled in rotation as received.
Montgomery Gardens, Sac City, Ia.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100, 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seldewitz, Chas. Razer, Celebration, Major Bonaffon, First Kind Emerita, Mrs. Tetty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1,000.

December Beauty, \$45.00 per 1,000.

Rosanda, White Surprise, Muskoka, Orange Queen, Thanksgiving Pink, \$10.00 per 100.

Caprice, Carmelite, Katherine Thompson, Mrs. Greening, Yellow, Lilac, White, Dr. Printemps, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke Billie Burke, \$8.00 per 100.

Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.

ELI CROSS.

150 Monroe Ave. Grand Rapids, Mich.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Sunbeam (yellow)	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Oconto (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seldewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

L. Doty (light pink)	\$3.00	\$25.00
Buckingham (pink single)	3.00	25.00
Angelo (fine early pink)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

CINERARIA.

CINERARIAS. Large flowering strain of beautiful colors, 3-in., \$7.00 per 100, 4-in., \$8.00. Montgomery Gardens, Sac City, Ia.

CYCLAMEN.

Cyclamen, for one week only. 2¼-in., \$10.00 per 100; \$90.00 per 1,000. 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. Some bargains for a short time.

LYNDHURST FARM, INC.

First Road, N. J.

ECHIEVARIAS.

Echevarias, 3-in., \$5 per 100, if taken before March 1st. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ERICAS.

ERICAS

For growing on, from 3½-in. pots.
 Xmas varieties— Per 100
 Fragrans Melantæra, white.....\$20.00
 Reperminans, lavender..... 25.00
 Helana, new orange..... 25.00
 Felix Faure, red..... 25.00
 Pres. Carnot, orange red..... 20.00
 Ovata, lavender..... 25.00
 Easter varieties—
 Cupressina, shell pink..... 30.00
 Persoluta Rosea..... 20.00
 Persoluta Alla..... 20.00
 Perfecto, pink..... 20.00
 King Edward VII..... 20.00
 Cylindrica..... 25.00
 Add 3 per cent for packing. Cash, please.

ANTON SCHULTHEIS

College Point, New York

FERNS.

BOSTON FERNS.

Good, strong bushy stock.

5-in.\$0.40
 6-in. 75
 7-in. 90
 10-in. 2.00

Packing charges free.

DAVIS FLORAL CO.

Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsn, Md.

Table ferns, standard varieties, 2¼-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC. Mich.

BOSTON FERNS. 3-in., 8c each; 4-in., 25c each; 5-in., 50c each; 6-in., 75c each; runners, \$2.00 per 100. Cash, please.
 Montgomery Gardens, Sac City, Ia.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

GLADIOLI.

BARGAINS IN GLADIOLI

Halley, sizes 1¼ to 2½, \$19.00 per 1,000; Ida Van, 1¼ to 2½, \$20.00 per 1,000; Mrs. Frances King, 1¼ to 2½, \$20.00 per 1,000; Mrs. Watt, 1¼ to 2½, \$19.00 per 1,000; Panama, 1¼ to 2½, \$23.00 per 1,000. Primulinus, mixed, 1¼ to 2½, \$15.00 per 1,000; Primulinus, mixed, planting stock, ½ to ¾-in., \$5.00 per 1,000; Primulinus, mixed, bublets, 60c per qt., \$14.00 per bu.; Halley bublets, 75c per qt., \$16.00 per bu. First class stock. Cash with order.

KARL E. SCHMIDT

27 Frances St. Auburn, N. Y.

New and rare gladioli. Write for price list. J. Heemskerck, Sassenheim, Holland.

GERANIUMS.

GERANIUMS. 2¼-in. pots. S. A. Nutt, Buchner, \$6.00 per 100, \$50.00 per 1000. Richard Poitevine, Hill, Presilly, Vland, Mad. Barney, Landrey, etc., \$7.00 per 100; \$65.00 per 1000. ROMAN J. IRWIN, 43 West 18th St., New York.

Geraniums, Nutt Buchner, Ricard, Poitevine and Vland. Good short jointed plants. 2-in., \$3.50 per 100; \$35 per 1000. Elmer Rawlings, Allegany, N. Y.

GERANIUMS. S. A. Nutt, R. C., \$3.00 per 100; 3-in., \$800 per 100; Ivy Leaf, 2¼-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.

HYDRANGEAS, EXTRA FINE PLANTS
 In assorted varieties, 1-year-old, potted up last month from pots.
 Mme. Petrick, Mme. Riverain, Germania, Tillie Mouillere, Wm. Pfitzer, Trophee and Mme. Mouillere.

Per 100
 3rd size, 3 to 6 branches.....\$35.00
 2nd size, 6 to 12 branches..... 45.00
 1st size, 10 to 16 branches..... 50.00
 2-year-olds, pot grown:
 2nd size..... 60.00
 2nd size..... 75.00
 1st size, specimen..... 100.00
 Same varieties as above and others.
 Cash, please. Add 3 per cent for packing.

A. SCHULTHEIS

311 19th Street

College Point, N. Y.

LILY OF THE VALLEY.

Valley pips. From cold storage. \$20 per 1000; \$16 per 500; \$8 per 250; \$4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

Clumps 5x5, \$18.00 per 100. LYNDBURST FARM, INC., First Road, Hammonton, N. J.

NARCISSI.

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Traendly & Schenck, New York.

Traveling Wholesale Florists, New York.

United Cut Flower Co., New York.

Vaughan, A. L., & Co., Chicago.

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Seedmen want their seeds to produce bumper crops and it is to their great advantage to have them do so.

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Check, no fertilizer...	45 "	337.50
Nitrate of Soda and		
Acid Phosphate	70 "	525.00
Nitrate of Soda.....	130 "	975.00

Figure the profit for yourself as Mr. Wilson did!

If you want any special information regarding Nitrate of Soda, it will be promptly supplied by Dr. William S. Myers, Director, 25 Madison Avenue, New York City, without cost.

—Adv.

MONTREAL, QUE.—With a falling off of 15 per cent in the volume of business and the same in prices holiday trade was not as good as hoped for. Plants brought the same prices as a year ago, while less was realized on cut flowers. Azaleas in the former sold better than a year ago and there was an ample supply of cut flowers to go around.

TERRE HAUTE, IND.—With the volume of business less than in 1920, Fred G. Heini, writes that prices obtained were not as good as a year ago. In cut flowers, roses were plentiful and good, but carnations and violets were on the short side. There was no demand for bulbous offerings, and in plants there was little change, compared with the previous Christmas.

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No.	Diam.	Ea.	Doz.	100	No.	Diam.	Ea.	Doz.	100
10	20 in.	\$4.95	\$54.45	\$412.50	50	12 in.	\$1.45	\$16.50	\$126.50
20	18 in.	3.65	39.60	322.30	60	10 in.	1.00	10.90	85.25
30	16 in.	2.60	28.60	220.00	70	8 in.	.85	8.80	67.10
40	14 in.	2.10	23.65	187.00					

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Flower Vases,
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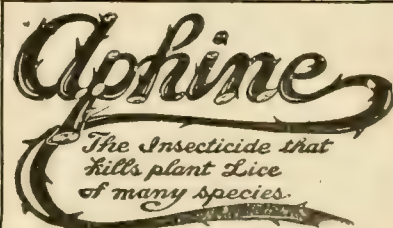
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No tools required.
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A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

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Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts. The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us. Write for samples and price.

HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

FULL SIZE No. 2

Mention the American Florist when writing.

CUT TOBACCO STEMS

Fresh dry stems—cut in 1/2-in. to 2-in. pieces. Used as a mulch, helps to destroy larvae of many injurious insects. A good fertilizer. Packed in burlap bags. F. O. B. Lancaster, Pa. 250 lbs., \$400; 1,000 lbs., \$13.00; 2,000 lbs., \$25.00.

FINE TOBACCO DUST

100 pound bag, \$3.00; 500 pounds, \$10.00.

TOBACCO PRODUCTS CO.,

Box 282 D LANCASTER, PA.

Mention the American Florist when writing.

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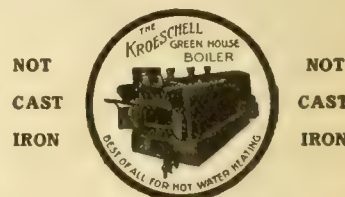
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The Customer's Interest First

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all in the Greenhouse Boiler business.



Kroeschell Bros. Co.

452 West Erie Street, CHICAGO

Mention the American Florist when writing.

Wired Toothpicks

10,000, \$2.50; 50,000, \$11.00 Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

Mention the American Florist when writing.

Callahan Cut-to-Fit Greenhouses

Wolf Ventilating Apparatus

T. J. Callahan Co.,
16 South Canal St. — Dayton, O.

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GREENHOUSE GLASS

Best Brands

SHARP, PARTRIDGE & CO.

2263 Lumber St., CHICAGO

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas".

Vol. LVIII

CHICAGO AND NEW YORK, JANUARY 21, 1922.

No. 1755

THE AMERICAN FLORIST

ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—S. S. PENNOCK, Philadelphia, Pa.,
President; SAMUEL MURRAY, Kansas City,
Mo., Vice-President; JOHN YOUNG, New York,
Secretary; J. J. HEAS, Omaha, Neb., Treasurer.
The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford,
Conn., Jan. 25-27, 1922. OFFICERS: W. D. HOWARD,
Milford, Mass., President; N. C. OSBORN, Hart-
ford, Conn., Vice-President; A. F. J. BAUER,
Thirty-eighth St. and Rockwood Ave., Indian-
apolis, Ind., Secretary.

"Say It With Flowers."

"Say It With Flowers" while life is sweet,
Ere hope and joy have fled;
Oh, say it now—wait not until
I'm numbered with the dead.

"Say It With Flowers" while yet my hands
Their petals may caress;
Wait not until my soul is freed
And clothed in heavenly dress.

"Say It With Flowers" while still my life
May utter grateful thanks;
Oh, say it soon—wait not 'til death
Numbers me in his ranks.

"Say It With Flowers" whose faces sweet
May change dark days to bright;
"Say It With Flowers" today, this hour,
Wait not until the night.

"Say It With Flowers" whose purity
May help my soul to save,
In some dark hour when evil's power
Is seeking to enslave.

"Say It With Flowers" while yet they may
My wavering faith renew;
"Say It With Flowers" while still I may
Send back a flower to you.
—Anne Barbour Briggs.

SAINT VALENTINE'S DAY.

Occasion Growing Important.

With the coming of this midwinter floral holiday, opportunity knocks once more and affords a golden harvest for all those who are ready to take advantage of it. It is the day of days in which to "Say It With Flowers" and the retailer should rise to the occasion and in every way possible with floral arrangements suitable for the day, demonstrate and call attention to this sentimental custom and that flowers make the best and most acceptable valentines. If all the trade in every community were united in making the sending of flowers as valentines a universal custom, it would soon become one of the best floral holidays of the year.

Featuring the day should be started at least two weeks before. Large red hearts with the figures 14 in the center, or inscribed with "The fourteenth is coming" or "Say It With Flowers" should be displayed in store or window and will at once call attention to the day. This is to be followed up with a few novel arrangements decorated with heart dotted ribbons, arrows and other inscriptions of the day that are sure to attract attention.

A quite elaborate circular should go out at this time, the tone of which should assume that everybody expects or sends a valentine for which the first selection is always flowers and then describe a few novelties as being best for mother, sister and sweetheart. Such matter is always well received and read with interest, puts the house among the live wires where the latest and best is to be found, and makes a good impression that is sure to bring business then or later on.

Valentine Novelties.

There are a number of novelties brought out every year nearly all expressing in some form or another the heart sentiment which is inseparable

with the day. The valentine kiddies with their vase for flowers made quite a sensation and have been a considerable factor in publicity the past few years. Small handle baskets in their infinite variety are all good valentine material when touched up with heart dotted ribbon arrows and mottoes of the day. Various sized boxes of flowers in which are placed miniature printed heart shaped valentine cards or other forms are quite appropriate. The lid should be ornamented with an adhesive heart or two and the box tied with heart dotted ribbon with a gilt arrow or two in the bow.

Heart shaped boxes are very popular in which to send corsages of violets or other flowers. Penn., the Florist, of Boston, Mass., makes a specialty of corsages of violets for valentines, presents them as his leading feature, advertises them extensively and has worked up a wonderful St. Valentine's Day trade with this feature. All the corsages are sent out in heart shaped boxes.

Small Handle Baskets.

The small basket filled with all one kind of flower or in variety, makes a suitable valentine gift that is appreciated by any one. One or two small gilt arrows tied in with the ribbon at the handle gives the necessary finish. A novel conception is a small bouquet of cigarettes. This is made by using two boxes, which are stemmed by running the wire up into the center of the tobacco about half way, care being taken not to pierce the wrapper, as this spoils the cigarette. The boxes and tin foil wrappers or lining should be cut into strips and wired. A quantity of safety matches also wired, are made up into the bunch along with the other material. A piece of the prepared striking surface tied to the narrow ribbons on the handle makes the job complete, so that the young man, on receiving the gift, can at once proceed to satisfy himself.

Corsages.

The corsage is most popular as a valentine gift to a young lady. While violets have always been favorites made up to wear just by themselves or with the addition of lily of the valley, cattleyas, gardenias, Sweetheart or other roses, they have recently had to give way to the advent of the sweet peas, which with their graceful sprays and lovely colorings are now a popular corsage flower, almost all other flowers working well with them when necessary to make variety. Shields to protect the costume are seen in profusion. A good substitute is neatly folded wax paper, which, narrow at the handle, spreads out at the top making quite a protection. Prepared ribbon ties are a great advantage at such a busy time. A pretty feature is to dot the ribbon with small adhesive red hearts.

Plants as Valentines.

All kinds of plants can be put in the running by being given a touch of the Valentine color, in heart ribbons and other tokens. Primula malacoides now at its very best, with its clouds of tiny blossoms and abundant foliage, is most decorative of itself in baskets or pans or in combination with other stock. Pussy willow sprays are useful, several stuck in the pot of these and other plants and entwined, making an imitation handle to which a ribbon may be tied for a pretty finish. Pots of daffodils, pans of hyacinths and tulips may be treated in the same way as well as freesias, cyclamens, begonias and other flowering stock all of which will find a good sale at this time.

It is well to run \$3 or \$5 corsage or box of flowers as a valentine special, featuring and advertising the same well in advance. There should be a cut in the paper and a good one. Most newspapers will make photos and cuts gratis to run with advertisements given them. These specials should also be featured in the window at the same time with copies of the advertisement on the glass.

The Window.

The window decoration is most important and should be made as striking as possible. A piece of chiffon and another of ribbon well dotted with adhesive red paper hearts can be used to good advantage as a canopy or worked in amongst the various featured articles. Everything displayed should be right up to the standard in quality and finish. The plants with all their pots well decorated, ribbons and valentine mottos attached, will seem most appropriate for family gifts. A large red cardboard heart with a gilt border, having for its center a handsome corsage, inscribed "Make flowers your valentine," will make a good center for the rear of the window. Hanging glass shelves supported by ribbons, show off corsages and other small arrangements to good advantage while a full shower effect is made with a number of small baskets suspended each to a narrow ribbon.

Some florists use nothing in their windows at this time but heart boxes some tied up and decorated on the outside with a number containing such corsages as they are featuring, placed against wax paper about half way in the box. These are beautifully decorated with ribbons, fancy pins, finished and looking their best ready for delivery.

Many of the smaller florists whose mainstay is funeral work pay very little attention to St. Valentine's Day and do nothing whatever to feature or increase the sale of flowers for the event. They could work up trade with their

clientele if they would take a chance on a few flowers and plants, lay in a little stock of valentine novelties, from their supply man and try them out in their window, a week before the day. The small stores in their neighborhood sell hundreds of paper valentines so the business must be there and all it wants is encouragement. Furnishing flowers for funerals is good and profitable, but there are thousands alive for every one that dies, so why not go after their trade. Encourage them to use flowers for every occasion. Start right now for St. Valentine's Day, go after the trade; there are plenty of your customers that will buy flowers at this time if you give them the proper encouragement.

F. T. D. Valentines.

St. Valentine's Day is the time of all times to try out and further the interests of the F. T. D. service. Feature it in all the advertising and other publicity. "Floral Valentines delivered in every city or community in the United States and Canada on St. Valentine's Day through the Florist's Telegraph Delivery Association and through their special mail system if ordered in advance," is a good form to use. That such service is possible is unknown to the great majority of people and calling it to their attention bring to mind a distant relative or friend whom they would like to compliment in this way and the sale is made, thus creating brand new business both for the store and the F. T. D.

Those who are enthusiastic and work to create this business in their own

stores, will obtain considerable trade that would otherwise be lost to them. It is new business gained without \$1 of expenditure and netting a sure profit of 20 per cent.

Next Week in the Flower Shop.

The success of the business depends largely on the way in which it is pushed. The plants, flowers and the various accessories that comprise the stock of the flower shop are complete and beautiful in themselves, but it is the art of display and arrangement in which their various uses are suggested or brought out that shows everything to the best advantage, attracts the attention of customers and puts life and activity into the business.

H. H. BATTLES' ESTABLISHMENTS.

H. H. Battles, of Philadelphia, Pa., a master florist in every sense of the word is a thorough believer in this sort of publicity; if one is to judge by his beautiful and practical window displays which are kept up to the mark and seasonable every day in the year. His business is divided into two departments under the name of H. H. Battles, Flowers, and the Century Flower Shop, H. H. Battles, Proprietor. The two commodious shops adjoin one another, occupying three story buildings, but they remain disconnected, each run by a separate force of employees. Mr. Battles' idea has always been not to keep flowers but sell them. Display ice boxes are taboo, there being none in either store, except a large one, out of sight in the rear for storage purposes.

"Sell Flowers" is the slogan of both establishments and in the Century Shop



SWEETHEART ROSES AND DAISIES IN ST. VALENTINE KIDDIE VASE.

which is run on the popular price plan, plants and flowers are featured in every conceivable way that will make them most attractive and inviting to the general public. The high ceiling of the store is canopied with immense quantities of small handle baskets, a line of which is always filled and invitingly displayed on counters and tables about the shop. All seasonable flowering plants are also featured with some kind of a striking pot covering that adds to the beauty and size of the plant. Cut flowers are shown in vases on shelves at the back of the counter.

The window of this shop the second week in January, was filled with well flowered heather, each pot decorated with various colored papers and other flowering plants and small handle baskets of flowers, all artistically placed. The heather was decorated with ribbon bows, the center of each containing a butterfly. The outside of the window was framed with a row of bunches of helichrysums, all in half cornucopias of various colored papers which fitting close to one another, made a harlequin border entirely around the sheet of glass. Every article had its visible price mark, in fact nothing was left undone in the effort to carry out the store slogan "Sell Flowers."

REARRANGING OF STOCK ADVANTAGEOUS.

It is often of advantage in the store to turn things about a bit, arranging the groups of plants and display tables differently and perhaps to better advantage than before. There are a great number of ways of presenting the stock, many of which can be tried to advantage and will be found helpful in keeping things moving.

Now that flowers are becoming more plentiful little stimulating campaigns should be worked out and under way to excite interest and bring more people into the store. Hyacinths are now coming into flower and these displayed in low pebbled pans and individual glasses will be just what some customers want to interest their children in watching them grow.

The customer's writing desk should always have its little vase of seasonable flowers. The small bud vases each with a single rose, are set off to good advantage here as they show what can be done with just one flower for the desk or bureau in the guest room. Birch bark covered boxes gotten together by the handy man or boy about the store between times, make a nice showing with *Primula malacoides* or Dutch bulbs in flower and later on with pansies or *Bellis* daisies.

A splendid piece of store furniture is a full length cheval glass; this is always appreciated by ladies in fitting the corsage bouquets and in giving them at all times a full length view of their costume. There is always a good publicity opportunity in displaying choice made-up pieces that are ready several hours before delivery.

Don't be afraid to place prices on plants, flowers, or other goods, particularly those in the window display. These figures are the silent salesmen giving information that would not be asked for but which when obtained will often result in immediate or future sales.

Are you a member of the Society of American Florists? If not, take the necessary steps to join at once. The cost is but \$5 a year and you are then officially associated with the best men of the trade in every line of the business. It is the florist's lodge of America and every man in the business, who has any ambition should place this first among his organizations. Send \$5 to John Young, secretary, 43 West Eighteenth street, New York, and get this valuable certificate of membership.



CORSAGE BOUQUET OF CATTLEYS, L'LY OF THE VALLEY AND VIOLETS.

Hydrangea Culture.

The hydrangeas are among the most popular plants for Easter and spring sales, and during the months of March, April and May, form a very prominent part of the plant display at the florist shops. Large specimens are also quite extensively grown for summer decorations and are very attractive, some of the newer French varieties especially. It is only a few years ago that the old favorite, *Otaksa*, was the principal variety grown, but now some of the beautiful French sorts are becoming extremely popular on account of their lovely colors, and easy, free-blooming qualities, and as the stock becomes more plentiful, greater numbers will be grown. While the season for these plants is at its height, is the time to take stock and observe the qualities of the different varieties. Then plan to grow such as are suited for your requirements, but there are so many beautiful varieties that it is hard to choose between them and when well grown, they are sure to be in good demand.

CULTURAL METHODS.

Hydrangeas can be propagated from early spring until late in the fall, and grown into good salable plants for the following spring. The earliest propagated stock will make the larger and more bushy plants, while the later stock, though not as large, will, if carefully grown, be very useful plants for which there is always a good demand.

The writer has under his charge some very fine plants with two and three large heads of bloom that were late summer struck cuttings of last year, as well as some October struck cuttings now in 6-inch pots, with one massive head of bloom on each. These are great favorites and sell quickly. One of the most important factors in the culture of hydrangeas, is never to allow them to suffer for the want of water during the summer. If the season is hot and dry, then the plants need liberal soakings of water every day or two to keep them in active growth. This rule applies to both plants being grown in pots in frames or planted out in the open ground. Some growers grow their plants in pots entirely, plunging them outside in frames during the summer, while others set the plants out in the open ground, lifting and potting them up late in September.

Cuttings put into the sand in the spring of the year, should be potted up as soon as they have made roots enough to properly handle. Then, as the plants make growth, they should be repotted as they need it, and must never be allowed to become potbound during their growing period. Hydrangeas require a fresh, live soil of good substance, but do not treat them to green, fresh manure. Particular attention should be given to see that they get plenty of air and a moderately cool temperature at all times while in the greenhouse.

These plants are very subject to attacks from green fly, which should be kept in check by attending to the fumigating regularly. Those intended for pot culture during the summer should receive their final potting during the month of June, selecting the strongest plants for the larger size pots, and the smaller ones accordingly. After potting, plunge the pots to their rims outside in the frame, specially fitted under lath covering to protect the plants from the direct rays of the sun. The tops of these earliest plants can be used as cuttings, which root easily in a mild hotbed during the summertime, but do not be too severe in cutting up the plants, because the growth they make this year must have time to develop flowering eyes for next spring. Plenty of water should be given while the plants are in their full growth, but at the approach of autumn, the wood will commence to ripen up. Then they will require less water. When the autumn season has reached the time for frosts, preparations must be made to house the plants or protect them from severe freezing. Hydrangeas are not harmed by light frost, but severe freezing will ruin their flowering eyes, and it is always best to have them under protection before frost.

For field culture, plant out the last of May, giving the plants plenty of room so that they can be cared for along the lines of cultivating and keeping the ground clear of weeds. The planting ground should be handy for watering so that the plants can be thoroughly watered as occasion requires. Early in September, lift and pot the plants, standing them in a shady place. Syringe overhead two or three times daily until root action starts again, after which they can be given full light and a cool temperature. After the plants have become thoroughly established in the pots, gradually withhold the water from them, to ripen them up so that they remain partially dormant until the time comes to start them into active growth again.

After the first of the year, when it becomes necessary to start the plants into active growth for spring flowering, they should be taken out of the pots, a little of the soil removed from the roots, and repotted into fresh soil. Then start the plants up gradually in a cool temperature, increasing it as they take on new growth. While making their flowering growth, the plants must never be allowed to suffer for want of water, and are greatly benefited by being given weak applications of liquid manure about once a week as the weather will permit. There are few plants that will respond more liberally to careful culture than will the hydrangeas, but they must not be neglected in any manner. Overwatering will cause sour soil accompanied by yellow foliage, and not enough water will blast the buds and cause the plants to lose their foliage. To allow the shoots to become infested with insects will cripple and ruin the flower heads, and last, but not least, unless the plants are grown cool, the shoots and branches become weak and will not hold the flower heads up properly, neither will the flowers last as well.

PROMINENT FRENCH KINDS.

Among the French varieties, the following are worthy of special mention and general culture:

Avalanche—A fine white variety with deep green foliage and strong growth.

Vieux Chateau—Light pink, tinted white. A very fine variety of excellent growth.

Lilie Mouillere—One of the very best pink varieties; large trusses of beautiful flowers, and a splendid grower.

Mme. R. Jacquet—Another beautiful pink variety with lots of substance; a favorite with all who have seen it.

E. G. Hill—A fine pink variety. More upright grower than some of the other sorts, but worthy of general culture.

Trophee—A magnificent hydrangea, one of the best ever introduced. Color, a beautiful shade of cherry-red; splendid growth and a grand variety in every way.

L. Islette—A fine, very attractive variety with color hard to describe. One of the best growers.

Baby Bimbinet—Dwarf grower; fine large, compact heads of the brightest pink. A splendid variety.

Souvenir de Lieutenant Chauré—Immense heads of deep pink; one of the best varieties.

Radiant—A fine variety of good growth and attractive color.

La Perle—Deeply fringed white; one of the best of this color.

Souvenir de Mme. E. Chautard—A fine variety that will be prominent in any collection; a fine glowing pink.

There are a number of other varieties that are worthy of general culture, and will well repay the grower's most careful attention, and I venture to say that after giving them a trial, you cannot help being enthusiastic about their beauty.

J.

THE S. A. F.

Changes in Appointments.

Owing to the death of S. W. Crowell, appointed to the office of state vice president for Mississippi, President Pennock has decided to appoint Martin H. Stemme, Hattiesburg, as a capable member to fill the vacancy.

In the list of appointees published at the first of the year, the address of E. J. Hayward, state vice president for Quebec, was given as Quebec, instead of Montreal, in which city he is a prominent florist; the address of Captain Suckling, state vice president for Nova Scotia, was given as Halifax, while it should have been Truro; the address of T. Torgeson, state vice president of Saskatchewan, was given as Saskatchewan, instead of Estevan. Members will please note these corrections.

President Pennock has requested that members be advised of the completion of the official catalogue of standardized plant names, a work which has for some years engaged the attention of committees from the American Association of Nurserymen, the Ornamental Growers' Association, the American Society of Landscape Architects, the American Pharmaceutical Association, the American Association of Park Superintendents, the American Seed Trade Association, and the nomenclature committee of our own society, the whole working as the American Joint Committee on Horticultural Nomenclature. The book is being published at actual mechanical cost, with a further concession to our members, making the pre-publication price to them \$3.50 per copy. After March 15 the price will be \$5 per copy. Orders at the pre-publication price, accompanied by remittances, should be sent to Harlan P. Kelsey, secretary American Joint Committee on Horticultural Nomenclature, Salem, Mass., from whom also any further information required may be obtained.

National Publicity Campaign.

The publicity committee is greatly pleased with the manner in which the 1922 campaign is opening. General interest in the project is daily increasing and voluntary subscriptions are coming

to the secretary's office in cheerful volume. The doubling of previous subscriptions lends more than ordinary encouragement, especially when a subscription is accompanied by a letter such as the following:

"Grand Rapids, Mich., Jan. 3, 1922. National Publicity Campaign for Flowerers, New York.

Dear Sirs:—

"There is no question in my mind as to the value of the florists' publicity campaign. I am sure we cannot afford to back up or let what we have gained go by default for lack of funds. I am enclosing check from our firm for double the amount of the last subscription and wish you every success in this enterprise, which will have my support at all times.

Yours respectfully,

Henry Smith Floral Co.,
Per Henry Smith."

"Burlington, Ia., Jan. 10, 1922, or the following:

John Young, Secretary,
Society of American Florists,
43 West Eighteenth street,
New York.

Dear Sir:

"Herewith our check for \$50 for the national publicity campaign. You have sent us a statement for only \$25, but we believe that right now is the proper time for the trade to advertise and on a larger scale than ever before. With a return of better times, there will be more and more advertising of various kinds, designed to attract the public's money, and if flowers are not kept in the foreground, florists are apt to be harmed rather than benefitted by better times, because the public will have its attention called to so many other items. We wish to do our bit toward a larger campaign.

Yours truly,

Burlington Willowware Shops."

and this:

"Brookline, Mass., Jan. 11, 1922. John Young, Secretary,
National Publicity Committee,
43 West Eighteenth street,
New York.

Dear Sir:

"The letter dated December 27, 1921, describing the probable effect upon the florist business of letting up in the advertising campaign has been read with much interest. We are entirely in accordance with the ideas expressed and realize that we must do as much or more than formerly to maintain our position in the business world. We are pleased to double our annual subscription for the next four years and you will find inclosed check for \$50 for this year's amount.

Yours very truly,

F. E. Palmer, Inc."

Without a doubt, similar thoughts are occupying the minds of all up-to-date florists in the country. With the prestige obtained for our slogan through the first campaign, we need a liberal fund not only to keep up that prestige, but to extend the influence of the slogan. We have reached a very large number of the people of this country, and impressed our slogan upon them. It must be remembered, however, that we have only scratched the surface of our publicity field. Much greater possibilities remain. Only such magazines as the committee felt would give us immediate results have been used. There is a wealth of good mediums awaiting our further exploitation, and the committee is deeply engaged in consideration of the list. This does not mean that our old ground should be abandoned. It is very necessary that we should become more strongly entrenched in it. The results certainly could not be less than we

have accomplished, and promise to be greater. The publicity nail is well set—let us drive it as far home as possible.

The new campaign is well begun, and there is abundant evidence that it will far eclipse the old one, which resulted in benefit almost too great to realize. Still, there are thousands of florists who are yet deaf to our appeals and do not seem to appreciate the nationwide good the campaign for publicity for flowers has brought to our industry. Perhaps in no line of industry are those engaged in it closer to each other than florists, and the committee would welcome the assistance of those who have already subscribed in seeing that non-subscribers in their various sections come to a proper understanding of the objects of the campaign.

Members of the society who are canvassing their neighbors under our subscription book plan are urged to send in their reports as to subscriptions taken. The reports already in from several sections show praiseworthy work in this connection.

The financial status of the campaign is fully shown in the following reports from the secretary's office. Subscriptions to the national publicity campaign on account of the campaign prior to January 1, 1922, are reported as follows:

Broadway Florist, Los Angeles...	\$ 30.00
Previously reported	33,244.23
Total	\$33,274.23

The following subscriptions were received in 1921 to be applied to the 1922 fund:

Wheeler & Co., Waban, Mass.....	\$ 10.00
Sparta Greenhouses, Sparta, Ill.....	5.00
J. D. Brown, Abingdon, Ill.....	3.00
Wm. Dethlefs, Mitchell, S. D.....	10.00
Theo. Niemoth, Estherville, Ia.....	2.00
Fred J. Bixby, Manchester, N. H.....	10.00
Minnehaha Floral Co., Sioux Falls, S. D.....	10.00
Carl Von Helm, Northampton, Pa.....	2.00
W. H. Flye, Woonsocket, R. I.....	5.00
Strattons Greenhouse, Lancaster, Wis.....	10.00
J. J. Fillmore, St. Louis, Mo.....	10.00
Mrs. W. D. Brown, Bessemer, Ala.....	5.00
L. B. Coddington, Murray Hill, N. J.....	50.00
Richard E. Loeben, Cloversville, N. Y.....	10.00
Wm. Weaver, McAlester, Okla.....	10.00
T. J. Opperman, Camp Hill, Pa.....	5.00
Wm. De Beer, Scotch Plains, N. J.....	10.00
White Floral Co., Portland, Ore.....	1.00
C. J. Ohmer, W. Palm Beach, Fla.....	5.00
Chas. F. Rohr, Naperville, Ill.....	5.00
Gude Bros. Co., Washington, D. C.....	100.00
Chas. W. MacVean, Rochester, Ind.....	5.00
A. Erlinde, New Orleans, La.....	5.00
Total	\$ 288.00

1922 Subscriptions previously reported	624.00
Total	\$ 912.00

The following subscriptions have been paid in since January 1, 1922, and are applied to the 1922 publicity campaign:

Wm. J. Johnston, Baltimore, Md.....	\$ 25.00
South Shore Floral Co., Speonk, L. I., N. Y.....	10.00
W. Bruce Clinger, Milton, Pa.....	10.00
F. H. Lemon & Co., Richmond, Ind.....	20.00
Budlong Rose Co., Auburn, R. I.....	100.00
A. H. Hews & Co., Inc., Cambridge, Mass.....	50.00
Primrose Flower Shop, Ardmore, Pa.....	10.00
Fisher-Florist, Inc., New London, Conn.....	10.00
Starr, The Florist, Wilson, N. C.....	25.00
Geo. W. Jacobs, Canton, Ill.....	15.00
Buxton Greenhouse, Inc., Nashua, N. H.....	10.00
Barring's Greenhouse, Statesville, N. C.....	3.00
Jacob Schulz Co., Louisville, Ky.....	25.00
L. B. Brague & Son, Hinsdale, Mass.....	20.00
Miller Bros., Abilene, Kans.....	5.00
Lake Shore Greenhouse, Inc., Albert Lea, Minn.....	10.00
Reese Floral Co., Gainesville, Ga.....	5.00
Thomasville Nurseries, Thomasville, Ga.....	5.00
John Eitel & Son, Greencastle, Ind.....	10.00
W. A. Harkett, Dubuque, Ia.....	5.00
Rowden & Mitchell, Wallingford, Conn.....	5.00
Mark Aitken, Springfield, Mass.....	50.00
Albert Huban, Omaha, Nebr.....	10.00
Frank Oechslin, Chicago.....	100.00
Joy Floral Co., Nashville, Tenn.....	10.00
Edward J. Taylor, Bridgeport, Conn.....	10.00
Espelein Floral Co., Ft. Collins, Colo.....	20.00
Schroeder Floral Co., Milwaukee, Wis.....	5.00

John C. Gracey, Philadelphia, Pa.....	10.00
Herman Niessner, Johnstown, Pa.....	10.00
Morgan Floral Co., Ft. Morgan, Colo.....	10.00
Jesse P. King, Mt. Airy, Md.....	20.00
Denver Wholesale Florists Co., Denver, Colo.....	25.00
N. A. Benson, Denver, Colo.....	25.00
Waldema Osterby, Stamford, Conn.....	10.00
Edward Van Reuth, Jr., Baltimore, Md.....	1.00
Grant Newport & Son, Cedar Rapids, Ia.....	10.00
John L. Stanley, Downingtown, Pa.....	5.00
W. Frank & Sons, Portland, Ind.....	15.00
Walter Garland, Pen Argyle, Pa.....	5.00
John Lawrence, Ogdensburg, N. Y.....	20.00
H. P. Friederichsen, Marengo, Ia.....	5.00
John Wolf, Savannah, Ga.....	10.00
Mrs. B. Haschke, Dayton, O.....	5.00
W. A. Harkett, Dubuque, Ia.....	10.00
W. J. Evenden's Son, Williamsport, Pa.....	5.00
Henry Elcholz, Waynesboro, Pa.....	10.00
The W. W. Thomson Co., West Hartford, Conn.....	25.00
Willis H. Baldwin, Conshohocken, Pa.....	10.00
John Scragg, Kading, Calif.....	5.00
E. W. Platter, Carbondale, Ill.....	1.00
J. W. Ross, Centralia, Ill.....	10.00
Haworths Greenhouses, Farmington, Conn.....	5.00
G. W. Pfaltzgraff, York, Pa.....	5.00
Alice Bleber, Colby, Kans.....	5.00
Elliot Warden, Jamestown, N. Y.....	5.00
Austin Wickstrom, Jamestown, N. Y.....	5.00
Chas. Johnson, Jamestown, N. Y.....	5.00
R. P. Mauser, Jamestown, N. Y.....	2.00
Gould & Co., Onarga, Ill.....	25.00
E. A. Lowatsch, Chicago.....	10.00
Hugo Luedtke, Maywood, Ill.....	5.00
Solon R. Baker, Concord, N. H.....	10.00
L. Stapp Co., Rock Island, Ill.....	20.00
T. D. Metcalfe, Hopkinsville, Ky.....	5.00
George T. Clarke, Auburn, N. Y.....	10.00
C. F. Craythorn, Maple Shade, N. J.....	10.00
Harry O. Bock, Burlington, Ia.....	15.00
A. F. Peterson, Wheaton, Ill.....	2.50
Geo. B. Truscott, Mackinac Island, Mich.....	3.00
Samuel Feast & Sons, Baltimore.....	50.00
Henry Smith Floral Co., Grand Rapids, Mich.....	100.00
Herman R. Fisher, Maryville, Kas.....	20.00
Joseph Olesky, Glen Falls, N. Y.....	2.00
William Lamb, Islip, L. I.....	5.00
R. J. Orr, Vineland, N. J.....	5.00
John Schoepfle, Chicago.....	5.00
C. C. Pollworth Co., Milwaukee, Wis.....	100.00
John H. Stalford, Bar Harbor, Me.....	10.00
Paul M. Olm, Bath, Me.....	25.00
A. M. Herrick, Hackettstown, N. J.....	10.00
Rupert Klenle, Philadelphia, Pa.....	10.00
Fred A. Albrecht, Brooklyn, N. Y.....	5.00
John Cook, Baltimore, Md.....	10.00
Gust. W. Grossart, Balleville, Ill.....	10.00
Ernest Stein, Warrenpoint, N. J.....	10.00
Wm. F. McCord Co., Tarrytown, N. Y.....	25.00
Harold J. Lewis, Plainfield, Conn.....	2.00
Pittsburgh Cut Flower Co., Pittsburgh, Pa.....	200.00
Paul M. Hubbard & Co., Bristol, Conn.....	15.00
Louis Burk, Philadelphia, Pa.....	10.00
L. L. Baysen, Pensacola, Fla.....	5.00
Wm. H. Siebrecht, Pleasantville, N. Y.....	50.00
Henry Hansen, Catskill, N. Y.....	10.00
Jos. J. Hellenthal, Columbus, O.....	10.00
Otto Buseck Flower Shop, Asheville, N. C.....	12.50
M. B. Kingman, Amherst, Mass.....	5.00
Kennedy & Ledoux, St. Albans, Vt.....	5.00
Chas. Fish, Blue Point, N. Y.....	5.00
H. B. Weaver, Bird in Hand, Pa.....	10.00
Weiss & Meyer Co., Maywood, Ill.....	50.00
J. N. Kramer & Son, Cedar Rapids, Ia.....	15.00
Henry Baer, Peoria, Ill.....	25.00
Henry Meinert, Marietta, Ga.....	5.00
Wm. Goos, Bettendorf, La.....	10.00
Frederick Hoffman, Pawtucket, R. I.....	10.00
W. H. Workman, Oswego, N. Y.....	10.00
Fischer & Burkland, Youngstown, O.....	5.00
R. L. Isherwood, Chillicothe, Mo.....	10.00
P. & W. O. Jahn, E. Bridgewater, Mass.....	20.00
Ansel D. Carpenter, Cohoes, N. Y.....	25.00
Klummer's Greenhouses, Forest Park, Ill.....	10.00
Butlerworth Floral Co., Muskegon, Mich.....	5.00
A. Reinhardt, No. Milwaukee, Wis.....	5.00
Thomas Roland, Nahant, Mass.....	100.00
The Wyatt Flower Shop, Philadelphia, Pa.....	10.00
John E. Nelson, Framingham Centre, Mass.....	10.00
Mrs. Anna Jackson, Yates Center, Kans.....	3.00
Wm. K. Harris, Philadelphia, Pa.....	50.00
Margaret Vogt Hall, Camden, N. J.....	5.00
Albert Kempe, Indianapolis, Ind.....	2.50
Lewis Flower Shop, Lockport, N. Y.....	10.00
Hembreiker & Cole, Springfield, Ill.....	10.00
O. E. Stevens, Shenandoah, Ia.....	5.00
Steigler's Floral Shop, Bellefontaine, O.....	10.00
Mrs. D. D. Haskett, Greenville, N. C.....	1.00
Hall & Robinson, Montreal, Que.....	25.00

James Seaver, Framingham, Mass.....	3.00
Henry A. Dreer, Philadelphia, Pa.....	100.00
Jonathan Rodhman, Scranton, Pa.....	10.00
Frederick Flower Shop, Pittsburgh, Pa.....	10.00
James Scholz, Grand Rapids, Mich.....	5.00
John N. Champion & Co., New Haven, Conn.....	30.00
Hallgren Bros., Wilson, Conn.....	10.00
W. Rummier, Rutherford, N. J.....	5.00
John Hanlon & Sons, Philadelphia, Pa.....	10.00
Holton & Hunkel Co., Milwaukee, Wis.....	50.00
W. W. Powers, Nashua, N. H.....	10.00
Trautman & Smith, Geneva, N. Y.....	5.00
Hasselbring, Flint, Mich.....	25.00
Posey Shop (R. W. Haas), Meadville, Pa.....	5.00
S. S. Pennock Co., Philadelphia, Pa.....	300.00
Frank Finger, Bayside, L. I.....	10.00
Valentin Burgevin, Inc., Kingston, N. Y.....	50.00
John C. Gracey, Philadelphia, Pa.....	5.00
T. Nelson Geiger, Philadelphia, Pa.....	10.00
Fred W. Wise, E. Aurora, N. Y.....	5.00
George Craig, Philadelphia, Pa.....	15.00
H. O. Hannah, Sherman, Tex.....	10.00
Geo. A. Kuhl, Pekin, Ill.....	10.00
A. H. Budlong, Chicago.....	100.00
Williams Floral Co., Bedford, Ind.....	5.00
Joseph Harris & Bro., Shamokin, Pa.....	5.00
J. Oliver Johnson, Chicago.....	5.00
Webster Greenhouses, Centralia, Ill.....	10.00
Chas. B. Herr, Strasburg, Pa.....	5.00
Herbert A. Spavins, Mt. Kisco, N. Y.....	5.00
Harold Otter, Moorestown, N. J.....	5.00
Knoll Floral Co., Tampa, Fla.....	10.00
Joseph H. Hill Co., Richmond, Ind.....	150.00
C. Curtis, Plantville, Conn.....	15.00
A. J. Bentzen, St. Louis, Mo.....	25.00
John B. Harmon, Catonsville, Md.....	5.00
George C. Welland, Evanston, Ill.....	25.00
C. E. Holbrow, Brighton, Mass.....	20.00
The Flower Shop of Pittsfield, Pittsfield, Mass.....	10.00

From January 2-7, 1922.....	\$ 3,363.50
Received in 1921.....	912.00
Total	\$ 4,275.50

The following is a list of subscriptions obtained by members who are making subscription book canvass:

For four years.	
By B. F. Barr & Co., Lancaster, Pa.....	\$ 25.00
B. F. Barr & Co., Lancaster.....	5.00
Schroyer Flower Shop, Lancaster.....	25.00
H. K. Rohrer, Lancaster.....	10.00
P. S. Hostetter, Manheim, Pa.....	5.00
A. F. Strickler, Lancaster.....	10.00
Rudolph Vogel, Lancaster.....	10.00
Robert C. Smallwood, Lancaster.....	10.00
Ida E. Goldbach, Lancaster.....	5.00
W. B. Girvin, Leola, Pa.....	50.00
Elmer J. Weaver, Konks, Pa.....	5.00
J. DeBaum Heinrts, Lancaster.....	5.00
Fred Ruef, Lancaster.....	5.00
Chas. B. Hess, Strasburg, Pa. (For two years).....	5.00
By E. Worden, Jamestown, N. Y.....	5.00
Chas. Johnson, Jamestown.....	5.00
G. Wickstrom, Jamestown.....	5.00
Elliot Worden, Jamestown.....	2.00
R. P. Mauser, Jamestown.....	10.00
Chas. N. Cotter Co., Inc., Jamestown.....	10.00
Lake View Rose Gardens, Jamestown.....	10.00
By Loyd C. Bunch, Fredonia, Kans.....	5.00
Alice Bleber, Colby, Kans.....	5.00
Winfield Floral & Seed Co., Winfield, Kans.....	5.00
By M. P. Mills, Philadelphia, Pa.....	5.00
J. W. Colfesh's Sons, Philadelphia.....	10.00
By Gertrude Schultheis, Scranton, Pa.....	10.00
Wm. MacDonald & Sons, Moosic, Pa.....	10.00
By R. E. Loeben, Gloversville, N. Y.....	10.00

Total for four years.....	\$277.00
Total for two years.....	5.00

The following subscriptions have been received in response to the national publicity committee's special letter:

For four years.	
John L. Stanley, East Downingtown, Pa.....	\$ 5.00
Lantemier, Florists, Ft. Wayne, Ind.....	20.00
Keeney's Flower Shop, Harrisburg, Pa.....	25.00
Baums Home of Flowers, Knoxville, Tenn.....	50.00
Wheeler & Co., John Mutch, Prop., Waban, Mass.....	10.00
E. D. Barlow, Greenville, Texas.....	15.00
Sparta Greenhouses, Sparta, Ill.....	5.00
J. D. Brown, Abingdon, Ill.....	5.00
Wm. Dethlefs, Mitchell, Ida.....	50.00
Sam Feast & Sons, Baltimore, Md.....	5.00
Jacobs Bros., Peoria, Ill.....	10.00
Knoll Floral Co., Tampa, Fla.....	10.00
Eschrie's Nurserv, North Milwaukee, Wis.....	10.00
Neill's Sweet Shop, Pullman, Wash.....	7.50
John T. Rhodes, Leechburg, Pa.....	10.00
H. P. Friederichsen, Marengo, Ia.....	5.00
Mrs. W. D. Brown, Bessemer, Ala.....	5.00
J. J. Fillmore, St. Louis, Mo.....	10.00
Stratton's Greenhouse, Lancaster, Wis.....	10.00

W. H. Flye, Woonsocket, R. I.	5.00
Carl Von Helm, Northampton, Pa.	2.00
John Lieb, Sioux Falls, S. D.	10.00
F. J. Eixby, Manchester, N. H.	10.00
Theo. Niernoth, Estherville, Ia.	2.00
The Jones Russell Co., Cleveland, O.	100.00
Wm. Manke & Co., No. Milwaukee, Wis.	40.00
Otto Rice, Sapulpa, Okla.	13.00
I. V. Wilson, Bellingham, Wash.	10.00
Wettlin Floral Co., Hornell, N. Y.	10.00
The Pikes Peak Floral Co., Colorado Springs, Colo.	75.00
The Minge Floral Co., Mobile, Ala.	25.00
John Kulp, Philadelphia, Pa.	15.00
K. Erlinde, New Orleans, La.	5.00
Chas. W. MacVean, Rochester, Ind.	5.00
Chas. F. Kohr, Naperville, Ill.	5.00
White Floral Co., Portland, Ore.	1.00
Wm. DeBree, Scotch Plains, N. J.	10.00
T. J. Apperman, Camp Hill, Pa.	5.00
Wm. Weaver, McAlester, Okla.	10.00
J. Eitel & Son, Greencastle, Ind.	10.00
Frank Oechslin, Chicago.	100.00
Anderson Floral Co., Lebanon, Tenn.	25.00
Herman Nierner, Johnstown, Pa.	10.00
Waldemar Osterly, Stamford, Conn.	10.00
Edward Van Reuth, Jr., Baltimore, Md.	1.00
Grant Newport & Son, Cedar Rapids, Ia.	10.00
Walter Garland, Pen Argyll, Pa.	5.00
John Lawrence, Ogdensburg, N. Y.	20.00
Mrs. B. Haschke, Dayton, O.	5.00
W. A. Harkett, Dubuque, Ia.	10.00
The W. W. Thomson Co., West Hartford, Conn.	25.00
Willis H. Baldwin, Conshohocken, Pa.	10.00
John Scragg, Redding, Calif.	5.00
J. W. Ross, Centralia, Ill.	10.00
Aubrey B. Butler, Northampton, Mass.	25.00
George T. Clarke, Auburn, N. Y.	10.00
C. F. Craythorn, Maple Shade, N. J.	10.00
John Cook, Baltimore, Md.	10.00
G. W. Grossart, Belleville, Ill.	10.00
Harold J. Lewis, Plainfield, Conn.	2.00
A. Reinhardt, No. Milwaukee, Wis.	5.00
James Scholz, Grand Rapids, Mich.	5.00
Trautman & Smith, Geneva, N. Y.	5.00
Frank Finger, Elysides, L. I.	10.00
Theodore S. Trehearne, Beaver City, Neb.	5.00
Matilda P. Roemer, New York.	5.00
John Weiland, Evanston, Ill.	15.00
W. W. Jarvis, Malone, N. Y.	5.00
C. J. Ohmer, W. Palm Beach, Fla. (One year.)	5.00
Ansel Carpenter, Cohoes, N. Y. (One year.)	25.00
Margaret Vogt Hull, Camden, N. J. (One year.)	5.00
O. B. Stevens, Shenandoah, Ia. (One year.)	5.00
L. B. Coddington, Murray Hill, N. J. (Two years)	50.00
J. J. LeBorious, Duluth, Minn. (Three years)	25.00
Total for four years.	\$1,001.50
Total for one year.	\$ 40.00
Total for two years.	\$ 50.00
Total for three years.	\$ 25.00

The following are renewals for four years:

Jos. J. Hellenthal, Columbus, O.	\$ 10.00
Louis Burk, Philadelphia, Pa.	10.00
Paul M. Hubbard & Co., Bristol, Conn.	15.00
Joseph Harris & Bro., Shamokin, Pa.	5.00
H. O. Hannah, Sherman, Tex.	10.00
W. Rummier, Rutherford, N. J.	5.00
Stelzig's Flower Shop, Bellefontaine, O.	10.00
Thomas Roland, Nahant, Mass.	100.00
W. H. Workman, Oswego, N. Y.	10.00
Smedley Floral Co., Inc., Fargo, N. D.	25.00
Wm. F. McCord Co., Tarrytown, N. Y.	25.00
John Cannon Co., Hamilton, Ont.	10.00
Ernest Stein, Warren Point, N. J.	10.00
A. M. Herrick, Hackettstown, N. J.	10.00
Paul M. Olm, Bath, Maine.	25.00
R. J. Orr, Vineland, N. J.	5.00
The Knobe Bros. Co., Cleveland, O.	100.00
G. W. Pfaltzgraff, York, Pa.	5.00
Haworth's Greenhouses, Farmington, Conn.	5.00
E. W. Platter, Carbondale, Ill.	1.00
Henry Eicholz, Waynesboro, Pa. (One year)	10.00
W. J. Evendens Sons, Williamsport, Pa.	5.00
John Wolf, Savannah, Ga.	10.00
N. A. Benson, Denver, Colo.	25.00
Denver Wholesale Florists, Denver, Colo.	25.00
Morgan Floral Co., Fort Morgan, Colo.	10.00
John C. Gracey, Philadelphia, Pa.	10.00
E. J. Taylor, Bridgeport, Conn.	10.00
Joy Floral Co., Nashville, Tenn.	100.00
Albert Hruben, Omaha, Neb.	10.00
Mark Aitken, Springfield, Mass.	50.00
Rowden & Mitchell, Wallingford, Ct.	5.00
W. A. Harkett, Dubuque, Ia.	5.00
Miller Bros., Abilene, Kansas.	5.00
Jacob Schus Co., Inc., Louisville, Ky.	25.00
Barringer's Greenhouse, Statesville, N. C.	3.00
Budlong Rose Co., Auburn, R. I.	100.00
South Shore Floral Co., Speonk, L. I., N. Y.	10.00
Wm. J. Johnston, Baltimore, Md.	25.00

Van Lindley Co., Pomona, N. C.	100.00
Gude Bros. Co., Washington, D. C.	100.00
Hubert A. Spavins, Mt. Kisco, N. Y.	5.00
A. H. Hews & Co., Inc., Cambridge, Mass. (one year)	50.00
Schroeder Floral Co., Milwaukee, Wis. (one year)	5.00
The Buxton Greenhouses, Inc., Nashua, N. H. (one year)	10.00
Total for four years.	\$ 1,034.00
Total for one year.	75.00

The following have doubled their subscriptions for 1922:

Hallgren Bros., Wilson, Conn.	
P. & W. O. Jahn, E. Bridgewater, Mass.	
Herman R. Fisher, Marysville, Kans.	
T. P. King, Mt. Airy, Md.	
The Espelin Floral Co., Ft. Collins, Colo.	
Lake Shore Greenhouse, Albert Lea, Minn.	
L. B. Brague & Son, Hinsdale, Mass.	
Geo. W. Jacobs, Canton, Ill.	
Starr, the Florist, Wilson, N. C.	
Primrose Flower Shop, Ardmore, Pa.	
T. S. Metcalf, Hopkinsville, Ky.	
Fred H. Lemon & Co., Richmond, Ind.	
Frederick Flower Shop, E. Pittsburgh, Pa.	
Middlemount Gardens, Asheville, N. C.	
Wm. H. Siebrecht, Chappaqua, N. Y.	
L. Stapp Co., Rock Island, Ill.	
Baum's Home of Flowers, Knoxville, Tenn.	
W. Bruch Clinger, Wilton, Pa.	
Gould Co., Onarga, Ill.	
John Eitel & Son, Greencastle, Ind.	
T. J. Nolan, Scranton, Pa.	
C. C. Pollworth Co., Milwaukee, Wis.	
W. Frank & Sons, Portland, Ind.	
Wm. Geos. Bettendorf, Pa.	

Fifth National Flower Show.

The various local committees in Cleveland, O., are now very active in completing the details of show arrangements entrusted to them, and all the preparatory work is well advanced.

James McLaughlin, chairman of the committee on special premiums is sparing no effort to increase the list of special premiums, and his work so far has resulted in a material reduction of the liabilities as to premiums incurred by the National Flower Show Committee. He reports the following additional special cash premiums offered, all at the discretion of the committee:

Hotel Statler, Cleveland, \$25; Foley Greenhouse Mfg. Co., Chicago, \$25; Garden Lover's Club of Cleveland, \$25; Cleveland Florist Club, \$100; John L. Severance, Cleveland, \$200.

No doubt the stand taken recently by the new mayor of Cleveland and against the opening of the new Auditorium, in which the show is to be housed, until it is absolutely complete in building and appointments, has caused a flutter of excitement. Were it possible for him to maintain this stand it would, of course, seriously affect the show prospects. But Chairman H. P. Knoble of the local executive committee assures the National Flower Show Committee that the leases of the preceding administration must be honored, otherwise the city of Cleveland would be mulcted in damages too great for the citizens to countenance. He says the show will be held exactly as planned, and nobody need worry. Consequently, there is no diminution of energy in our administration offices.

The following have reserved space in the trade section of the show, and are additional exhibitors to the lists already published:

The Wayside Gardens Co., Mentor, O.	
Horticulture, Boston, Mass.	
Carbone, Inc., Boston, Mass.	
Buchbinder Bros., Chicago.	
Cohan & Hill, New York.	
W. H. Elverson Pottery Co., New Brighton, Pa.	
A. C. Kendel's Seed Store, Cleveland, O.	
The Moto-Mower Co., Detroit, Mich.	
Dennison Mfg. Co., Framingham, Mass.	
Storrs & Harrison Co., Painesville, O.	
A. H. Nehrling, College Florists Section, Ithaca, N. Y.	
S. S. Skidelsky, New York.	

Department of Plant Registration.

Public notice is hereby given that as no objection has been filed against the registration of the new orchids, *Cattleya Memoria*, *Roehrs-Lowe* and *Laelia-Cattleya Mount Brilliant*, by Julius Roehrs Co., Rutherford, N. J., the same has become complete.

JOHN YOUNG, Sec'y.

National Flower Growers' Association.

OHIO DISTRICT MEETING, JANUARY 24.

The second state meeting of the Ohio District of the National Flower Growers' Association will be held in Columbus, January 24, at the Hotel Deschler. One of the speakers will be E. M. Mancourt, of Detroit, Mich., vice-president of the Consolidation Coal Company. Mr. Mancourt is one of the authorities in this country on the subject of coal, his address being—"Coal, How to Buy, Specify and Test It For the Greenhouse." Mr. Mancourt's company is classed as one of the four or five largest concerns of its kind in the United States. In the opinion of our directors, this talk will be extremely valuable to our members, as coal is one of the largest single items of expense that the grower has, and yet probably knows the least about.

Max Schling, of New York, will be with us and will repeat the talk and demonstration on "Flower Arrangement" that was one of the features of the Society of American Florists' convention at Washington, D. C., last summer.

Our organization has grown from nothing since April 1, to where it now has a membership of 157 in Ohio, and is still growing. There will be a number of items of particular importance to be taken up at this meeting—first, the work of the committee on standardization and grading of cut flowers; second, the development of a uniform method of keeping costs of greenhouses; third, the development of some form of active and practical co-operation for the development of a horticulture department at the Ohio State University. In addition, a committee will be appointed for revising our constitution.

L. C. VINSON, Sec'y.

Des Moines Floral Arts Club.

The Floral Arts Club of Des Moines, Ia., composed of florists, nurserymen, landscape artists, seedsmen and the allied trades held its regular monthly meeting, January 10, at Younkers Tea room. After a delightful dinner, J. H. Kate, president of the X-Ray Incubator Co., gave an instructive address on "Personality," followed by a talk on beautifying the parks of the city, by H. B. Frase, commissioner of parks. He outlined plans for the future, consisting of wild flower gardens, more shrubbery, additions to the formal gardens and the construction of connecting boulevards.

R. S. Herrick, secretary of the Society of Iowa Florists and the Iowa Horticultural Society spoke briefly of the autumn exhibition of the Mid West Horticultural Society and the long hoped for new building for horticultural purposes at the State Fair grounds.

The following officers were installed for 1922: F. J. Wright, president; Ray Holt, vice-president; Harold J. Parnham, 3990 University avenue, Des Moines, secretary; Geo. Kurtzwell, treasurer.

P. B. F.

Boston, Mass.

HIGH PRICES RETARD TRADE.

The high prices of the past week seem to have killed off what little cut flower trade the stores have been getting. The market advanced again, at the opening this week on roses and carnations which are the only stocks for which there has been any demand. The result has been that the stores have been looking for any flowers which could be obtained cheaply for funeral work, such as second or split carnations, and the cheaper varieties of roses. The call for stock from northern and western points has been the saving feature of the situation, as the local buyers were acting very cautiously. The demand from the above points has fallen off considerably as the prices advanced here which fact will likely react

on our market the coming week. A few jonquils and freesias were offered this week but the prices are a little too high to stimulate any great trade in them. Violets and sweet peas, are more plentiful and somewhat cheaper but sell only with great urging. Stock in general is increasing slowly, another factor which will probably bring prices down in the near future.

Julius Zinn was tendered a banquet at the Hotel Bellevue, January 13, the occasion being his sixtieth birthday.

Mrs. Peter Murray, wife of Peter Murray, of New Bedford and Fairhaven, died suddenly of heart trouble, January 10. E. F. S.

St. Louis.

EXCELLENT SUPPLY MOVES SLOWLY.

Business is slow for this time of the year and stock is in excellent condition. There is a considerable demand for party and church flowers, the latter being used for weddings, which have been very numerous lately. American Beauty roses have a limited demand and Premier is the best seller. Columbia, Mrs. Chas. Russell, My Maryland, and Pink Killarney move fairly well and bring good prices. White Killarney is the only white obtainable which amply supplies all the call for this color. In yellows, Ophelia, Sunburst and Ward are seen. They are of excellent quality. Carnations are arriving in much better condition. Laddies are bringing \$8 to \$15 per 100. Lilly of the valley is the best seller in bulbous cut flowers, being much used for corsages. The best stock sells at \$8 per 100. A light call is reported for Soleil d'Or and Paper White narcissi, although the stock is very good. Cut hyacinths, in white varieties, are seen but move slowly. Tulips are hard to sell. Calla lilies are good, bringing \$15 to \$25 per 100. Sweet peas are supplying a good demand as are violets, which are continually improving, bringing \$2.25 per 100. Orchids seem to be popular in bridal bouquets. Cypripediums are plentiful. C. insigne, being the most prevalent and selling at 50 cents to \$1 per bloom. Pussy willow twigs are finding much use in decorations. Stevias, statice, straw flowers and mignonette are easily obtained. Greens are plentiful, sword ferns wholesaling at \$3 per 1,000. Pot ferns, dracaenas, pandanus, small palms, chiefly Kentias and Cocos, are abundant.

NATIONAL FLOWER GROWERS' ASS'N.

The St. Louis District of the National Flower Growers' Association held its annual meeting at the Hotel Claridge, January 17, which included the election of officers. The business session began at 11 a. m., at which time the recommendations of the executive, retail grower, and cut flower grower committees were presented. After luncheon, the members left the hotel in automobiles for visits to the various greenhouse establishments of St. Louis county.

NOTES.

Grim & Gorly are featuring a very attractive window display, pot begonias occupying the front part of the window and in the background is a large spider web made of knotted pink ribbons. Some excellent primulas are also displayed. Alfred Jensen, son of Lars P. Jensen, aboriginalist for the Missouri Botanic garden recently joined the sales force of this firm.

The St. Louis Wholesale Cut Flower Co. reports a good business. J. K. M.

Denver, Colo.

CHRISTMAS TRADE BETTER THAN EXPECTED.

After being rather pessimistic over the outlook for Christmas business and holding off until the last minute to place their orders for stock the florists were swamped with business during the last few days of Christmas week and

enjoyed as large a trade if not greater than in previous years. In spite of the early unfavorable outlook the growers had sufficient stock on hand to meet the last minute demands with the exception of carnations, which were scarce. All stock was in excellent condition, especially pot plants. Cyclamens, cinerarias and Begonia melior, were in exceptionally fine shape and better than they have been for several years. The call for this class of goods was heavy and practically all the stock on hand was cleaned up. During the week following the holiday the supply of roses was overabundant but the market was not glutted and prices held firm. Last week all of the larger florists held a special sale on carnations, selling them in bunches of 25 for \$1. This was an endeavor to clean up the market of the big supply, which was on hand, and was very successful. The usual post-holiday slump is being felt but business as a whole is fair.

FIRE AT ROBERTS ROSE CO.

Fire, which started early Wednesday morning, caused considerable damage to the greenhouses of the Roberts Rose Co., Englewood, a suburb. Starting in the garage, from an unknown cause, it destroyed it and three machines which were housed there; a Buick touring car, a Dodge sedan and a Republic truck. The boiler house, which is next to the garage was slightly damaged and part of the smokestack came down but luckily the heating plant was not sufficiently damaged to prevent keeping up steam. A small range of houses, near the boiler house, was burned along one end and several thousand plants were badly scorched. The propagating house was also slightly damaged but there was very little stock in it at the time and the loss of young plants was small. The houses burned were old and they were to be torn down this summer and replaced by new ones but now these plans will be carried out immediately. John Roberts, of the firm, estimates the monetary loss at about \$5,000.

Ben Grote, foreman for the Park Floral Co., and a former grower for Bassett & Washburn, Chicago, and Wilcox & Sons, Council Bluffs, Ia., has purchased a half interest in the greenhouses and store of A. C. Kopper, Schenectady, N. Y., and leaves here the latter part of this month to take over the management of the greenhouses. E. N.

Rochester, N. Y.

USUAL DULLNESS NOTED.

Business has settled back to its usual pre-holiday dullness, with an occasional spurt of wedding and funeral work. Roses are limited in supply but the stock is excellent in quality, with values high. Carnations, too, are scarce, but the quality is good. Daffodils, calendulas, freesias, Paper White narcissi and other early flowers are making their first appearance, in limited lots. Pussy willows are in heavy demand. Primroses, cyclamens, pot tulips and hyacinths are now arriving. American Beauty roses of excellent quality are bringing \$24 per dozen retail.

NOTES.

The annual meeting of the New York Horticultural Society was held here, January 11-13. John Dunbar, who had been chairman of the ornamental shrubs and tree committee, handed in his resignation, because of business duties.

The regular monthly meeting of the Florists' Association was held January 13 at the Osborne house.

J. B. Keller & Sons report a number of weddings and funerals since the first of the year.

H. E. Wilson had the decorations for a wedding at the Hotel Cobb recently. CHESTER.

Evansville, Ind.

TRADE IS VERY BRISK.

Trade has been brisk since the first of the year and indications point to a good business the balance of the month. The social season is now on which means an increase in the floral business. Corsages have been in good demand. The call for pot plants is fairly active. There have been many funerals of late and this has swelled the local business considerably. Roses are in strong demand and in fact have been for the past month. The supply is fairly liberal. Prices are satisfactory, having changed but little during the past year, the florists claiming that labor is still being paid good wages and that it is out of the question to reduce prices on flowers. Carnations are rather scarce. Sweet peas are on the local market in limited quantities. Taken as a whole the outlook for trade is very encouraging at this time.

George Blackman, of the Wm. Blackman Floral Co., and C. L. Neidnagel, of the Niednagel Floral Company, were among those from this city who attended the convention of the State Florists' Association of Indiana at Indianapolis last week. W. B. C.

Kansas City Florists' Club.

The Florists' Club held its regular monthly meeting at the Stuppy Supply Co. store, January 12, President Noll in the chair. There was an attendance of 80 members. The national publicity fund came in for considerable discussion as did the coming convention of the Society of American Florists, which will be held here, August 15-17.

W. F. Wade, because of business duties, resigned as secretary and Glenn Parker, of the Stuppy Supply Co., was elected secretary, to become effective at once. The president read a letter relating to the custom of the authorities at the federal penitentiary greenhouses selling cut flowers in the local market, of which the local growers did not approve. In the first place the flowers were grown by convicts and competing against those produced by persons who were making an honest living, and in many cases, it was said, this stock was sometimes sold at a lower price in order to move it. Another point raised was that every day some local organization calls up florists asking that flowers, for which no charge is made, be sent to the government hospital. It was thought this stock could be furnished just as well from the penitentiary greenhouses. A copy of the letter was forwarded to Secretary of War Weeks, Washington, D. C.

The American Greenhouse Manufacturing Co. showed moving pictures of greenhouse construction, which was very interesting. After the meeting adjourned a social time was had by all. The bowling club held a short session after adjournment to talk over plans for the tournament to be held at the time of the Society of American Florists' convention and it is expected that the team will be able to offer some stiff competition. E. J. B.

The Late Mrs. Frank C. Burns.

It is with the deepest regret that we announce the recent death of Mrs. F. C. Burns, of San Rafael, Calif., wife of Secretary Burns, of the Dahlia Society of California. Taken in the prime of young womanhood her death was a great shock to her host of friends. The sincere sympathy of the trade is extended to Mr. Burns in his irreparable loss. Besides her husband, Mrs. Burns is survived by three children. J. T. L.

THE AMERICAN FLORIST

ESTABLISHED 1889.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

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"BLACK NARCISSUS" is the name of a French perfume.

BILLS providing interchangeable mileage books for all railroads are now in the United States senate.

BENJAMIN HAMMOND, Beacon, N. Y., manufacturer of insecticides and greenhouse paint and putty, has mailed his well known calendar, indicating the important trade dates and flower days.

We are in receipt of the Brooklyn, N. Y., Botanic Garden Record, for January, featuring the prospectus of courses, lectures and other educational advantages offered to members and the general public for 1922. Dr. C. Stuart Gager is director of the garden.

Personal.

Frederic W. Taylor, well known to the trade as chief of horticulture at the St. Louis World's Fair, now located in Los Angeles, Calif., was in Chicago this week, enroute to New York where he will attend a meeting of the Foreign Relations Committee of the National Chamber of Commerce.

Samuel Murray, vice-president of the Society of American Florists, has been chosen president of the Kansas City, Mo., St. Andrews Society the second time, having been first elected to that office in 1916.

SELECTION and treatment of waters for praying purposes with especial reference to Santa Clara valley, is the subject of Bulletin No. 338 recently issued by the University of California Agricultural Experiment station, Berkeley. The bulletin brings out the fact that hard water forms dangerous combinations that often destroy the efficiency of many forms of insecticides, and by installing water-softening plants much of this difficulty may be overcome.

Waban Rose Conservatories Litigation.

A petition seeking the disbarment of Attorney W. Edwin Ulmer was filed January 10 before Judge Morton in the federal district court at Boston, Mass., by Assistant United States Attorney Charles P. Curtis acting in behalf of United States Attorney Robert O. Harris. The action is brought mainly because of alleged scandalous and false statements said to have been made by Ulmer in connection with a number of cases, the best known of which is that of the Waban Rose Conservatories, Natick, Mass. The petition declares that for at least five years, it has been the practice of Ulmer, in the conduct of cases in which he has been engaged as attorney and counsellor, to "wilfully and deliberately impede and subvert the administration of justice."

In the Waban Rose Conservatories case, Ulmer is charged with having obstructed the sale of the property by making false statements to possible purchasers and by issuing a circular letter containing false statements about the conservatories, and by other acts, all of which, it is said, were intended to nullify the administration of the estate by the court. It is further declared that legal objections made by Ulmer against Judge Anderson's passing judgment on certain features of the conservatories case, were filed not in good faith, but simply for the purpose of delay, and contained allegations which were "false on their face and which he knew to be false."

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

The following plants were recently offered for registration by Howard & Smith, Los Angeles, Calif., and passed upon by the registration committee:

Mrs. William C. Egan.—Class, Pernettiana x H. T.; parentage, cross of unnamed seedlings; foliage, heavy; freedom of growth and hardiness, growth free, subject to future test; flower, full; color, delicate pink; form, bud long and pointed; fragrance and bud, moderate; petalage, 35; freedom of bloom and lasting quality, good. The rose is similar to Mme. Segond Weber, but is different in color and superior to that rose because it has a freer, better shaped bud.

Fragrant Boquet.—Class, Pernettiana x H. T.; parentage, cross of unnamed seedlings; habit, medium height, bushy; foliage, heavy; freedom of growth and hardiness, subject to future test; flower, full; color, shell pink, base of petals, yellow; form, bud long and pointed, open flower, cup shaped; fragrance and bud, intense; petalage, 30 to 35; freedom of bloom and lasting quality, very free. This rose is not similar to any other kind.

If no objection to such registration is filed with the secretary of the society within three weeks of the date of publication, the registration will become permanent.

JOHN C. WISTER, Sec'y.

Chicago to Hartford.

The New York Central railroad has been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the American Carnation Society and the American Rose Society, and meeting of the National Flower Growers' Association to be held at Hartford, Conn., January 25-27. The party will leave the La Salle street station, Van Buren and La Salle streets, on the Inter State Express, Tuesday, at 8:25 a. m., January 24, due Hartford the following morning at 9:45 o'clock.

The fare one way, via Springfield, Mass. is \$34.12 and via New York, \$36.63. Pullman fares to Springfield and New York are: Lower berth, \$9; upper, \$7.20.

Other trains for those unable to accompany the party are:

NEW YORK CENTRAL RAILROAD.

The New England Express, leaving La Salle Street station at 10:30 a. m., due Hartford the following afternoon at 2:55 o'clock; the New York and New England Express, departing from the same depot at 1:30 p. m., due Hartford the next day at 4:58 p. m. On this train an extra fare of \$3.60, to New York, is added to the regular ticket rate named above. Lake Shore Limited, leaving La Salle Street station at 5:30 p. m., due Hartford the following evening at 7:12 o'clock, with an excess fare of \$6 to New York, in addition to the regular ticket rate.

MICHIGAN CENTRAL RAILROAD.

Leave Chicago	Due Hartford
9:05 a. m.	11:10 a. m.
10:30 a. m.	2:55 p. m.

Delegations from the north, south and west are invited to join the party at Chicago.

For reservations, etc., address C. Hartigan, assistant general passenger agent, Room 1220, La Salle Street station, Chicago, or O. W. Crapser, general passenger agent, at the same address. Telephone, Wabash 4200.

Hartford Flower Show.

The mid-winter flower show to be staged under the auspices of the American Carnation Society, the American Rose Society and the Hartford Florists' Club in the Foot Guard's armory, Hartford, Conn., January 25-27, promises to be a great success. Headquarters will be at the Hotel Bond, where the business meetings for the two societies mentioned, as well as the National Flower Growers' Association will be held.

A banquet followed by dancing will take place at the Hotel Bond, on the evening of January 25, and Governor Everett J. Lake, of Connecticut and family, have promised to attend. The affair will be informal. For hotel reservations, write or wire immediately Andrew W. Welch, 194 Trumbull street, Hartford, Conn. G. G. McC.

Lauder's Love of Flowers.

Announcement of the return of Sir Harry Lauder to Chicago next week, recalls a previous visit of the noted songster, when in passing A. Lange's store on Madison street, perchance, one evening with a lady friend, the latter admired the flowers and he invited her in to "smell them awhile." "Smell all you want," the proprietor remarked, and the couple, having fully satisfied their olfactory senses, passed on to the Michigan avenue moonlight, Sir Harry lifting on the way:

When but a young and thriftless cuff,
Sent out tae face the tide,
The miser grasp o' worldly folk
I scorned wi' heart o' pride;
In ripper years, wi' ripper mind,
I would their lives appud,
For honored weel's the hoary sire
Wha clings tae siller, lad.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, and time, date and place of meeting.]

Hartford, Conn., January 27, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, 333 Vine street, Hartford, secretary.

Newport, R. I., January 24, 8 p. m.—Newport Horticultural Society at Music hall. W. G. Taylor, 15 Congdon avenue, Newport, secretary.

Seattle, Wash., January 22, 4 p. m.—Florists' and Gardeners' Union, No. 16,667 at L. O. C. T. hall. E. Popp, Fort Steilacoom, Wash., secretary.

Wilmington, Del., January 23, 8 p. m.—Wilmington Florists' Club. Roy G. Brinton, 890 West Ninth street, Wilmington, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. **Plant Advs., See Ready Reference Section**

Answers are to be mailed from this office at extra to cover postage, etc.

Wanted—Florist and gardener; married; salary desired. Address **Box 70, San Antonio, Texas.**

Wanted—Experienced man for retail position. **The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.**

Situation Wanted—By gardener; general inside and outside plantsman; life experience; age 48, five in family. Address **Key 820, care American Florist.**

Situation Wanted — Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address. **Key 822, Care American Florist.**

Situation Wanted—By active young man who has had extensive experience in the New York wholesale market. Address. **A. F. F., care American Florist, 134 W. 16th St. New York**

Situation Wanted—On a private, public or commercial place by an all around florist as a grower. Married man; willing and able to work; want steady position where quality is wanted. Life experience in the greenhouse business; wife can help. Address. **1509 E. Iron Ave., Salina, Kan.**

SALESMEN calling on florist and general trade can secure good line staple well known goods paying good commission. Write quick. **B. M. Co., Zane Station, Zanesville, Ohio.**

Situation Wanted

Grower, single, 25 years' experience. Address **Key 821, care American Florist.**

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.
ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address **Key 805, care American Florist.**

FOR SALE OR EXCHANGE
Six greenhouses with 3000 ft. bench space modern 8-room house and two acres of land on France Ave., South Minneapolis, Minn. Best location in the city. Write owner.
JAMES SEED, St. Croix Falls, Wis.

For Sale

One (1) No. 924 Lord & Burnham square sectional hot water boiler, capacity 3840 feet of 2-inch pipe. In first-class condition, ready for prompt shipment. Price \$200. Address
THE D. HILL NURSERY CO.
Box 404, DUNDEE, ILL.

FOR SALE

20-40 ft. lots about (21 1/2 acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltham, Forest, Woodlawn and others. Address
E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.
PHILIP R. CLIPP, Williamstown, N. J.

FOR SALE
Bearing Pecan Grove

50 acres, 11 years old, at a great sacrifice; \$12,000, worth \$20,000.
EDWARD MANIE
514 Broad Street, **ALBANY, GEORGIA**

30% NET

on your investment; more if terms, balance substantial security, modern 18 apartment building North Side, Lincoln park district. Rent \$18,870 now, mortgage \$65,000, 7 years. Price \$100,000. Terms \$35,000 or to suit.

Dr. P. B. SCHYMAN, 1619 North Robey St., CHICAGO, ILL.
Telephone Armitage 571

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F.
Shipping Labels



Actual size of leaf 2 1/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon
advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

Valley for St. Valentine's

CUT VALLEY. The Best Quality at Leading Commission Houses, Market Prices.

VALLEY PIPS. None Better than Bruns' Celebrated Brands.



Chicago Market Brand

\$35.00.....per 1000

1.00.....per

10.00.....per

Florists'

Money Mail

\$30.00.....

16.00.....

8.00.....

Original

2500.....\$70.00

H. N. BRUNS, 3032-42 W. Madison St., Chicago

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers

Importers of Baskets, Florists' Supplies and Decorative Novelties.

San Francisco.

TRADE BETTER THAN EXPECTED.

The usual falling off in business follows the Christmas holidays is retarded for the week following the occurrence but January 9 the market shows improvement. All kinds of seasonable work is offered and prices are very popular. Roses, Mrs. Chas. Russell and Columbia are at their best and are in heavy supply. Premier is not so plentiful but Ophelia and Ward are more than sufficient for all purposes. Cecile Brunner continues scarce. There is still quite a good cut of chrysanthemums obtainable, mostly from the Chinese growers. Col. Appleton, a yellow, is easily the best of the lot. Elaine chrysanthemums are much used in funeral work. Carnations seem to be in better demand than formerly. Laddie is bringing \$10 per 100, from growers. Cold weather has retarded the violets to some extent. Shipping demand remains good with this flower. Daffodils from the San Lorenzo district, were on the market for the first time last week and found a ready sale. Dutch hyacinths, in pots and cut flowers, are now obtainable. Freesias, Paper White narcissi and lily of the valley are all plentiful. Gardenias are on the short side, with no prospects of immediate improvement. The supply of orchids is gradually increasing. Cut blooms of

cyclamens and ericas are plentiful, the latter being in good demand for funeral work. Marigolds are about the only outdoor flower to be had. Ferns and asparagus growers say they have a good demand for their product. A small quantity of flowering eucalyptus is arriving. In pot plants, cyclamens are still plentiful and lead in sales. Poinsettias are yet obtainable. Azaleas, in all colors, add to the attractiveness of the shops. Erica melanthera and E. ovata are prime favorites. Begonias are gradually becoming scarcer and Boston ferns continue in strong demand.

RETAIL FLORISTS' ASSOCIATION.

The Retail Florists' Association held its regular monthly session, January 4, President A. O. Stein in the chair. He appointed a committee of 10 members, at the request of the local Chamber of Commerce, to meet with that organization, at an early date, to consider plans to entertain the Shriners during their national convention, here, next June. P. V. Matraia presented a plan to eliminate street peddlers operating the large flower stands on the principal streets, which was that the association request the city authorities to allow only crippled soldiers to have this privilege and that they be permitted to sell flowers from baskets, instead of from the immense stands now in use by the peddlers. This proposal was enthusiastically endorsed by the associ-

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing.

Galax, Ferns and Leucothoe

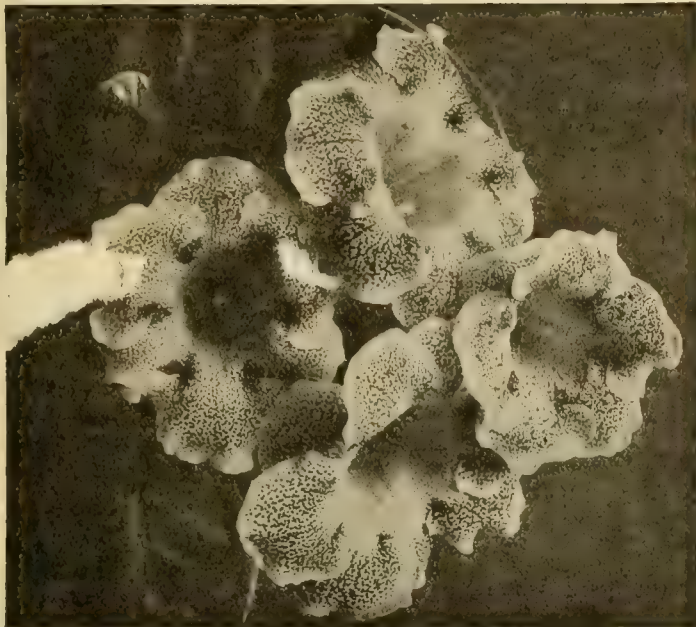
Green and Bronze Galax, \$1.00 per 1000, \$7.00 per case of 10,000. Fancy and Digger Ferns, \$1.50 per 1000, \$6.50 per case of 5000. Leucothoe Sprays, Green and Bronze, \$1.50, \$3.00 and \$4.00 per 1000. Princess Pine, nice and green, \$1.00 per 1000. Prompt shipment and all goods guaranteed. Reference, The Citizens Bank, Elk Park, N. C. Give us a trial.

Pine Grove Evergreen Co., Elk Park, N. C.

Mention the American Florist when writing.

ation and a committee was appointed to take immediate action. Hereafter all sessions of the association will be held in Native Son's hall, instead of the Co-operative Flower Market, as the former is more conveniently located. The next meeting will be February 1.

Tuberous-Rooted Begonias and Gloxinias



We are again in position to supply splendid strains of **Tuberous-Rooted Begonias** in exceptionally fine, strong bulbs, 1½ to 2 in. in diameter:

TUBEROUS ROOTED BEGONIAS, Large Single Flowered, Scarlet, Crimson, Pink, White, Salmon and Yellow—\$1.75 per dozen; \$12.00 per 100; \$110.00 per 1000.

Choicest Single Mixed Varieties — \$1.50 per dozen; \$11.00 per 100; \$100.00 per 1000.

TUBEROUS ROOTED BEGONIAS, Superb Double Flowering, Scarlet, Crimson, Pink, White and Salmon—\$2.25 per dozen; \$16.00 per 100; \$150.00 per 1000.

Choicest Double Mixed Varieties — \$2.00 per dozen; \$15.00 per 100; \$140.00 per 1000.

GLOXINIAS, Superb Strain, Red, White and Purple—\$2.50 per dozen; \$18.00 per 100; \$170.00 per 1000.

Choicest Mixed Gloxinias—\$2.25 per dozen; \$16.00 per 100; \$150.00 per 1000.

GOLDEN YELLOW CALLA “ELLIOTIANA.”

	Per doz.	Per 100	Per 1000
1¼-inch bulbs.....	\$2.00	\$15.00	\$140.00
1¾-inch to 2-inch bulbs...	2.50	18.00	175.00
2¼-inch bulbs.....	3.00	22.00	220.00

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

inside and
ence; age 48.
Key 820, care

Mention the American Florist when writing.

Situation Wanted

cover and propaga
plants wan



HILL'S AMERICA

Will be disseminated
everywhere in 1923.

This is the first production of
The Hill Co., up to this
date and to supply the enormous
demand for it we have arranged
for

THE JOSEPH H. HILL CO.
and

THE C. H. TOTTY CO.
to assist us in its growth and dis-
semination.

Although our most valuable
novelty, **AMERICA** will be sold
at our usual novelty price.

The E. G. Hill Co.
RICHMOND, INDIANA

NOTES.

The report of the trial gardens of the Dahlia Society of California, located at the University of California, has been published. One hundred and seventy of our trials were made last season. States represented were: California, New York, New Jersey and Massachusetts. Owing to the new location, new growers and lateness of the planting, the best results were not obtainable in all varieties, and it has been decided to give these another year of trial.

Wm. T. Kirkpatrick, Jr., of Fresno, has purchased the tract across the highway from the fair grounds at Tulare with the object of establishing a nursery. He will begin work at once preparing the ground for stock. Mr. Kirkpatrick has a nursery at Fresno, comprising 240 acres, and it is understood that he will make Tulare the distributing point for Tulare county.

Michael Rossi, of G. Rossi & Co., is planning an extensive eastern trip in the near future. It is his intention to introduce the California red berry extensively in that section for next season's business. His firm is the largest handlers of this Christmas berry on the coast and he expects to make it popular in the eastern market next season.

Frank R. Mills, Palo Alto, reports having the largest holiday trade in the history of his business. The demand for flowers and plants he found equally good. His carnation houses are now in full crop and he is shipping a large quantity of fancy stock daily. Retail plant trade he says promises to be very brisk this spring.

The offices of Pelicano, Rossi & Co.'s store have been enlarged and remodeled. When Angelo J. Rossi of this firm took his seat as supervisor last week the chambers were banked with an elaborate display of flowers, a tribute from his legion of friends.

Nels Peterson, San Mateo, is sending a cut of Carnation Laddie, that has never been equaled here for quality. His Maine Sunshine is another kind that is fine and he is unable to supply the demand for either.

The sympathy of the trade is extended to Mose Ephraim in the death of his wife, which occurred January 2 at her home in this city. Her death was unexpected and came as a great shock to her many friends.

It is with the deepest regret that we record the death of Mrs. F. C. Burns, wife of F. C. Burns, secretary of the Dahlia Society of California. See obituary column for further particulars.

Shellgrain & Ritter, 148 Kearney street, recently added a handsome delivery truck to its fleet. Emile Ritter states that business is keeping up most satisfactorily with them.

M. H. Ebel, Sacramento, was a visitor last week. He reports a splendid Christmas business stating that the demand for flowering plants was fully as good as in former years.

S. Newsom, who has had charge of the growing department of the Jesse L. Seal Dahlia Gardens, has been admitted to a junior partnership in the firm.

Mrs. Pelicano, wife of Frank D. Pelicano, is quite ill at her home on Gothenburg street. Her numerous friends are hoping for her rapid recovery.

The Conservatory Flower Shop has moved to a new location at Polk and Sacramento streets, discontinuing its Geary street establishment.

Jos. Bongard has joined the staff of Pelicano, Rossi & Co. Mr. Bongard has long been recognized as one of the best artists in the city.

P. Vincent Matraia and wife recently left for a duck hunting trip in Colusa county.

T. Yakas has opened an attractive flower store at Post and Polk streets.

Visitor: Fred Howard, Los Angeles.

JAMES T. LYNCH.

Burpee's Seeds Grow



BURPEE'S ANNUAL

The Leading American Seed Catalog

Burpee's Annual gives reliable information about Burpee Quality Seeds. It fully describes the best varieties of vegetables and flowers, and more than a hundred Burpee specialties are illustrated in the colors of nature. Burpee's Annual will be mailed to you free. Write for your Annual today.

TEAR HERE

W. ATLEE BURPEE CO., Seed Growers, Philadelphia, Pa.

56

GENTLEMEN:

Please send me a **FREE** copy of **BURPEE'S ANNUAL**.

If you are a Florist or Market Grower, check here. ☐

Name.....

Street.....

Post Office State.....

We are Growers of Gladiolus Bulbs

And now is the time to send your order for such bulbs that you want for those empty benches or for planting between your carnations as a catch crop.



Grown on our Own Farms. From our Own Planting Stocks. Machine Graded. True to Name.

Our "FIRST SIZE" will as usual show a good percentage of "overs," containing a strong percentage 1 3/4 to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

	Per 1,000
America, first size	\$22.00
America, medium size.....	18.00
Augusta, first size.....	32.00
Augusta, medium size	25.00
Baron J. Hulot, first size.....	60.00
Baron J. Hulot, medium size.....	52.50
Chicago White, first size.....	30.00
Chicago White, medium size.....	25.00
Halley, first size	35.00
Halley, medium size	30.00
Mrs. Francis King, first size	22.00
Mrs. Francis King, medium size	18.00
Mrs. Frank Pendleton, first size	40.00
Mrs. Frank Pendleton, medium size	35.00
Niagara, first size	40.00
Niagara, medium size	35.00
Panama, first size	35.00
Panama, medium size	30.00
Schwaben, first size	45.00
Schwaben, medium size	40.00

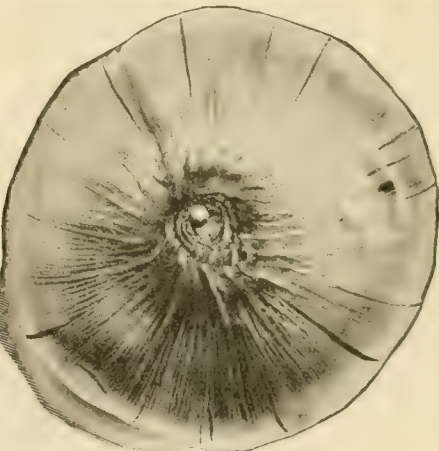
and many others

1922 Prices on all leading sorts ARE ready.

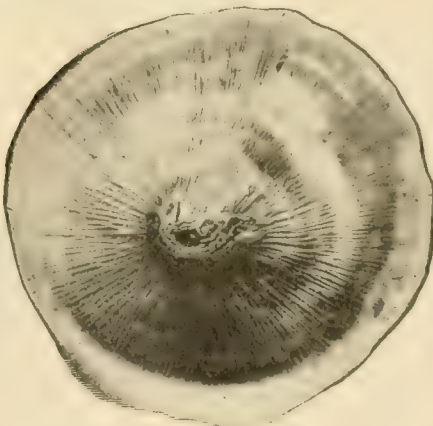
Lilium Giganteum Yellow Callas

From Ice Storage

	Per 100
6 to 8 (400 to case)..per case \$50.00	1 1/4 inch.....\$14.00
7 to 9 (300 to case)..per case 55.00	1 1/2 ".....17.00
	2 ".....25.00



CHICAGO WHITE.



MRS. FRANK PENDLETON.

"Book for Florists" now ready.
VAUGHAN'S SEED STORE, Chicago
New York

ROSES ARE SCARCE IN THIS MARKET

But our Roses are now in full crop with extra fine quality of stock in all lengths of stem---We grow all the roses we handle and you will find it pays to

Order Direct of the Grower

 **A Trial Order Solicited.**

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Mention the American Florist when writing.

Chicago.

STOCK CONTINUES TO BE SCARCE.

Stock of all kind continues to be scarce and commands high prices. Carnations are cleaning up nicely each day and while at times they appear to be more plentiful than at others, prices are holding firm around the \$8 per 100 mark. Roses are exceedingly scarce with short stemmed stock in strong demand at \$10 to \$12 per 100. Medium and long stemmed roses find ready buyers at high prices, owing to the great scarcity of stock in general. Sweet peas are good property. Lilies clean up each day at \$25 to \$30 per 100 and callas are easily disposed of at \$4 per dozen. Orchids are holding their own and the same is true for lily of the valley and gardenias. White and yellow narcissus command high prices and the demand is very good for tulips, jonquils and freesias. Single and double violets are having a good call. Stevia, snapdragons, calendulas, daisies, mignonette and other miscellaneous seasonable stock is included in the offerings and like everything else is disposed of each day. Greens are in good supply and large offerings of cut heather is being shipped here from California. The supply is away below the demand at present but there are signs of the market weakening on some items.

NOTES.

Vaughan's Seed Store reports liberal flower seed orders from both seedsmen and florists. The salesmen's road bookings are above the season's average. The company's handling of Japan and French Bulb imports of last season, with early Dutch deliveries, makes many friends for the house.

Peter Reinberg, Inc., is offering chrysanthemum and carnation cuttings, in addition to the regular line of cut flowers. Choice freesia are attracting the attention of the city buyers at this establishment.

The Florists' Credit Association, Inc., is adding a large number of members to its list of subscribers, starting off this week with five new contracts, January 16.

Wietor Bros. are filling a large number of orders for carnation and chrysanthemum cuttings which accounts for their heavy express shipments the past week.

George Weinhoeber's new Michigan avenue shop, though small, is attractively arranged and window-lookers give it admiring attention.

EVERY BUYER



A BOOSTER

NOW IS THE TIME TO PUSH

CARNATIONS

TO THE FRONT. YOU DO NOT HAVE TO BE SHORT OF STOCK BECAUSE THE ROSE SUPPLY IS SHORT. ABSOLUTELY FRESH FANCY STOCK. THE BEST OF CHICAGO'S BEST.

KENNICOTT BROTHERS CO

WHOLESALE

FLORISTS



FLORAL ART ALBUMS

Illustrating 50 desirable designs, etc. Printed one to a page on one side only on best quality of white coated paper, size 7x10 in. This album is well worth having and your customers will appreciate making their selections from same. **Special price, each \$1.00.**

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO
ROSES AND CARNATIONS

Splendid Supply in All the Leading Varieties

Buy Direct from the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

Per 100

Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

COLUMBIA

Specials	\$25.00 to \$30.00
Select	18.00 to 20.00
Medium	12.00 to 16.00
Short	10.00

PREMIER

Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY

Per 100

Specials	\$25.00
Select	20.00
Medium	12.00 to 15.00
Short	10.00

ROSES, Our Selection.....\$15.00

Carnations	\$ 6.00 to \$10.00
Pansies, per dozen bunches	2.00
Paper Whites	4.00 to 6.00
Stevia, per bunch	0.75 to 1.00
Violets	1.00 to 1.50
Sweet Peas	3.00 to 5.00
Adiantum	1.50
Asparagus, per bunch	.35c to .50c
extra fancy	.75c
Boxwood, per bunch	.35c
Ferns, per 1,000	\$4.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

Mention the American Florist when writing

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

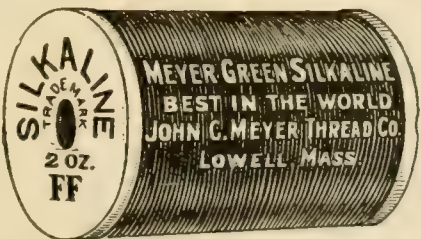
Mention the American Florist when writing

Homer Lange had a narrow escape last Sunday, when his auto was overturned by another, pinning him underneath. Bystanders raised the machine and he crawled out unhurt. Brushing off the dust with his hands, Homer proceeded to church, leaving the wreck in charge of the insurance agent.

The local branch of the Ove Gnatt Co., Inc., is enjoying good business under the able management of T. E. Waters. This firm's telephone has just been installed and their number is Central 0995.

J. C. Steinhauser of Pittsburg, Kans., is here on a business trip.

The American Bulb Co. says canna roots are moving freely.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by
LOWELL, MASS., U. S. A.
DEPT. XYZ.

The John C. Meyer Thread Co.,

Mention the American Florist when writing

SERVICE COUNTS

The most exacting and discriminating cut flower buyers are pleased with the service we are rendering.

Complete Line of All Seasonable Cut Flowers and Greens.

JOSEPH FOERSTER CO.

WHOLSALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

Mention the American Florist when writing

Joseph Kohout will place an order this week for a new house, 36x500 feet, to be added to his range at Libertyville. The order will include a new boiler shed and service building. Mr. Kohout grows roses for the local wholesale market and has had unusually fine stock all season.

The Bergman Decorating Co., is sending a representative to South America to secure new items for its already large line of decorative materials. This firm reports business as brisk with a heavy call for its special box of perpetuated flowers.

The Wholesale Cut Flower Association met with the Commercial Flower Growers at the Hotel Randolph, January 12, when important trade matters were discussed, the principal one being publicity.

The Chicago Flower Growers' Association is handling a good supply of tulips, jonquils and freesias in addition to its usual line. A White truck will be added to this firm's delivery service at an early date.

Poehlmann Bros. Co. is moving all the stock it is cutting almost as soon as it reaches the store. Roses are in better crop with this firm now, especially fancy Columbia and Premier.

Zech & Mann are enjoying a brisk business with a complete cleanup in stock each day. This firm has added several new carnation growers to its list of consignors.

The J. A. Budlong Co. is having a good call for stock of all kinds, which cleans up completely in all lines each day. The shipping trade is exceptionally good.

Bassett & Washburn are supplying their customers with choice roses during the scarcity and are fortunate in being in heavy crop this month.



Drive Your
Slogan
Home

THE NEW WRAPPING PAPER

Made especially for Florists

WATERMARKED

"Say it with Flowers"

Carries your dynamic slogan right into the homes of your trade

and

adds just the proper touch to your service

Orchard Paper Company

758 Spruce Street
SAINT LOUIS

The Joseph Foerster Co.'s shipments include splendid snapdragons and freesias, not to mention roses and all other seasonable stock.

A. L. Vaughan & Co. are having a brisk call for stock from out-of-town points and are taking splendid care of

all their customers during the shortage.

Erne & Co. are handling a good supply of miscellaneous stock, including tulips, jonquils and freesias.

Schiller is out a month in advance with 8x20 feet street bill boards, offering St. Valentine flowers.

Roses=Carnations

**Lilies, Violets, Sweet Peas, Valley, Stevia,
Narcissus, Jonquils, Calendulas, Freesias,
Tulips, Daisies, Pansies, Snapdragons, Etc.**

Place your orders with us and you will not be disappointed. We have been filling shipping orders for years to the entire satisfaction of the buyers.

 **Complete line of Greens including the finest Bronze Galax in this Market.**

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

The A. Dietsch Co. is having a good demand for greenhouse materials and the outlook is very encouraging for brisk business the balance of the year. Some of the orders recently booked include large sized ranges.

Streiff & Dagobert, 3211 W. Madison street, are considering the erection of a show house this season.

A. Henderson & Co. report good demand for florists' flower seeds.

Visitors: Paul Berkowitz, representing H. Bayersdorfer & Co., Philadelphia, Pa.; George Blackmann, Evansville, Ind.; Geo. Loffel, representing Schloss Bros., Ribons, Inc., New York.

Illinois State Florists' Association.

URBANA MEETING, MARCH 13.

The Illinois State Florists' Association will hold its annual meeting at the University of Illinois, Urbana, Monday, March 13, beginning at 2 p. m. One of the features of the meeting will be an open forum in the university greenhouses. An interesting programme, which will include many instructive addresses is now being prepared, and will be announced later.

The officers of the association are: Joseph Kohout, Libertyville, president; Geo. W. Jacobs, Canton, vice-president; Albert T. Hey, Maywood, secretary, and F. L. Washburn, Bloomington, treasurer.

ALBERT T. HEY, Sec'y.

Oklahoma City, Okla.

Weather conditions have been ideal for carnations and they are responding more readily. Growers expect to be in full crop in a week's time. Sweet peas are coming strong and will be in abundance shortly. A few gladioli are to be had. Calla lilies and Roman hyacinths are in strong demand and of excellent quality.

ANNOUNCEMENT

One of our representatives is leaving for South America this week to secure new items for our already large line of prepared foliages which will be offered to the trade next fall.

SEND \$2.50 FOR SAMPLE BOX

This box contains an assortment of our offerings and retails for \$5.00. A leading Chicago retail florist placed a number of these boxes on display in his windows owing to the great scarcity of cut flowers and sold over 80 during the past two weeks.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

NOTES.

The Batten Floral & Seed Co. had a heavy call for bulbs and birds.

Furrow & Co. have had an increase in box trade and funeral work.

The Stiles Co. had two fraternity decorations last week.

PAUL E. RICHMOND.

CAMP POINT, ILL.—A. L. Little recently built a greenhouse, 16x40 feet, on his property here.

DOVER, N. H.—H. E. Meader, the gladiolus specialist, is adding one house, containing 8,000 square feet of glass.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Albany, N. Y.

FLORISTS' CLUB MEETING.

Emphasis on the value of the national publicity fund was made by a number of the speakers at the annual dinner of the Florists' Club at the January 6 meeting. The subject was introduced by Wm. C. Gloeckner, one of the local retailers, who was present to take subscriptions for the fund. Mr. Gloeckner stated the fund and the slogan, "Say It With Flowers," had done much through the world war period to make good business for the trade. Other lines of business appreciate the slogan more than the florists. Mr. Gloeckner called attention to the fact that the National Association of Jewelers has offered a reward of \$100,000 to the person who will coin a slogan as adaptable and effective for their business as "Say It With Flowers." The money spent by the trade the past four years through the national publicity fund of the Society of American Florists has been repaid many fold, the speaker said, and it would be most unwise at this date to fail to keep up the good work and to respond to the appeal of the secretary of the society, John Young, New York.

The toastmaster of the evening, Fred A. Danker, added to the remarks of Mr. Gloeckner with observations of his own. He said that the grower or retailer who makes use of the slogan and fails to contribute to the publicity fund is an imposter. He told a little story of what the use of the slogan had done in his business; how people came to associate it with flowers and florists, perhaps even an individual florist who makes extensive use of it. Mr. Danker told of a certain woman and her husband who frequently traded in his store. Some time ago the couple moved to Boston, Mass., and one day they were in the suburbs where a billboard, "Say It With Flowers" met their gaze. The wife said to her husband, "Does Danker do business also in Boston?" A canvass of the growers and retailers present made after the addresses showed that all of them had already renewed their subscriptions for the fund. Mr. Danker advised the members to eliminate local programme advertising, and to devote the money to the fund.

At the dinner Albert Jenkins, the new president, took over his office as did also the new secretary, Thomas F. Kelliher, 40 Maiden Lane.

The retiring secretary, Wm. McGinn, delivered his annual report as follows: Cash on hand January 1, 1921, \$169.91; received during the year \$938.77; expended, \$769.75; on hand January 1, 1922, \$338.93. Besides the cash the club has two \$100 Liberty bonds in the treasury, making total assets, January 1, of \$538.93. One hundred and twenty-four members are on the rolls, of whom 16 were received during the past year.

The toastmaster gave notice of the annual meeting of the New York State Federation of Horticultural Societies and Floral Clubs to be held February 16 at Cornell University, Ithaca, dur-

ing Farmers' Week. Delegates to the convention will be guests of the department of floriculture of the university during the meetings. The local club may be represented by several delegates.

Thomas F. Tracey, manager of the Albany Cut Flower Exchange, Inc., through the toastmaster presented to the Troy members of the club a large silver cup on an ebony base which they won in a contest during the "Say It With Flowers" week in the autumn of 1920. The Troy florists announced they would put up the cup to be competed for annually by the trade of Troy, Schenectady and this city. To the retiring president, Samuel Hanson, the toastmaster in behalf of the club, presented a walrus traveling bag and to the retiring secretary, a black leather toilet case. On account of the fact that the dinner this year was held one week later than usual a number of familiar faces were lacking. Many of these were traveling men, well known in the trade, who have formed the habit of reaching this city the first week in January in order to attend the dinner.

Philip Bender, for 14 years city superintendent of parks, died on January 14 after an illness of eight months. Mr. Bender was a lifelong Republican and a member of Albany Lodge, No. 49, B. P. O. E., Cyprus Temple, Nobles of the Mystic Shrine; Temple Lodge, F. and A. M., and New York Encampment, Odd Fellows. Through a change in the political administration of the city Mr. Bender was succeeded in office by Wellington Clarke, democrat, January 1.

R. D.

Louisville, Ky.

KENTUCKY SOCIETY OF FLORISTS' MEETING.

The Kentucky Society of Florists met at the F. Walker Co.'s establishment, January 11, with an excellent attendance. W. Kerensky gave an interesting discussion on different ways of increasing the demand for flowers and said that if a plan was worked out every office in the city would want a fresh bouquet daily on its desks. Jos. Abele, the secretary, was presented with a beautiful silver plated dish, as an expression of love and esteem. He was very much surprised at the gift and stated that the surprise was fully equal to the time when his wife presented him with twins, several years ago. The members voted, for their spring outing a trip to Wyandotte cave and will send an invitation to the State Florists' Association of Indiana to join them.

The society doubled its annual dues from \$3 to \$6 and a plan for raising money for publicity purposes was discussed. Each grower would be assessed according to the amount of square feet of glass and each retailer, according to the number of his employees. No definite action was taken. Mrs. E. S. Irwing, of the F. Walker Co., acted as hostess and served delicious refreshments to all, at the conclusion of the meeting.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

DAISIES

PANSIES

STEVIA

JONQUILS

TULIPS

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses now that Sweet Peas are scarce.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies,
Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

**Quality
Speaks
Louder
Than
Prices.**

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

NOTES.

Louis Kirch carried off honors this year for growing fine cyclamen and begonia plants.

The mild winter has kept the nurseries busy filling orders for evergreens, shade trees and shrubs.

A new Masonic order, the De Molay,

for youths 16 to 21 years, set aside January 15 to visit hospitals and donate flowers for the sick. F. C. Haupt supplied the stock.

The Wood-Stubbs Co. had the landscape work for the Judge Drear estate, at Frankfort, and also supplied the trees.
H. G. W.

BALTIMORE, Md.—Samuel Feast & Sons report a very satisfactory trade for the 1921 Christmas, the total cash received fully equaling the returns of the previous year. Plant sales were especially good and the quality of cut flowers was excellent.

Keep your
FLORISTS'
CREDIT
ASSOCIATION
in mind.

You made the Florists'
Credit Association what it
is TODAY, and here TO
STAY.

The Ledger Exchange of
Credit Information is made
to fit YOUR requirements.
The financial stability of
the Horticultural Industry
depends upon it.

Representation in every
city in the United States
and Canada.

Every Account Bonded

Incorporated 1921

Founded 1912

Cash Capital
Paid in \$40,000.00
Surplus \$9,371.18
28,810 Credit Records
to date

Financial References:

Chicago Title & Trust Com-
pany

Home Bank & Trust Co.,
Chicago

National Surety Co. of New
York—Chicago branch
(World's Largest Surety
Company)

Come Out Of The Darkness

READ some of the things written to us by readers of our advertisements and members of the Credit Association.

- 1—"As a mailing list alone your book is worth twice the subscription price."
- 2—"I've quit fooling with taking orders that give me trouble later. I sure need your service."
- 3—"For years I have been carrying on my business with no ready money in the bank, but plenty on the books. Your credit information is what I should have had years ago."
- 4—"Enclosed find \$2,000.00 in accounts for 1921 that I cannot collect. I believe with your system that you can."
- 5—"My mind is at ease. Membership in the Credit Association has provided the means of getting in my collections."
- 6—"In checking up my old book accounts with the Florists' Credit Blue Book I'll say I needed the Book. Accounts for collection enclosed."
- 7—"Taking chances in filling orders cost me last year \$1,479.81. Just one year's losses would have paid my membership in your Association for twenty years."
- 8—"In looking through your Credit Book, since I have your CODE, it seems hardly possible that anyone can intelligently and advantageously determine the credit standing of the buyer without membership in the Florists' Credit Association."
- 9—"Your credit records are wonderful. The Credit Association is a help to everybody in the trade, and how effective when everybody co-operates with the work of the Association."
- 10—"All I can say to your letter is that I would advise every seller—before filling that order—to look in the Book."

We will exchange information with you on your overdue and doubtful accounts. It costs you nothing to make comparison with our Credit Blue Book.

Send this with your letterhead and state fully your terms of sale—amount of business done in 1921.

You are especially welcome.

Realize Greater Profits for 1922

Florists' Credit Association, Inc.

A NATIONAL INSTITUTION

(Endorsed by the S. A. F. in 1918)

HOME OFFICES

Federal Life Building, 168 N. Michigan Avenue, CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

Tri-State Florists' Association.

GRAND FORKS, N. D., MEETING, JAN. 26-27.

The Tri-State Florists' Association will hold its annual meeting, January 26-27 at the Frederick hotel, Grand Forks, N. D., Numerous exhibits to be

staged in the lobby of the hotel will be one of the features and Max Schling, New York, has offered three gold medals, for the best retail, plant and cut flower exhibit, respectively. T. P. McElroy, 408 De Mers avenue, Grand Forks, is chairman of the committee on arrangements.

FAIRVIEW, N. J.—Hans Merkle's greenhouses were badly damaged by fire, recently.

DULUTH, MINN.—J. J. Leborious has acquired the downtown store of the Alpha Floral Co. and greatly improved its appearance.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

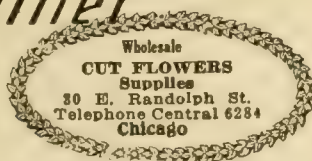
WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

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Tonner



Mention the American Florist when writing

SMILAX

PREPARED MAGNOLIA

Price and quality guaranteed.

DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally LocatedWHOLESALE
CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

	Dozen	
Roses, Beauty	\$ 4.00 to \$ 8.00	
" "	Per 100	
" Mrs. Chas. Russell	10.00 to 35.00	
" Butterfly	10.00 to 25.00	
" Columbia	10.00 to 25.00	
" Dunlop	10.00 to 25.00	
" Premier	10.00 to 35.00	
" Hoosier Beauty...	10.00 to 25.00	
" Killarney Brilliant	10.00 to 20.00	
" White Killarney ..	10.00 to 20.00	
" Mrs. Geo. Shawyer	6.00 to 20.00	
" Milady	10.00 to 25.00	
" Mrs. Aaron Ward.	10.00 to 20.00	
" Sunburst	10.00 to 20.00	
" Ophelia	10.00 to 20.00	
" Dble. W. Killarney	10.00 to 20.00	
" Cecile Brunner ...	3.00	
" Our Selection	10.00	
Calendulas	4.00 to 6.00	
Daisies	2.00 to 3.00	
Cattleyas, per doz.	18.00 to 24.00	
Valley	8.00 to 10.00	
Carnations	8.00 to 12.00	
Lilies, per 100	25.00 to 30.00	
Sweet Peas	3.00 to 5.00	
Paper Whites	6.00 to 8.00	
Violets	1.50 to 2.50	
Adiantum	2.00 to 3.00	
Ferns, per 1,000	4.00	
Galax, per 1,000	2.00	
Leucothoe	1.00	
Sprenger, Plumous Sprays		
per bunch	0.25 to 0.50	
Mexican Ivy	1.00	
Boxwood, 35c per lb., case	9.00	
Southern Wild Smilax, per case	12.00	

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClenanahan's Yellow Flower Dye

Send for sufficient to make one quart.

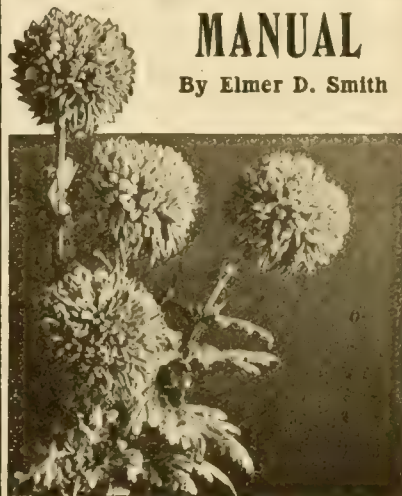
Price \$1.00, prepaid.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60c. Cash with Order.

American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia,
Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

NEW IMPORTATION

MINIATURE VELVET PANSIES

\$3.60 per gross

MINIATURE RED POPPIES...\$1.80 per gross

CLOTH CARNATIONS....\$25.00 per 1000
White, Ward, Dark Pink and Red

SAM SELIGMAN

116 West 28th Street NEW YORK

Mention the American Florist when writing.

GARDENIAS

The price is much lower and the supply is large enough to meet any reasonable demand.

We have several grades. The better grades are exceptionally well grown. The cheaper grades are all perfect flowers, but they are smaller, and the stems are shorter.

Can we interest you in regular weekly shipments.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

BUSINESS AT A STANDSTILL.

Business has been very much at a standstill the past week, the supply and demand both being on the short side, with the scant shipments likely to continue for a week or more to come. Every item can be said to be scarce, medium stemmed roses particularly so. There are extras and specials but only because they cannot be sold for the prices such stock ought to bring in comparison with the shorter grades. The demand is all for the 12 and 15 cent grade, these prices being the low figures for anything that is worth while. Qualities are for the most part very good. Choice American Beauty roses are selling up close at \$1 each. Some carnation growers appear much more fortunate with their plants than others, as in some shipments the stock is fine while in others it is quite the reverse. Good flowers sell up clean at 10 to 12 cents. Callas are in great demand with not half enough to go around. Easter lilies are also shy as the cold storage stock is about going out and Formosum is hardly ready. White narcissi are in good supply and are a boon to those who make a specialty of funeral work. Calendulas have improved in quality and are selling much better. Sweet peas are a life saver to many, as they can be made to take the place of other selections. Each week's shipments are getting larger and improving in quantity. White lilacs are in fair supply, as is lily of the valley, while cattleyas are a step or two in advance of the demand. There are quantities of greens particularly asparagus, which moves slowly, because as one dealer put it, there are not flowers enough to use it up. There is a fair movement in flowering plants, many of the stores using them in decorative display in store and window.

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, Jan. 18.	Per 100
Roses, Beauty, special	75.00@100.00
" Ophelia	6.00@ 15.00
" Columbia	6.00@ 20.00
" Mrs. Chas. Russell	10.00@ 25.00
" Killarney	4.00@ 10.00
" Hadley	8.00@ 25.00
" Sunburst	4.00@ 12.00
" Wards	3.00@ 6.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.35@ .50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	4.00@ 10.00
Cattleyas	100.00@150.00
Chrysanthemums, per doz.	1.50@ 5.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 10.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.00
Sweet Peas	1.50@ 2.50
Violets, single	1.00@ 1.50
Violets, double	1.00@ 1.50
Callas	15.00@ 20.00
Stevia, per bch.	.35@ .50

BOSTON, Jan. 18.	Per 100
Roses, American Beauty	\$12.00@150.00
" Russell	10.00@ 20.00
" Dunlop	8.00@ 16.00
" Pilgrim	10.00@ 20.00
" Crusader	10.00@ 25.00
" White Killarney	8.00@ 16.00
" Ward	8.00@ 16.00
" Maryland	8.00@ 16.00
" Hoosier Beauty	10.00@ 20.00
" Columbia	10.00@ 20.00
" Hadley	10.00@ 25.00
" Premier	10.00@ 20.00
" Ophelia	10.00@ 20.00
" Butterfly	10.00@ 20.00
" Cecile Brunner	3.00
Adiantum	2.00
Asparagus bchs., per bch.	0.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	2.00@ 3.00
Calendulas, per bunch.	0.75@ 1.00
Carnations, fancy	10.00@ 12.00
Carnations, ordinary	6.00@ 8.00
Cattleyas, per doz.	12.00@ 15.00
Callas	3.00@ 4.00
Easter Lilies	25.00
White Narcissus	6.00@ 8.00
Lily of the Valley	10.00
Smilax, per dozen	6.00
Violets	1.50
Cypripediums, dozen	4.00@ 6.00
Sweet Peas	3.00@ 4.00
Stavia, per bunch	0.75
Freesia	6.00@ 8.00
Jonquils	12.00

BUFFALO, Jan. 18.	Per 100
Roses, White Killarney	\$10.00@30.00
" Dbl. Wht. Killarney	10.00@ 15.00
" Richmond	10.00@ 20.00
" Maryland	10.00@ 15.00
" Sunburst	10.00@ 20.00
" Columbia	10.00@ 30.00
" Ophelia	10.00@ 20.00
" Russell	15.00@ 25.00
" Premier	15.00@ 25.00
" Cecile Brunner	4.00@ 5.00
Calendulas	4.00@ 6.00
Carnations	6.00@ 8.00
Easter Lilies	20.00@ 25.00
Mignonette	6.00@ 10.00
Narcissus, paper white	4.00@ 8.00
Rubrum Lilies	8.00@ 10.00
Snapdragons	4.00@ 8.00
Sweet Peas	2.00@ 3.00
Violets	1.50@ 2.00
Freessias	8.00@ 10.00
Daisies	2.00@ 3.00

SPRAY ASPARAGUS.

The southern asparagus which has become such a factor is still second choice with many retailers, for while some shipments appear fresh and hold well, others looking equally as fine shake badly and could not be used in good work. In southern asparagus, as in all other such goods, there are various grades due principally to selection and careful packing. Bunches as a rule are made up of 12 sprays; those who

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets and Carnations

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.

The Choice of the Market in

EASTER LILIES, ROSES, CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

see that each spray is well formed and of good size carefully bunched and the stems covered with a wet sphagnum and not packed so many in a box as to heat, are pretty sure to get better returns than those who handle their grass in a haphazard way. All have to suffer from transportation troubles, such as having the boxes placed up against steam pipes in the express or mail cars. Those that carry best are packed five bunches to a bundle and with their large ball of wet moss, arrive generally much fresher than the single bunch stock without moss. Greenhouse asparagus is generally tied 25 sprays to a bunch, made of average size by the larger and smaller sprays. This generally sells at 50 cents, while the 12 sprays, southern, bring 35 cents, or three for \$1.

NOTES.

Edward Towill, Roslyn, Pa., the well known raiser of new roses, is about to add 20,000 square feet to his area of glass, having placed a contract with the Metropolitan Material Construction Co. of Brooklyn, N. Y., for a house 35x400 feet. His new rose, American Legion, has met with a splendid demand in this market the past summer and fall, and looks very promising with the several growers who are now forcing it.

One of the wholesalers in commenting on the market situation stated that in a week or 10 days with the sun getting stronger there would be a material increase in the supply of carnations, and a week later the early spring supply of roses would commence coming, and

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers

and Greens

C.C. POLLWORTH CO.

CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies

Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676
444-446 Milwaukee Street

MILWAUKEE, WIS.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,

PITTSBURGH, PA.

E. C. Amling Co.

OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

this with the winter sweet peas at their height would bring about more normal conditions.

Eugene Bernheimer had to make a quick move this week and has joined the Mole street colony, being located at present at 6 South Mole street temporarily, until improvements are made to his permanent store at No. 15 which will be ready in about a month, and where he will have a commodious and well arranged shop.

Berger Bros. finds the light demand of the past week plenty strong enough to keep the market clear without undue raising of prices. Roses, carnations, Trumpet Major narcissi and sweet peas were the leading stocks.

The Philadelphia Growers' Cut Flower Market is handling good cuts of roses at this time but could sell twice as many more. Easter lilies and sweet peas are also features.

The Leo Niessen Co. is featuring gardenias in special, down to lower grades, the quality is fine. White lilacs, cattleyas and lily of the valley are other quality specials.

Have you seen Elmer Gaehring's new Franklin limousine? It is a beautiful car and adorned on the front of the radiator with a gilt Shriners' scepter and crescent.

Primula malacoides is now seen in splendidly flowered plants in many of

Wholesale Flower Markets

PITTSBURGH, Jan. 18.			Per 100
Roses, Beauty, spl., per doz.	9.00		60.00
" " fcy., per doz.	7.50		45.00
" " ex., per doz.	6.00		25.00
" " No 1, per doz.	4.00		15.00
" American Legion	12.00@		35.00
" Killarney	8.00@		20.00
" Maryland	8.00@		20.00
" Sunburst	8.00@		20.00
" Mrs Aaron Ward	8.00@		20.00
" Russell	12.00@		35.00
" Columbia	10.00@		30.00
" Ophelia	8.00@		20.00
" Hilda	8.00@		20.00
" Premier	12.00@		35.00
" Madam Butterfly	8.00@		25.00
Carnations	3.00@		10.00
Calendulas	2.00@		4.00
Lilies			25.00
Valley			8.00
Ferns, per 1,000			3.00
Galax, per 1,000			2.00
Plumosus, per bunch			.50
Sprengerl, per bunch			.60
Smilax, per doz. strings			3.00
Sweet Peas			3.00
Violets			2.00
Baby Primrose			1.00
Stevia, per bch.		.50@	.75
Narcissus, Paper Whites		4.00@	6.00
Narcissus, Sol d'Or			8.00
CINCINNATI, Jan. 18.			Per 100
Roses, Premier	10.00@		35.00
" Russell	10.00@		35.00
" Columbia	10.00@		35.00
" Butterfly	10.00@		35.00
" Pink Killarney	10.00@		35.00
" White Killarney	10.00@		35.00
" Sunburst	10.00@		35.00
" Mrs. Aaron Ward	10.00@		35.00
" Ophelia	10.00@		35.00
" Baby Doll	3.00@		4.00
Ferns, per 1,000			3.00
Galax, per 1,000			1.50
Plumosus (south) per bch.			.25
Smilax, per string		.15@	.25
Rubrum		4.00@	8.00
Leucothoe			5.00
Violets		.75@	1.00
Primulas			1.00
Stevia, per bunch			.50
Narcissus, white		6.00@	8.00
Narcissus, Sol'd Or.		8.00@	10.00

the shop windows and will be a staple for the next month or more.

Samuel R. Aitkens, formerly in business on Columbia avenue, who is now with Schults the Florist, Charlotte, N. C., has been visiting his old friends in this city the past week.

Wm. J. Muth, local representative of the King Construction Co., is spending a few days in North Carolina in the interests of the company.

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

ST. LOUIS, Jan. 18.			Per 100
Roses, Premier	10.00@		30.00
" White Killarney	8.00@		15.00
" Columbia	8.00@		25.00
" Crusader	8.00@		20.00
" Ophelia	8.00@		20.00
" Russell	10.00@		20.00
" Ward	6.00@		10.00
" Butterfly	8.00@		25.00
" Sunburst	8.00@		15.00
Carnations	6.00@		10.00
Carnations Laddie			15.00
Leucothoe			.75
Valley			15.00
Galax, green, per 1,000			1.50
Galax, bronze, per 1,000			1.50
Ferns, per 1,000			3.00
Narcissus	3.00@		5.00
" Yellow			8.00
Mignonette			12.50
Sweet Peas	2.00@		3.00
Violets	1.50@		2.25
Callas	15.00@		25.00
Lilies, per doz.			4.00

MILWAUKEE, Jan. 18.			Per 100
Roses, Killarney, W. Kill'n'y.	8.00@		20.00
" Premier	10.00@		35.00
" Ophelia	10.00@		25.00
" Columbia	10.00@		35.00
" Ward	8.00@		15.00
" Hoosier Beauty	8.00@		25.00
" Butterfly	10.00@		25.00
Carnations	6.00@		10.00
Asparagus, per bunch		.50@	.75
Hyacinths		4.00@	6.00
Orchids, Cattleyas, per doz.		18.00@	24.00
Orchids, Cypripedium, doz.			3.00
Lilium Rubrum		8.00@	10.00
Strawflowers, bunch		.25@	.50
Sweet Peas		2.00@	4.00
Violets		1.50@	3.00
Wild Smilax, per case			7.50
Fancy Ferns, per 1,000			4.00
Paper Whites		6.00@	8.00
Calendulas		6.00@	8.00
Trumpets		8.00@	10.00
Tulips		6.00@	8.00

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street,
Phone Chelsea 8071.

WHOLESALE
FLORIST

NEW YORK CITY
Consignments Solicited.

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid.

AMERICAN FLORIST CO.

440 SOUTH DEARBORN STREET, CHICAGO

New York.

STOCK MOVING SLOWLY.

While the large number of retailers who have stores in this city and vicinity must necessarily do considerable buying to be prepared for business and keep up a good appearance the volume of trade in the wholesale district was not as great as should be expected at this season of the year, in a city of this size. The supply of stock was comparatively light, but there were few quick cleanups and some of the offerings were heavy on the hands of the dealers. Orchids and lily of the valley and their movement are a fair index to the condition of the high class trade. The latter has been slow for months and cattleyas took a bad fall early last week. There is always a call for roses, but it has only been active in the grades from No. 2 to extra. The former having been scarce, the demand has centered largely on No. 1's and extras. That class of stock has, in proportion, had greater value than the fancies and specials. A better quality of tulips and yellow narcissi is now arriving and there is a fair, although not urgent call for them. Bunches of cut acacia are also seen. A normal supply of carnations is reported, the best being held at high figures. In fact, the prices on all cut stock are above the pocketbooks of the great middle class of citizens. Many of the class that can pay high prices are spending their time and money at winter resorts and others are standing pat. The foregoing is not a knock at the business, or the public, but so far as we have been able to observe a plain statement of facts.

January 16.—With clear and moderate weather, the supply of stock is on the increase, particularly tulips, yellow narcissi and violets. The latter are cheap and all the street boys are handling them. The bulb stock is holding up well. Quotation prices are weaker and unless severe cold and dark weather sets in, there is likely to be a further decline. Roses remain firm.

HARTFORD TRAINS.

The transportation committee of the Florists' Club has arranged for special coaches to be attached to the regular trains leaving the Grand Central station, January 25, at 7:43 a. m., and 9:15 a. m., via the New York, New Haven & Hartford railroad, for the midwinter flower show at Hartford, January 25-27. The first mentioned train reaches Hartford at 11:04 a. m., and the second at 12:11 p. m., the fare being \$3.93 one way. Reservations should be sent immediately to Paul Rigo, care Henshaw Floral Co., 43 West Eighteenth street, New York.

NOTES.

Adam Trepel, for over 20 years a buyer for his brothers, has retired from that line and is about to open a shop of his own at Flatbush and Church avenues, Brooklyn. Mr. Trepel is a clever man and has always been popular in the wholesale district. His unfailing sense of humor has largely contributed to his popularity and besides he is on the level.

The snowstorm that began here on the morning of January 11 finally turned to rain and transportation was little delayed, but it is said that there was so much snow at Rheinbeck and Red Hook, L. I., that violet growers were unable to get to the railway stations, January 12, with their stock.

It has been announced that Miss Mary Alden Pierson, daughter of Paul M. Pierson and wife, was recently married at Greenwich, Conn., to John Bacon, son of John R. Bacon and wife, Tarrytown, N. Y. The bride's father is a well known grower of Braircliffe and Scarborough, N. Y.

John DeVincent, manager for Fleischman, was detained at his home at Park Ridge, N. J., for three weeks of December 1921, on account of the illness of his little child. He submitted to a transfusion of blood and the child's life was saved.

We have received a cordial invitation to attend the annual dinner of the Morris County, N. J. Gardeners' and Florists' Association, at Morristown, January 19. This society is noted for its good flower shows and dinners.

Among those that will attend the carnation convention and exhibition at Hartford, Conn., January 25, are President Irwin and Secretary Young of the Florists' club, A. M. Henshaw, S. S. Skidelsky and Herman Weiss.

Fine stocks of cut acacias are being sold by Geo. C. Siebrecht, 109 West Twenty-eighth street, which was grown at the range of his father, G. C. Siebrecht, Sr., Chappaqua, N. Y.

Jos. J. Levy, the wholesale dealer at 56 West Twenty-sixth street, is having extensive improvements made in his store. Joe goes quietly about it, but manages to get there.

At the store of the Weylin Florist, 527 Madison avenue, it was recently stated that their holiday business was encouraging. This store was opened a short time before Christmas.

The United Cut Flower Co., 111 West Twenty-eighth street, is receiving an excellent collection of tulips and narcissi, also Easter lilies, rubrums and callas.

Herman Weiss, 121 West Twenty-eighth street, is making extensive improvements in the interior arrangement of his shop. He reports a brisk trade.

One of the busiest retail stores recently visited was the Star Florist, A. S. McKee, proprietor, 65 West 14th street. This store is always well stocked.

Joseph A. Millang, in the rooms of the New York Cut Flower Co., is handling a fine stock of Scott Key, Butterfly, Premier and Columbia roses.

An excellent supply of American Beauty and American Legion roses is being received by M. C. Ford in the Eighteenth Street market.

In addition to cut flowers, J. J. Coan in the Eighteenth Street market is now handling a large lot of cyclamen plants.

An exceptionally fine stock of stevias is being handled by Phil. Kessler, in the Cut Flower Exchange.

Wm. Mackie, in the Eighteenth street market, is handling a fine assortment of bulb stock.

A. F. F.

QUINCY, ILL.—Cliff Pruner of Chicago, was a caller here last week.

GRAND RAPIDS, MICH.—The property of the former concern, Crabb & Hunter, has been reported sold under foreclosure of a real-estate mortgage, about a year ago. The time of redemption expired December 27, 1921, and the title has become absolute in the mortgagee. There is no opportunity for the general creditors to realize anything on their claims.



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Wholesale Flower Markets

New York, Jan. 18. Per 100

Roses, Beauty	\$12.00 @	\$125.00
" Premier	12.00 @	40.00
" American Legion ..	10.00 @	40.00
" Crusader	10.00 @	40.00
" Golden Ophelia ..	10.00 @	25.00
" Columbia	10.00 @	30.00
" Pilgrim	10.00 @	30.00
" Hadley	10.00 @	50.00
" Dunlop	10.00 @	30.00
" Dble. Wt. Kill'ney ..	10.00 @	25.00
" White Killarney ..	8.00 @	20.00
" Aaron Ward	10.00 @	25.00
" Ophelia	10.00 @	25.00
" Scott Key	15.00 @	60.00
" Sunburst	10.00 @	25.00
" Mdm. Butterfly ..	10.00 @	30.00
Adiantum Croweanum and		
Hybrid	1.00 @	1.50
Asp. Plumosus sprays...	1.00 @	2.00
Asp. Plumosus, per bch..	.25 @	.75
Bouvardia, per bunch....		.50
Carnations	8.00 @	12.00
Carnation Laddle	12.00 @	15.00
Cattleyas	25.00 @	75.00
Gardenias, per doz.....	3.00 @	6.00
Iris, per doz.....	5.00 @	6.00
L. Rubrum	12.00 @	15.00
Leucothe, per 1000.....	5.00 @	7.00
Lilies, white	20.00 @	25.00
Lily of the Valley.....	1.00 @	6.00
Mignonette, per doz.....	0.75 @	1.50
Narcissus, paper whites,		
per doz.....	0.50 @	0.60
Snapdragons, per doz.....	.50 @	2.00
Smilax, doz, strings.....	1.25 @	2.00
Galax, green and bronze,		
per 1,000	1.50 @	2.00
Ferns, per 1,000.....	2.00 @	2.50
Violets	.50 @	.75
Sweet Peas	2.00 @	5.00
Callas, per dozen	2.50 @	4.00
Trumpet Major, per doz..	.75 @	1.25
Lilac, per bunch.....	2.00 @	2.50
Freesias	4.00 @	5.00
Tulps, per doz.....	.75 @	1.50
Pansies, cut	3.00 @	4.00
Calendulas, per bch.....	.75 @	1.00

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31 and 43 W. 18th St., NEW YORK
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Bet. 6th & 7th Aves. NEW YORK
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Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock
every morning.

V. S. DORVAL Secretary

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.
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109 W. 28th St., NEW YORK
Tel. 608 and 609 Watkins
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Wholesale Florists and Cut Flower Exchange
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Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the
other best products of the leading growers.
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I. Goldstein
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31 and 43 W. 18th St., New York
Prompt and careful attention to your
interests. Consignments Solicited.

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Snapdragons, Roses, Carnations, Bouvardias
and Orchids.
As Well As All Other Flowers in Season.
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24-30 Stone Street
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INC.**
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SPECIALTIES — Cut Orchids, Asparagus
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ries. Our Orchids are grown by Carillo &
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The Homes of Flowers

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Northwest Corner Wabash Ave. and Adams St.

Our Motto:
Satisfaction,
Quality and
Service.

Members of the F. T. D.



Southwest Corner 47th St. and Lake Park Ave.

Send your Orders for Chicago and Suburbs to



All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.

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HARDESTY & CO.

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EXPERTS TO ARRANGE THEM.

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CLEVELAND

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—FLOWERS—Mail and Telegraph orders carefully filled.
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Night and day service in all Central
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ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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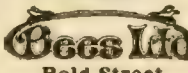
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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.



Steamers arriving at or leaving any port can be served at a few hours' notice.

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Deliveries: Montclair, Caldwell,
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and all of the Oranges.

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FROM NEW YORK EXCEPT AS NOTED.

January 23.

FROM BALTIMORE, Sutherland, Black Diamond Lines (Rotterdam).

January 24.

McKeesport, Cosmopolitan Line (Havre-Dunkirk).
East Side, Cosmopolitan Line (Saint Nazaire).

FROM NEW ORLEANS, Blydenyck, Holland-America Line (Rotterdam).

January 25.

Londonier, Belgian Line (Havre).
Cedric, I. M. M. Lines (Liverpool).
FROM BALTIMORE, Gustavsholm, Swedish-American Line (Gothenburg-Malmö-Stockholm-Norwegian).
FROM BOSTON, Mississippi, I. M. M. Lines (Antwerp-London).
FROM NEW ORLEANS, Sapinero, Lykes Line (London-Hull).

January 26.

Chicago, French Line (Havre).
Minnekahda, I. M. M. Lines (Hamburg).
Scythia, Cunard-Anchor Line (Liverpool).
FROM BALTIMORE, Maryland, I. M. M. Lines (Antwerp-Hamburg).
FROM GALVESTON, Dakotian, I. M. M. Lines (Liverpool).
FROM BALTIMORE, Ohio, French Line (Havre-Bordeaux).

January 28.

Westerdyk, Holland-America Line (Rotterdam).
La Lorraine, French Line (Havre).
Zeeland, I. M. M. Lines (Antwerp).
Archimedes, I. M. M. Lines (Manchester).
Montauk, I. M. M. Lines (London).
Caronia, Cunard-Anchor Line (Naples-Alexandria).
Songelv, Stray Line (Trondhjem-Bergen-Stavanger-Christiansand-Kristiania).
FROM PHILADELPHIA, Eastern Dawn, Black Diamond Lines (Antwerp).
FROM PHILADELPHIA, Lexington, Furness Lines (Glasgow).
FROM PORTLAND, Canada, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Soestdyk, Holland-America Line (Rotterdam).
FROM BALTIMORE, Editor, Cosmopolitan Line (Havre-Dunkirk).
FROM WEST SAINT JOHN'S, Comino, Furness Lines (London).

CHICAGO

25 E. Adams St.



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David Clarke's Sons

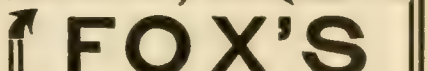
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FLOWERS**

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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunle.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
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New York—Dard's 44th and Madison Ave.
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Omaha, Neb.—Lewis Henderson.
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Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
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San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
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St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heintz & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.

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CHAS. EBLE

Oldest Florist South

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Baum's Home of Flowers

Personal attention given to orders
For Knoxville and East Tennessee.
Member F. T. D.

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FOR ST. LOUIS

WIRE

Grimm & Gorly

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Lang Floral & Nursery Co.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

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413 Madison Ave

Bellevue Avenue, NEWPORT, R.
Summer Season.

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Hession

Madison Ave. and 76th St.

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BEST IN THE MARKET
AT REASONABLE PRICES

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Danker
FLORIST

The Best Service



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A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

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NEW YORK. Telephone Audubon 6618

Established 1906

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Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

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Fifth Avenue at 58th Street
Member . . T. A. Ass'n.

Mention the American Florist when writing.

NEW YORK

Chatmas Florists

CHATMAS BROS.
2726 Eighth Avenue
Bet. 144th and 145th Sts.
Telephone Audubon 6044.

Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members
F. T. D.

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

W.J. Barnes
FLORIST, K.C.M.O.

Kansas and Western
Missouri.

Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing.

J. W. RODGERS

Elks' Building
South Jefferson Street Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

**JOHN BREITMEYER'S
SONS**

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service

**Randall's Flower Shop**

22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.

**"Penn, The Telegraph Florist"**

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

MICHIGAN.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

Mention the American Florist when writing.

BROOKLYN, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

Eleven Stores

Main Store— Lewis Ave. Cor. Hancock St

Telegraph orders delivered to all parts of
New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing.



Telephones:

Lenox 2352

Lenox 7019

1062 Madison Ave.,

Near 80th St.

NEW YORK

Orders from other cities promptly filled.

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Orders in
or around

Washington, D.C.

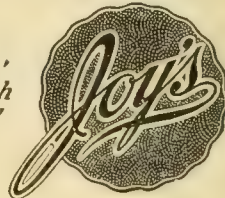
Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Nashville, **THREE
STORES**
Chattanooga
and Atlanta

MEMBER
Florists'
Telegraph
Delivery



Mention the American Florist when writing.

New York



44 Carmine Street
Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago

Congress Flower Shop

CONGRESS HOTEL

520 South Michigan Ave.

Mention the American Florist when writing.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

**New York's**

SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhineland 0202 and 0203

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the tra in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing



WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery

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ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

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CHICAGO OPPOSITE FIELD'S

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held June, 1922.

ALL perennial flower seeds are scarce, and many kinds do not exist this season.

HARRISBURG, PA.—E. E. Beck is receiver for the Holmes Seed Co., here.

VISITED CHICAGO: R. C. McGill, San Francisco, Calif.; Kenneth Salzer, La Crosse, Wis.

THE Rogers Bros. Seed Co., have three representatives at the Louisville Cannery convention.

THE Everett B. Clark Seed Co., Milford, Conn., is mailing customers a substantial desk calendar.

GUADALUPE, CALIF.—Planting here is about to begin and the field conditions, production plans and prospects seem excellent.

THE Jerome B. Rice Seed Co., Cambridge, N. Y., features Extra Early Osage muskmelon in colors, on its calendar this year.

SEED houses report early January collections fairly well up to January of last year, running not over 15 per cent below that period.

CHICAGO, January 17.—In the superior court today, a judgment by default was rendered against the Everette R. Peacock Co., in favor of August Sass for \$3,849.24.

CONWAY, ARK.—R. T. Markham has been appointed local agent for the World Seed Co., of Minneapolis, Minn., and will handle all kinds of seeds, except cotton.

DETROIT, MICH.—Lem W. Bowen, of D. M. Ferry & Co., and wife, sailed for the Barbadoes last month. Kirby B. White, of the same firm, has returned from California.

ONION SETS in the Chicago district are moving out freely this week and numerous inquiries are coming in. Prices remain about \$1.65 to \$1.75 for colors and \$2 for whites.

THE W. Atlee Burpee Co., Philadelphia, Pa., reports sales the past six months more than 51 per cent ahead of last year. Brisk demand for vegetable and flower seeds is anticipated this season.

CHICAGO grand jury bills were filed against the Central City Chemical Co., 4250 N. Crawford avenue, and the Excell Laboratories, 115 E. South Water street, manufacturers of insecticides, said not to have labeled packages properly.

J. M. BRIDGEFORD, managing director of Watkins & Simpson, London, Eng., who made an extensive tour of the United States last year, is advocating seed trade conventions for Great Britain, similar to those held annually in this country.

THE Wholesale Grass Seed Dealers' Association will hold its mid-winter meeting at the Hotel Secor, Toledo, O., January 26. Clarence K. Jones, 110 South street, Baltimore, Md., is secretary of the organization.

GRAND JUNCTION, COLO.—The Grand Junction Seed Co. was recently purchased from its former owner, A. C. Hattaway by R. B. Dessert, lately of Calgary, Alta., and A. R. Ward, Oshkosh, Wis. They expect to make enlargements, both in the growing and sales department and will retail and wholesale both garden and field seeds. A complete line of poultry supplies and feeds is to be added at an early date.

THE executive committee of the American Seed Trade Association is in session at the Hotel Sherman, Chicago, as we go to press January 18, the attendance including President L. L. Olds, H. G. Hastings, Kirby B. White, C. C. Massie, John L. Hunt, L. H. Vaughan and Secretary Kendel. As guests of the committee, there are also in attendance J. C. Vaughan, S. F. Leonard, Kenneth Salzer and James H. Burdett. Chicago has been chosen for the next annual convention June 21-23.

THE annual convention of the National Cannery Association, is in progress at Louisville, Ky., this week, with a large attendance, and many important topics are under discussion. James Moore, Rochester, N. Y., was elected president and Frank E. Gorrell, Washington, D. C., secretary-treasurer. Seedsmen represented include the following: John H. Allan Seed Co., Sheboygan, Wis.; F. W. Bolgiano & Co., Washington, D. C.; J. Bolgiano Seed Co., Baltimore, Md.; A. J. Brown Seed Co., Grand Rapids, Mich.; Everett B. Clark Seed Co., Milford, Conn.; W. A. Davis Seed Co., Bozeman, Mont.; Hogg & Lytle, Toronto, Ont.; N. B. Keeney & Son, Le Roy, N. Y.; D. Landreth Seed Co., Bristol, Pa.; Leonard Seed Co., Chicago; Livingston Seed Co., Columbus, O.; Jerome B. Rice Seed Co., Cambridge, N. Y.; Rogers Bros., Chicago, and S. D. Woodruff & Sons, New York. The seed business is better and more optimistic than last year. Cannery bean seed is in very short supply.

New Agreement on Tariff.

Washington, D. C., January 16.—Tentative agreement was reached today by Republican members of the senate finance committee to assess import duties under the new permanent tariff law on the basis of the selling price in the American wholesale market of the imported article at the time of its shipment to the United States.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parship
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Philadelphia Seed Trade.

Burpee's Annual for 1922 is out and gives considerable space as usual to new sweet peas. Other interesting floral novelties include the semi-double and double Shasta daisy Floradale, dahlias, etc. New vegetables are Sunnyside pepper, Sunnyside pole lima bean and Fordhook forcing cabbage. The book presents an excellent appearance with numerous fine illustrations and plates in colors.

Getting out the catalogue is first on the programme with Henry A. Dreer at this time. The southern and southwestern states are first on the list and orders are now coming in from customers who have received them. The issue this year is fully up to their high standard, beautifully illustrated and full of valuable information and cultural directions for both flowers and vegetables. They are making great preparations in all departments for a record spring business.

The extensive show windows of the Henry F. Mitchell Co. are, with their elaborate seasonable decorations, a bid for business all the time. One is filled with standard foliage and flowering plants artistically placed. Across the doorway is a very well planned window of vegetable seeds in all the popular varieties displayed now, as Philip Frued the master window dresser says, to start the people thinking about their gardens and get in the way of planting their seeds early. The other group of large windows appeals to the suburbanites, one being filled with all sorts of accessories for the chicken raiser, apropos of the local poultry show, where the firm had an elaborate exhibit. The other window features sprayers and insecticides in variety, long and short handled pruning shears, saws, axes, etc. A prominent show card states that now is the time to prune and spray. It is a most seasonable and effective window.

Canary Island Onion Seed Crop.

Of the past 15 years, the 1921 onion seed season of the Canary Islands ranks first in the value of the shipments to the United States and Porto Rico, with 121,061 pounds, valued at \$142,749. In quantity, however, 1917 holds first place, with 128,620 pounds, valued at \$139,501. The onion seed exported to the United States and Porto Rico during the season just closed was nearly

Alfred J. Brown Seed Co.

GROWERS OF

Peas and Beans

Grand Rapids, Mich.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

EVERY FLORIST IN THE U. S. A.

Should have the 1922 Edition of

DREER'S WHOLESALE LIST

AND

DREER'S GARDEN BOOK

Copies have been mailed to our customers and we will be pleased to send the Wholesale List to any florist who will send in his business card or letter head, the Garden Book will be sent Free to all on request.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea,
Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

LANDRETH

Seeds Which Succeed

Bloomdale
Farm

BRISTOL, PA.

double in quantity that for 1920, when only 63,014 pounds were shipped. This increase was largely due to the fact that 1920 was a very prosperous year for the American onion growers, many of whom contracted with the seed growers of the Canary Islands for the 1921 crop. It happened, however, that the American onion crop was poor in 1921; so the demand for seed declined considerably. On the other hand, the Canary growers, foreseeing a considerable sale in the United States, had increased their production. The unexpected decline in the American demand caused great alarm among the native growers. In order not to lose their seed, they shipped on consignment at very low rates. It is estimated, however, that 10,000 to 12,000 pounds of the 1921 crop were left over. In the United States the situation was even worse, as the importers received about 30,000 pounds more than they were able to place on the market.

It is expected that both the Canary growers and the American importers will hold their stocks for the next season. American onion growers should guard against these old stocks being mixed with the seed of the 1922 crop and sold as new seed, as the year-old seed yields only 50 per cent as much as new seed, and the quality of the onion is far inferior.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Mention the American Florist when writing.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers
of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing.

Blackmore & Langdon's BATH, ENGLAND WORLD-RENOWNED Strains of Florists' Flower Seeds

TUBEROUS BEGONIA (awarded 56 Gold Medals). Double, unequalled quality, \$1.00, \$2.00 and \$4.00 per pkt. Single, plain, frilled and crested, 50c, \$1.00, \$2.00 and \$4.00 per pkt.

PENDULA, for hanging baskets, 75c and \$2.00 per pkt.

DELPHINIUM, finest collection in existence, 50c and \$1.00 per pkt. or \$2.00 per oz.

Mention the American Florist when writing.

Return Envelopes Catalogue Envelopes Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing.

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and
Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing.

GEORGE R. PEDRICK & SON PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing.

The Everett B. Clark Seed Co. GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn, Montana, Idaho, Washington.

Mention the American Florist when writing.

N. B. A.

The above is the trade mark of The Narcissi Bulbgrowers' Association of Carqueiranne, Var., France.

Do not fail to specify N. B. A. brand when ordering

PAPER WHITE NARCISSUS

of your American dealer next season. You will avoid disappointment and be sure to receive stock giving best results. Wholesale Only.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway,

New York

Watkins & Simpson, Ltd.

Have mailed their annual
catalogue of

Vegetable and Flower Seeds

to all their customers.

Should any of them not
receive a copy, they are re-
quested to notify the fact to

27-29 Drury Lane

LONDON, W. C., ENGLAND

Mention the American Florist when writing.

KELWAY'S FLOWER SEEDS

New Crop Hardy Perennial

DELPHINIUM SEED

Guaranteed saved from our world-famed
exhibition varieties at Langport.
Named varieties. . . \$2.15 per oz.
Mixed. . . \$2.10 per oz.; \$25.00 per lb.

Write today direct to

KELWAY & SON
Wholesale Seed Growers
LANGPORT, ENGLAND

Mention the American Florist when writing.

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

VALLEY, Douglas County, NEB.

Mention the American Florist when writing.

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips, German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.

JAP. LILY BULBS, Giganteum 7-9 from New York or Chicago. All hardy varieties from New York.

BEGONIA and GLOXINIA BULBS, all colors all sizes.

GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Phoenix Roebelenii.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

Wholesale only.

Write for prices on business stationery, specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St.,

NEW YORK

Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Dutch and French Bulbs

C. J. Speelman & Sons
Sassenheim, Holland

Lagarde & Speelman
Ollioules, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke,
Box 543, San Jose, Calif.

Mention the American Florist when writing.

Vaughan's Flower Seeds for Early Sowing

	Tr. pkt.	Oz.		Tr. pkt.	Oz.
AGERATUM mexicanum, Imperial Dwarf Blue. Compact	\$0.10	\$0.50	PETUNIAS, LARGE, DOUBLE FLOWERING SORTS.		
mexicanum, Imperial Dwarf White.	.10	.50	Double Large Flowering. Extra choice. Mixed, 1000 seeds		
Blue Perfection. Best dark blue bedder.	.10	.50	\$1.25, 10,000 seeds \$10.00, 500 seeds 75c, 1/64 oz. \$3.50.		
Little Blue Star. Splendid novelty, dwarfest.			Double Large Flowering Fringed. Best mixed, 1000 seeds \$1.25,		
Princess Victoria Louise. Light blue with white center	1/4 oz. 60c.	.25	10,000 seeds \$10.00, 500 seeds 75c., 1/64 oz. \$3.00.		
ALYSSUM maritimum (Sweet Alyssum). Lb.	\$2.00,		Vaughan's Special Mixture Double. Extra choice, 1000 seeds		
Vaughan's Little Gem. Extra fine strain. Lb.	\$6.00,		\$1.25, 500 seeds 75c., 1/64 oz. \$4.00.		
ANTIRRHINUM Golden King. Yellow.	1/4 oz. 20c.	.10	PETUNIAS, LARGE, SINGLE FLOWERING SORTS	Tr. pkt.	
Queen Victoria. White shaded cream, yellow lip.	1/4 oz. 20c.	.10	Large Flowering, Finest Mixed.	1/16 oz.	\$1.80, \$0.35
Brilliant Scarlet.	1/4 oz. 20c.	.10	Giant Copper Color. Beautiful and distinct.	1000 seeds	
Dark Rose. Coral-red.	1/4 oz. 20c.	.10			
Silver Pink.	1/4 oz. \$1.00.	.25	Fringed Mixed. Extra choice.	1/32 oz.	\$1.20, .35
Vaughan's Special Mixture. Extra.	1/4 oz. 30c.	.20	Giants of California. True.	1/16 oz.	\$2.60, .50
BEGONIA gracilis Luminosa. Foliage lustrous, reddish brown, the flowers are a fiery dark scarlet.	1-32 oz. \$2.00,	.50	Pink.	1/64 oz.	\$1.20, .50
Prima Donna. Large, transparent rose flowers, shading to carmine.	1-32 oz. \$2.40,	.50	White.	1/64 oz.	\$1.20, .50
semperflorens alba.	1/4 oz. 60c.	.20	Ruffled Giants. Mixed.	1/32 oz.	\$1.50, .50
atropurpurea Vernon. Red leaved and red flowered.	1-16 oz. 60c.	.35	Crimson.	1/64 oz.	\$1.00, .50
Melaine. White with pink edge.		.35	German Empress. Bluish white, veined purple.		.50
Erfordil. Rosy carmine flowers, very free flowering.	1-32 oz. \$1.00,	.50	Triumph of the Giants.	1/32 oz.	\$1.80, .50
grandiflora superba.	1-32 oz. \$1.00,	.50	Balcony Queen. Rich velvety violet with white blotches.		.50
Wurtembergia. New deep scarlet.		.50	Balcony White.	1/64 oz.	\$1.00, .50
Single Tuberous Rooted. Finest mixed.		.50	Royal Purple.	1/64 oz.	\$1.20, .50
Double Tuberous Rooted. Best mixed.	1.00		Vaughan's Best Mixture, Large Flowering, Single Petunias.	Tr. pkt. (1000 seeds)	50c., 3 tr. pkts. for \$1.35, 1/32 oz. \$1.60,
CENTAUREA gymnocarpa candidissima	.10	.50		1/4 oz. Pkt.	Oz.
CINERARIA maritima, Diamond. The leaves are broad, snow white and lasting.	.15	.60	SALVIA splendens	\$0.50	\$0.25 \$1.80
maritima candidissima. White leaved for bedding.	.10	.40	Clara Bedman	.65	.35 2.40
COLEUS, Vaughan's Rainbow Mixture, 1-32 oz. \$1.00,	.35		Drooping Spikes	.75	.25 2.80
Extra Choice, Large Leaved, Mixed, 1-16 oz. \$1.00	.20	1.00	Fireball	1.00	.35 3.60
CYPERUS alternifolius (Umbrella Plant).	.10	.40	Zurich	1.00	.35 3.80
DRACAENA indivisa	.10	.40	America	1.25	.50 4.00
HELIOTROPE, Mammoth Flowered, Mixed, 1/4 oz. 50c.	.15	.30	STOCKS, Double Large Flowering Dwarf: German		
LANTANA hybrida, Mixed.	1/4 oz. 60c.	.25	Ten Weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red,		
LEMON VERBENA	.15	.40	White, Flesh. Each of above.	1/4 oz. 40c.	.25
Bruant's New Dwarf Hybrids.	.15	.40	Extra Choice Mixed.	1/4 oz. 60c.	.25
LOBELIA erinus, Crystal Palace compacta.	1/4 oz. 60c.	.25	Giant Perfection, or Cut-and-Come-Again. Sky-Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet, Each of the above,	1/4 oz. 35c.	.25 2.20
speciosa. Dark flowers and foliage. True.	1/4 oz. 60c.	.25	Bismarck, White Golden Ball, Lavender and Rose. Each.	1/4 oz. 50c.	.25 3.00
Emperor William. Dwarf, choice strain, 1/4 oz. 50c.	.15	1.00	THUNBERGIA, Mixed		.15 .50
pumila splendens, Bedding Queen. The plant is very dwarf and entirely covered with large flowers of deepest purple with a pure white eye.	1/4 oz. 60c.	.25	TORENIA Fournieri grandiflora.		.25 .25
Hamburgia. Good for hanging baskets, etc.	1/4 oz. 50c.	.20	White Wings		.15 .80
hybrida, Sapphire. Best for hanging basket.	1/4 oz. 50c.	.25	VERBENA, Mammoth. Mixed.		.15 .90
MIGNONETTE, True Machee, Vaughan's Selected Stock	1/4 oz. 20c.	.10	White, Extra choice		.15 .90
PANSY, Vaughan's International Mixture, 1/4 oz. \$1.50	.50	10.00	Purple Shades		.25 1.40
Vaughan's Giant Mixture.	1/4 oz. 75c.	.50	Pink Shades		.20 1.20
Early Flowering Giant Mixture.	1/4 oz. 40c.	.25	Defiance. Brilliant scarlet, true.		.25 1.20
			Firefly. Scarlet, white eye.		.25 1.20

VAUGHAN'S BOOK FOR FLORISTS NOW BEING MAILED.

10 per cent for cash with orders over \$2.00

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of FLOWER and GARDEN SEEDS

KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; 1/4 oz., 90c; 1/2 oz., \$1.65; 1 oz., \$6.00.

CHAS. FROST

Kenilworth, N.J.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts. \$1.00; 1/4 oz., \$1.30; 1 oz., \$5.00.

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R. A. VANDERSCHOOT

Wholesale Bulb Grower

HILLEGOM, HOLLAND

The R. A. Vanderschoots' experience of 80 years qualifies us to excel.

Address all correspondence

Care of J. W. HAMPTON, JR. CO.

17 BATTERY PLACE

NEW YORK

BULBS

BULBS

CYCLAMEN

We must have room and offer for one week, 2,500 2 1/4-in. Cyclamen, at \$10.00 per 100 \$90.00 per 1000.

3,000 2-in. Cyclamen, at \$20 and \$25 per 100

1,000 4-in. Cyclamen, at \$40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower.

PERKIN, ILL.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

Mention the American Florist when writing.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

YUMA, ARIZ.—Two hundred and fifty thousand grape cuttings, costing \$2 per 1,000, are being planted here.

CHERAW, S. C.—A nursery will be established here next autumn by W. F. Bohlender, of the Spring Hill Nurseries, Tippecanoe City, O.

"WALNUT CULTURE IN CALIFORNIA," is the subject of Bulletin No. 332, issued by the University of California Experiment station, Berkeley, treating of the varieties, cultural methods, harvesting and cost of production in a thorough manner.

"WHITESBOG BLUEBERRIES," is the title of an attractively illustrated booklet describing cultural methods and varieties grown by Joseph J. White, Inc., New Lisbon, N. J., with two interesting articles on blueberries by J. Horace McFarland and Elizabeth C. White. A 1922 price list for plants as well as for peat, for preparing ground, is included in the booklet.

Orchard Trees in Canada.

The Canadian government statistics recently issued show that the value of orchard trees sold from nurseries in 1920 amounted to \$500,092, compared with \$270,818 for the previous year, which included 453,629 apple trees, worth \$206,286; 64,384 pear, 79,451 plum, 38,763 peach, 53,521 cherry and 9,691 apricot trees.

Oklahoma Association of Nurserymen.

ANNUAL MEETING, JANUARY 17.

The annual meeting of the Oklahoma Association of Nurserymen was held at the Lee-Huckins hotel, Oklahoma City, January 17, with an excellent programme. One of the principal objects of the meeting was the reorganization of the association. Many interesting and instructive papers were presented, as follows: "Benefits to be Expected From a State Organization," by Jim Parker, Tecumseh; "Prices of Nursery Products," by A. L. Luke and J. T. Foote; "Future Prospects of the Nursery Business," by C. E. Garee, Noble, president of the association, and J. W. Tetrick; "The Florist Business as a Side Line," by W. E. Rey.

Satin Moth.

The federal quarantine against the satin moth, an announcement of which appeared in our issue of December 17, 1921, page 1124, became effective January 1, and prohibits or restricts the movement of the insect's principal carriers, namely, poplar, willow and related plants from the following towns in Massachusetts and New Hampshire and all territory between them and the Atlantic ocean: Rye, North Hampton, Hampton, Hampton Falls, Seabrook and South Hampton, N. H.; Merrimac and Haverhill, Mass.; Salem, N. H.; Methuen, Andover, Tewksbury, Lowell, Chelmsford, Billerica, Bedford, Concord, Sudbury, Framingham, Sherborn, Holliston, Millis, Natick, Needham, Boston, Quincy and Rockland, in Plymouth county, Mass.

Illinois State Nurserymen's Association.

The Illinois State Nurserymen's Association is holding its annual meeting this week, as we go to press, at the Congress hotel, Chicago, January 19-20. The first session will convene at 9:30 a. m., Thursday morning. The following addresses will be presented on the opening day: "Tell It to the City Folk," by W. F. Therkindson, Chicago; "Tell It to the Farmer," by F. B. White, of the same city, and "Sales Plus," by John Watson, Princeton, N. J., former president of the American Association of Nurserymen.

The Friday session will convene at 9:30 a. m., and will include many interesting papers by the following: "Peonies—Their Distinction," by L. F. Dintelman, Belleville; the subject being further discussed by Geo. Klehm, Arlington Heights, and W. A. Peterson, Chicago. Prof. J. C. Blair, dean of the department of horticulture, University of Illinois, Urbana, will tell of "The Development of Landscape Gardening in the Middle West." "Creating the Desire to Plant" will be presented by Clarence Siebenthaler, Dayton, O. A question box, to be opened before the conclusion of the meeting will be an interesting feature for the members.

The officers of the association are as follows: A. M. Augustine, Normal, president; A. H. Hill, Dundee, vice-president; Miles Bryant, Princeton, treasurer, and J. A. Young, of the Aurora Nursery Co., Aurora, Ill., secretary.

Pittsburgh.

SHORTENED SUPPLY MOVES RAPIDLY.

Market conditions remain about the same as the last report, stock scarce and high with a demand that uses everything in sight. The greatest shortage is in roses in the short and medium sizes, and in carnations. At present it does not appear as though there would be any relief for at least four to six weeks. American Beauty roses are a thing of the past as far as this market is concerned, but we hope it will not be long until they will be in crop again. Easter lilies are good property and are cleaning up daily. Paper White narcissi have come into their own and are selling well. Jonquils and tulips have put in an appearance and are helping out on a short market. Sweet peas clean up daily at fancy prices and are of fine quality. Baby primrose is also popular with the trade during the shortage. The supply of yellow daisies falls far short of the demand, while violets are cleaning up on sight. The only items that seem to drag are orchids and lily of the valley and in the end they also go.

RETAIL FLORISTS' ASSOCIATION.

The Retail Florists' Association held its regular monthly meeting, January 12, at the Hotel Chatham, but the inclement weather kept the attendance down. Those who did not attend surely missed a treat, as Wm. Clark, of the Pittsburgh Cut Flower Co., gave a talk on the florists' business from the time he started until the present day, and he had no trouble holding the attention of everyone. From Mr. Clark's remarks the retailers of 20 to 40 years ago certainly had their troubles. Mr. Wright of the Wright Advertising Agency gave a very interesting talk on advertising and business in general. Due to the poor attendance there was no new business transacted.

The McCallum Co. now has its new spring artificial flower decorations on display at its Seventh street store. The line this year is the largest and best they have ever attempted and has

caused much favorable comment both among the florists and department stores' window trimmers.

E. C. T.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Mention the American Florist when writing.

Some Excellent Stock

	Per 100	1000
50,000 2 in., Geraniums; Ricard, Poitevine, Nutt, Montmort, Perkins, Vissud, Buchner, etc.	\$5.25	\$50.00
2 1/4 in., Heliotropes, 3 varieties	4.00	38.00
2 1/4 in., Marguerites, 3 varieties	5.00	45.00
2 1/4 in., Stocks, 2 varieties	3.25	30.00
2 1/4 in., Calendula Orange King	3.00	28.00

Also abundance of other stock. Liberal extras for early orders.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing.



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 13-J, Newark, New York

Mention the American Florist when writing.

PALMS

Well finished for immediate shipment, when weather permits.

Kentia Belmoreana, single plants, 4-inch, \$6.00 per doz.; 5-inch, \$12.00 per doz.; 6-inch, \$30.00 per doz.; 7-inch tubs, \$4.00 each; 8-inch, \$6.00 each. **Kentia Forsteriana**, made up plants, 7-inch tubs, \$4.00 each; 8-inch tubs, \$8.00 each.

FERNS

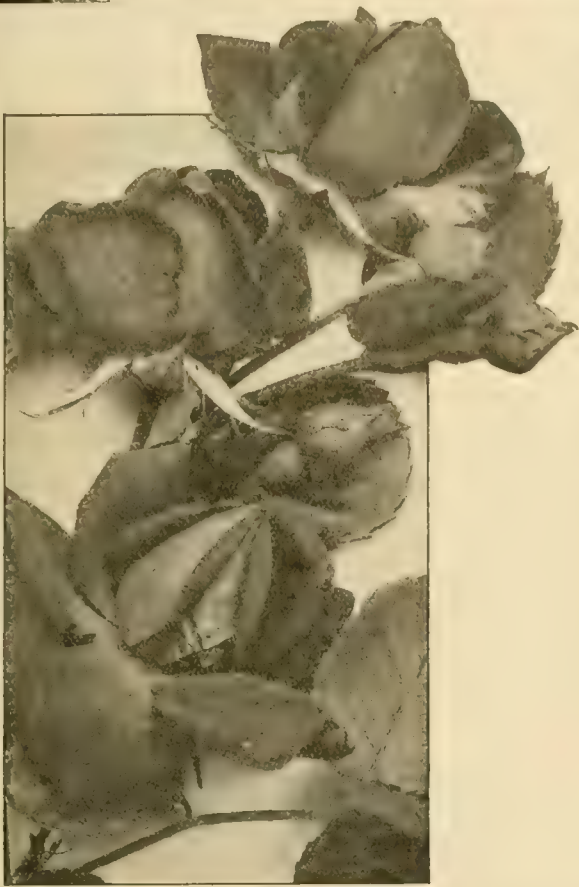
Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3 inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000

February Price List Ready.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.



The Last Chance to Secure Heavy Dormant Two Year Old Budded Plants of the Wonderful Pillar or Climbing Rose

Paul's Scarlet Climber

At the Low Price of \$50.00 per 100.

This variety as we have predicted ever since its introduction, is rapidly taking the first place as the most popular brilliant pillar or Climbing Rose.

Mr. S. S. Pennock in his recent address before the Philadelphia Florists' Club in speaking of the wonderful Bagatelle Rose Gardens at Paris, France, referred to this rose as the most brilliant in color and a subject that could be seen from all points in the garden, still in splendid shape after other Climbers had passed.

It is truly a wonderful rose and will find a place in every garden.

The price of \$50.00 per 100 is special and will only hold good on orders booked on or before February fourth and for immediate delivery.

Henry A. Dreer

714-716 Chestnut St., Philadelphia, Pa.

This offer is intended for the Trade Only.

HILL'S SPECIMEN EVERGREENS



NOTE: Many Florists are having great success selling Hill's Specimen Evergreens. On any vacant space around your grounds you can heel in a good assortment and easily sell them to customers driving by. No trouble at all to handle. Profits unusually good. The following selected varieties are strong, thrifty and well formed, suitable for the very best trade. Now is the time to cover your needs for Spring planting. Write for information.

	Size		Each	10
	Feet			
Concolor	2	-3	\$5.50	\$50.00
Douglassi	2	-3	3.00	25.00
Douglassi	3	-4	4.00	35.00
Hemlock	2	-3	3.00	27.50
Hemlock	3	-4	4.00	35.00

Juniperus (Juniper)

Canadensis	1	-1½	2.25	17.50
Canadensis	1½	-2	2.75	22.50
Pfitzeriana	2	-3	6.00	55.00
Pfitzeriana	3	-4	8.00	75.00
Procumbens	1	-1½	4.00	37.50
Procumbens	1½	-2	5.00	45.00
Tamariscifolia	1	-1½	4.00	37.50
Tamariscifolia	1½	-2	5.00	45.00
Virginiana	2	-3	3.00	25.00
Virginiana	3	-4	3.50	30.00

Juniper (Continued)

	Size		Each	10
	Feet			
Counarti	2	-3	\$4.75	\$42.50
Counarti	3	-4	6.00	55.00
Elegants Lee	2	-3	6.50	60.00
Schottii	2	-3	4.00	35.00
Schottii	3	-4	4.00	35.00

Picea (Spruce)

Alba	2	-3	3.50	30.00
Alba	3	-4	5.00	45.00
Canadensis	2	-3	4.50	40.00
Canadensis	3	-4	6.00	55.00
Excelsa	4	-5	3.50	30.00

Pinus (Pine)

Austriaca	2	-3	3.00	25.00
Mugho Comp.	1	-1½	2.25	20.00
Mugho Comp.	1½	-2	3.00	25.00
Strobus	4	-5	2.50	20.00
Strobus	5	-6	3.25	25.00

	Size		Each	10
	Feet			
Taxus (Yew)	2	-3	1.75	15.00
Canadensis	1	-1½	\$3.50	\$32.50
Cuspidata	1	-1½	3.75	35.00
C. Brevifolia	1	-1½	4.25	40.00

Thuya (Arbor Vitae)

Occidentalis	2	-3	1.75	15.00
Occidentalis	3	-4	2.50	20.00
Globes	1¼	x1¼	3.50	30.00
Compacta	1¼	x1¼	3.00	27.50
Pyramidalis	2	-3	2.75	25.00
Pyramidalis	3	-4	3.75	32.50
Siberica	2	-3	4.25	37.50
Woodwardi	1¼	x1¼	3.00	27.50

SHRUBS AND DECIDUOUS TREES

Large assortment of choice varieties for lining out.
5 of same variety and size at 10 rate.

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.

EVERGREEN SPECIALISTS. LARGEST GROWERS IN AMERICA.

Tacoma, Wash.

LIGHT TRADE REPORTED.

Since the holidays the volume of business has been mainly centered on funeral work, which has not been very heavy. There seems to be considerable complaint at the high retail prices asked for stock. There is an abundance of extra fine stock, which has not been equaled in years as far as quality is

concerned. Violets are arriving from California and local chrysanthemums are seen. Stevias and asparagus are plentiful but smilax is just about finished. Bulbous flowers are better and more abundant. When we hear a fairly common hyacinth offered in a 4-inch pot for 75 cents we do not wonder that business is slow.

The kinds of trees and plants seen during our recent trip through Japan

makes us wonder at the person who caused Japan to be known as the "Floral Kingdom". Perhaps he tarried too long in that first place his rickshaw man took him to. We didn't. A visit through China also proved very interesting. Brother Florist, if you care to walk with us through some of China we will next meet you in Hankow.

S. L. H.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

CALIFORNIA produces 57 per cent of the asparagus crop in the United States.

C. F. CLAUSSEN & SONS, INC., Western avenue and 52nd street, Chicago, have reprinted for general circulation the "Story of Sauer Kraut," an address by George E. Wolf, delivered recently before the International Stewards' Association at Chicago.

Prices of Indoor Fruits and Vegetables.

Chicago, January 17.—Cucumbers, per crate, \$7 to \$7.50; head lettuce, per crate, \$2.25 to \$3.50; carrots, \$3.50 to \$6 per 100 bunches; cabbage, \$2.50 to \$2.75 per 100-pound sack; turnips, \$3 to \$4 per barrel.

New York, January 13.—Cucumbers, Boston, \$1 to \$2.50 per dozen; mushrooms, per three-pound basket, 65 cents to \$1.25; radishes, 100 bunches, \$3 to \$7; tomatoes, per pound, 20 to 40 cents; lettuce, one dozen bunches, \$1 to \$1.75; beet tops, per basket, \$2.

Vegetable Movement.

WEEK OF JANUARY 9-14.

Potato shipments continue to increase. \$47 more cars being rolled than during the previous week. Prices are gradually declining. New York round whites having been sold to jobbers at \$2.15 to \$2.35 per 100 pounds. Minnesota Red Rover Ohios brought \$2 to \$2.10 at Chicago. Western Rurals lost 10 to 20 cents, in producing sections, growers receiving \$1.15 to \$1.30. Maine continues to be the principal shipping state.

Onion prices are rapidly advancing. Connecticut valley Yellow Globes gaining 75 cents to \$1 at shipping points, closing at \$6.50 to \$7. California Australian Browns are bringing \$7.50 to \$8 at St. Paul and Minneapolis. White varieties are quoted at \$8.50 to \$9 at New York. The movement for the week amounted to 439 cars.

New cabbages, from Texas, were in excellent demand at Cincinnati, selling to jobbers at \$75 per ton, but only brought \$50 to \$55 at St. Louis. New York Danish type has declined \$3 at New York city and at Pittsburgh prices were \$3 to \$10 less for the same stock, closing at \$50 to \$53. There were 910 cars rolled, a gain of 244.

Sweet potato demand continues fairly steady, with shipments falling off. The only variety to decline in price was Tennessee Nancy Hall, which dropped to a level of \$1.15 to \$1.35 per bushel in middlewestern markets. Georgia Porto Ricos brought \$1 at Cincinnati.

Apple demand shows no change compared with the previous week, except at Chicago, where a slight advance was noted on Michigan stock of 50 to 75 cents, closing at \$7.75 to \$8.

California cauliflower declined 25 cents per crate in eastern markets, bringing \$1.50 to \$2.

Cranberries, from Michigan, have been sold to jobbers \$32 per barrel.

Spinach shipments are increasing. 201 cars being moved, compared with 138 for the previous week.

Hartford, Conn.

CHRISTMAS TRADE NOT EQUAL TO 1920.

The Christmas trade was not as good as hoped for this year, due to a large extent to the poor quality of stock sent in. The big disappointment was the roses, which, if the offerings had been better, would have helped matters materially. Jerusalem cherries and greens were in heavy supply and went well.

MID-WINTER FLOWER SHOW.

The mid-winter flower show, to be staged under the auspices of the American Carnation Society, American Rose Society and the Florists' Club, January 25-27, at Foot Guard's hall, is expected to be a great success. Headquarters will be at the Hotel Bond. One of the features of the occasion will be the banquet to be held at the Hotel Bond, on the evening of January 25. Governor Everett J. Lake, wife and daughter have promised to be in attendance. Dancing will conclude the ceremonies. The affair will be entirely informal. For hotel reservations write or wire immediately. Andrew W. Welch, 194 Trumbull street, Hartford.

The florists of this city are planning to have handsome displays, including corsages, baskets of flowers and bouquets.

Florists are cordially invited to make the flower shop of George G. McClunie, 165 Main street, their headquarters during flower show week. G. G. McC.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, \$1.00.

American Florist Co.

440 S. Dearborn St.,

Chicago.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Mention the American Florist when writing.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Mention the American Florist when writing.

REX BEGONIAS

3-inch, \$2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots,
at \$3.50 per 100; \$35.00 per 1000.

We ship safe anywhere

Elmer Rawlings, ALLEGANY N. Y.

Mention the American Florist when writing.

Seasonable Stock

Asparagus Sprengeri, 1½ in., \$3.50 per 100, \$30.00 per 1,000; 2½ in., \$5.00 per 100, \$45.00 per 1,000; heavy 4 in., \$15.00 per 100; heavy 5 in., \$25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., \$10.00 per 100; 3 in., \$20.00 per 100; 5 in., \$75.00 per 100 specimens; 6 in., \$100.00 per 100 specimens.

Begonia, Glorie de Chatelaine, 2½-in., \$6.00 per 100; Corallina Lucerne, 2½-in., \$10.00 per 100; 2-in., \$15.00 per 100; Metallica, 2½-in., \$6.00 per 100; Argentea Cuttata, 2½-in., \$8.00 per 100; M. de Lesseps, 2½-in., \$8.00 per 100; Pres. Carnot, 2½-in., \$8.00 per 100; Thurstoni, 2½-in., \$10.00 per 100.

Fern Dish Ferns, best varieties, 2¼-in., \$5.00 per 100, \$40.00 per 1,000.

Genista, Racemosus, well trimmed, 4-in., \$20.00 per 100.

Hydrangea, good French varieties, 2½-in., \$6.50 per 100, \$60.00 per 1,000; 4-in., \$20.00 per 100.

Lantanas, dwarf, eight best varieties including three wonderful reds, Craigi, Jacob Schulz and Michael Schmidt, \$5.00 per 100, \$45.00 per 1,000.

Pelargoniums, cool grown, 2¼-in. pot plants, Easter Greeting, Lucy Becker, Peter Hoser (brick red), Schwabian, Maid, \$8.00 per 100. Mrs. Loyal (Pansy Geranium), \$7.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

AMARYLLIS.

AMARYLLIS, 2½-in. stock, \$8.00 per 100; 6-in. plants, 40c each. Montgomery Gardens, Sac City, Ia.

ASPARAGUS.

Asparagus Sprengeri, 1½-in., \$3.50 per 100; \$30.00 per 1,000; 2½-in., \$5.00 per 100; \$45.00 per 1,000; heavy 4-in., \$15.00 per 100; heavy 5-in., \$25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock. 3-in. pots, 35c; 4-in., 75c; 5-in., \$1.50. Packing material charged for at cost. Wm. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100, \$50.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson. \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, single and double-flowering. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

REX BEGONIAS. Fine stock plants, in assortment, 4-in., \$3.00 per doz.; 5-in., \$4.50 per doz.; carefully packed. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

BEGONIA, Chatelaine and Luminosa. R. C., \$3.50 per 100; 2-in. stock, \$7.00. Montgomery Gardens, Sac City, Ia.

Begonias, large leaved, in variety, 2½-in., \$8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Tuberous-rooted begonias and gloxinias, sizes 1½-2-in. in diameter. For prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese Lily. Write for prices. American Bulb Co., 172 Wabash Ave., Chicago.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size.	Diameter	Per 100	Per 1000
1¼ to 1½-in.		\$ 6.00	\$ 50.00
1½ to 2 -in.		8.00	75.00
2-in. and up		15.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

Callas, Golden Yellow Elliotiana. For sizes and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

CALLAS GODFREY. Fine growing plants, 3-in., \$6.00; 4-in., \$15.00; 5-in., \$25.00 per 100. Cash, JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CANNAS.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1000
Matchless	\$4.00	\$35.00
Miss Tneo	4.00	35.00
Nebraska	4.00	35.00
R. P. Enchantress	4.00	35.00
Winsor Cerise	4.00	35.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Enchantress Supreme	6.00	50.00
Happy Day	8.00	70.00
Edna	8.00	70.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00

Cash with Order.
PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
White Enchantress	\$3.50	\$30.00
Pink Enchantress	3.50	30.00
Ward	4.00	35.00
Matchless	4.00	35.00

WIETOR BROS.,
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100, \$45.00 per 1,000. Orders filled in rotation as received. Montgomery Gardens, Sac City, Ia.

Carnations. Write for price list of latest varieties. F. Dörner & Sons Co., Lafayette, Ind.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100, 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

COLEUS.

COLEUS. Assorted 2-in. well rooted, \$2.50 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus. Rooted Cuttings; write for prices. H. E. HERR & SON, West LaFayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosa, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonnafton, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1,000.
December Beauty, \$45.00 per 1,000.
Rosanda, White Surprise, Muskoka, Orange Queen, Thanksgiving Pink, \$10.00 per 100.
Caprice, Carmelite, Katherine Thompson, Mrs. Greening, Yellow, Lilac, White, Dr. Printemps, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke Billie Burke, \$8.00 per 100.
Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.

ELI CROSS,
150 Monroe Ave. Grand Rapids, Mich.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Oconto (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seidewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

L. Doty (light pink)	\$3.00	\$25.00
Buckingham (pink single)	3.00	25.00
Angelo (fine early pink)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.,
Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock ready for immediate delivery.

	100	1000
Marigold	\$5.00	\$40.00
White Chieftain	6.00	40.00
Halliday	6.00	40.00

PETER REINBERG, INC.,
Wholesale Florists.
30 E. Randolph St. Chicago, Ill.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$90.00 per 1,000. 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. Some bargains for a short time.

LYNDHURST FARM, INC.

Hammonton, N. J.

ECHEVARIAS.

Echevarias, 3-in., \$5 per 100, if taken before March 1st. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ERICAS.**ERICAS**

For growing on, from 3½-in. pots.
Xmas varieties— Per 100
Fragrans Melanthera, white.....\$20.00
Riegerianus, lavender.....25.00
Hielana, new orange.....30.00
Felix Faure, red.....25.00
Pres. Carnot, orange red.....20.00
Ovata, lavender.....25.00
Easter varieties—
Cupressina, shell pink.....30.00
Persoluta Rosea.....20.00
Persoluta Alla.....20.00
Perfecto, pink.....20.00
King Edward VII.....20.00
Cylindrica.....25.00
Add 3 per cent for packing. Cash, please.

ANTON SCHULTHEIS

College Point, New York

FERNS.**BOSTON FERNS.**

Good, strong bushy stock.
5-in.\$0.40
6-in. 75
7-in. 90
10-in. 2.00

Packing charges free.

DAVIS FLORAL CO.

Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsa, Md.

Table ferns, standard varieties, 2½-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.

Grand Rapids, Mich.

BOSTON FERNS. 3-in., 8c each; 4-in., 25c each; 5-in., 50c each; 6-in., 75c each; runners, \$2.00 per 100. Cash, please. Montgomery Gardens, Sac City, Ia.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FEVERFEW.

FEVERFEW. 2-in., \$4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

GLADIOLI.**BARGAINS IN GLADIOLI**

Halley, sizes 1¼ to 2½, \$19.00 per 1,000; Ida Van, 1¼ to 2½, \$20.00 per 1,000; Mrs. Frances King, 1¼ to 2½, \$20.00 per 1,000; Mrs. Watt, 1¼ to 2½, \$19.00 per 1,000; Fama, 1¼ to 2½, \$23.00 per 1,000; Primulinus, mixed, 1¼ to 2½, \$15.00 per 1,000; Primulinus, mixed, planting stock, ½ to ¾-in., \$5.00 per 1,000; Primulinus, mixed, bublets, 60c per qt., \$14.00 per bu.; Halley bublets, 75c per qt., \$16.00 per bu. First class stock. Cash with order.

KARL E. SCHMIDT

27 Frances St. Auburn, N. Y.

GERANIUMS.

California Sunshine Geraniums, grown in open; shipped anywhere. Rooted cuttings. Am. Beauty, Crampel, Vland, Nutt, Scarlet Bedder, Lawrence, Oberle, \$2.50 per 100; \$20.00 per 1000. Poitevine, Flat, Hill, Ricard, Mrs. Mehele, Violette, David, Buchner, Parnella, Ivy, \$2.75 per 100; \$25.00 per 1000. Cash please. Ready January and after, any quantity.

LOS ANGELES GERANIUM CO.

Los Angeles (Sawtelle P. O.) Calif.

GERANIUMS. 2½-in. pots, S. A. Nutt, Buchner, \$6.00 per 100, \$50.00 per 1000. Richard, Poitevine, Hill, Presilly, Vland, Mad. Barney, Landrey, etc., \$7.00 per 100; \$65.00 per 1000. ROMAN J. IRWIN, 43 West 18th St., New York.

Geraniums, Nutt Buchner, Ricard, Poitevine and Vland. Good short jointed plants. 2-in., \$3.50 per 100; \$35 per 1000. Elmer Rawlings, Allegany, N. Y.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

GERANIUMS. S. A. Nutt, R. C., \$3.00 per 100; 3-in., \$800 per 100; Ivy Leaf, 2½-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

HYDRANGEAS.

HYDRANGEAS, EXTRA FINE PLANTS. In assorted varieties, 1-year-old, potted up last month from pots. Mme. Petrick, Mme. Riverain, Germania, Tillie Mouillere, Wm. Pfätzer, Trophee and Mme. Mouillere.

Per 100
3rd size, 3 to 6 branches.....\$35.00
2nd size, 6 to 12 branches.....45.00
1st size, 10 to 16 branches.....50.00
2-year-olds, pot grown:
2nd size 60.00
2nd size 75.00
1st size, specimen 100.00
Same varieties as above and others.
Cash, please. Add 3 per cent for packing.

A. SCHULTHEIS

311 19th Street College Point, N. Y.

HYDRANGEAS.**HYDRANGEA OTASKA**

Field grown; dormant. Now is the time to pot up.

3 shoots\$15.00 per 100
5 shoots 20.00 per 100
7 shoots 25.00 per 100
10 shoots 35.00 per 100

Cash or satisfactory references.

HOWE-UNDERHILL CO.

Pennington, N. J.

IMMORTElLES.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. C. J. Speelman & Sons, 470 Greenwich St., New York.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100, \$25.00 per 1000; 3-in., \$3.75 per 100, \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsa, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500, \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

Clumps 5x5, \$18.00 per 100. LYNDHURST FARM, INC., First Road, Hammonton, N. J.

NARCISSI.

Double Narcissus Von Ston. Large single nosed bulbs \$18 per 1000; planting size, \$9 per 1000. Immediate delivery. C. J. Speelman & Sons, 470 Greenwich St., New York City.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laello-Cattleyas our specialty. One trial order solicited.

PELARGONIUMS.

Pelargoniums, Easter Greeting, Lucy Becker, Joy, three best sellers for Easter and spring sales. Strong, clean stock, 2½-in., \$8.00 per 100; 4-in. Greeting, strong spaced plants, ready for 6-in., 20c. Cash. Satisfaction assured. O. B. ULERY, 1325 Maiden Lane, Springfield, O.

Pelargoniums. Easter Greeting, Fancy Bedder, Wurtembergia, Swabian Maid, 2½-in., \$8.00 per 100, \$70.00 per 1000. Standard varieties, mixed, 2½-in., \$6.00 per 100. Shipped in moss without soil, ready now.

LOS ANGELES GERANIUM CO.

Los Angeles (Sawtelle P. O.) Calif.

PRIMULAS.

Primula obconica, 2½-in., good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-in., at 25c; 6-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC. Mich. Grand Rapids.

ROSES.**FRANK W. DUNLOP**

The 1920 Wonder!

Own-root stock ready for immediate delivery.

\$35.00 per 100; \$300.00 per 1,000

CHARLES H. TOTTY CO.,

Madison, N. J.

Multiflora Japonica Rose Seedlings. Best American Rose stock for building and grafting. 4-6 mm., \$15.00 per 1000; 2-4 mm., \$10.00 per 1000. C. R. Burr & Co., Manchester, Conn.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

Roses. Paul's Scarlet Climber. Heavy, dormant, two-year-old budded plants, \$50.00 per 100. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEEDS. New crop, live vigorous seeds, of Nanus type. Will make quick-growing, profitable plants. Satisfaction guaranteed.

1,000 seeds	\$ 1.50
2,000 seeds	2.50
5,000 seeds	5.50
Per pound	10.00
ASPARAGUS SPRENGERI SEEDS.	
1,000 seeds	\$1.00
2,000 seeds	1.75
5,000 seeds	5.00
Per pound	7.00

SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

Established in 1856. Seeds suitable for the most critical market garden trade. Submit your list of requirements. We will return with special prices.
GREGORY'S HONEST SEEDS
Wholesale Dept.
Marblehead, Mass.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000.
S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Salvia, new crop. Petunia, new Giant Ruffled. For varieties and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, \$22.69 per lb. J.H. PAQUET, bd., Magnan Nice (France).

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Huff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.



Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SEEDS. Fine flower; pansy a specialty. Write for catalogue. Frederick Roemer, Quedlinburg, Germany.

STOCKS.

Stocks. Beauty of Nice, 2 1/4-in. pots, \$7.50 per 100, \$65.00 per 1000. White, lavender, shell-pink, rose-pink, lilac and purple. ROMAN J. IRWIN, 43 W. 18th St., New York.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClennan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

VINCAS.

Vincas, variegated, bushy, 2-in., \$4.00 per 100; 4-in., \$12.00 per 100. Carefully packed in corrugated cartons. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$8.50. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

For everything in bulb bowls, flower vases, jardiniere, write to Brush-McCoy Pottery Co., Zanesville, O.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Peach trees, rose and evergreens a specialty with us. Write for prices. SOUTHERN NURSERY CO., Winchester, Tenn.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1000; 3000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3000 for \$1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

GREATEST FERTILIZER ON EARTH.
No. 1 Canadian unbleached hardwood ashes with a kick in them. For gardens, lawns and flowers. Do not take some other fertilizer just as good from your dealer. If he does not keep them in stock you can be the agent for them and make \$10.00 a ton by selling them to your neighbors for \$2.00 per 100-lb. sack. Send me your order; I will deliver them to your railroad station, all charges paid, for \$30 a ton.

GEORGE STEVENS, Peterborough, Ontario, Can.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 132 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-659 W. Washington Blvd., Chicago.

Greenhouse construction. Builders of all kind of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouses. Estimate, plans and information gladly given. Write us for catalogue. King Construction Co., North Tonawanda, N. Y.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 S. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Aphine, \$1 per qt., \$2.50 per gal. Fungine, \$1 per qt., \$3.50 per gal. Vermine, \$1 per qt., \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

High grade flower pots of every description. Write for prices. Western Pottery Co., 5220-30 Norwood Park Ave., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Red standard flower pots, seed pans and azalea pots. Write for price list. Hilfinger Bros., Pottery, Fort Edward, N. Y.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.

Amling Co., E. C., Chicago.

Angermueller Co., Geo. H., St. Louis, Mo.

Bassett & Washburn, Chicago.

Berger Bros., Philadelphia, Pa.

Berning, H. G., St. Louis, Mo.

Brenner, Edward, New York.

Budlong Co., J. A., Chicago.

Charles, Harry, New York.

Chicago Flower Growers' Ass'n, Chicago.

Coan, J. J., Inc., New York.

Doyle & Booth, New York.

Erne & Company, Chicago.

Foerster Co., Joseph, Chicago.

Ford, M. C., New York.

Ford, William P., New York.

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Kuhl, George A., Pekin, Ill.

Mackie, William, New York.

McCallum Co., Pittsburgh, Pa.

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Neidinger Co., Jos. G., Philadelphia, Pa.

New York Cut Flower Exchange, New York.

Niessen Co., The Leo, Philadelphia, Pa.

Pierson, A. N., Inc., Cromwell, Conn.

Pittsburgh Cut Flower Co., Pittsburgh, Pa.

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Pyfer & Co., A. T., Chicago.

Randall Co., A. L., Chicago.

Reid, Edward, Philadelphia, Pa.

Reinberg, George, Chicago.

Reinberg, Peter, Chicago.

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Rusch & Co., Gust., Milwaukee, Wis.

Siebrecht, Geo. C., New York.

Sullivan, Dolan & Co., New York.

Tonner, O. A. & L. A., Chicago.

Totty Co., Chas. H., Madison, N. J.

Traendly & Schenck, New York.

Traveling Wholesale Florists, New York.

United Cut Flower Co., New York.

Vaughan, A. L., & Co., Chicago.

Weiland & Risch Co., Chicago.

Weiss, Herman, New York.

Wietor Bros., Chicago.

Winterson Co., E. F., Chicago.

Young & Co., A. L., New York.

Zech & Mann, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

Columbus, O.

MOST STOCK IN SHORT SUPPLY.

Trade the past week was a little quiet in some items but there has been a good demand for funeral flowers, while parties have been frequent. Corsages have been selling fairly well. The call is about equal to that of former years at this time. Roses, carnations, sweet peas, narcissi, violets and freesia are the leaders. Roses are of excellent quality but the supply is short and prices high, Columbia and Premier being most in evidence. They sell at \$4 to \$10 per dozen. Violets and sweet peas bring \$2 per bunch. Pot plants are selling fairly well with the supply good, cyclamens and primroses leading. Preparations are now being made for St. Valentine's Day which is expected to be one of the big events of the year. The trade for this occasion is usually one-half less than the Christmas increase. Growers expect to have a good lot of roses, carnations, violets and sweet peas coming on at that time.

NOTES.

Claude Seibert, manager of the Fifth Avenue Floral Co., reports a heavy amount of funeral work lately and as a result there is a scarcity of flowers, especially roses and carnations and prices show a tendency to advance. The firm is cutting a large number of carnations, which are quickly sold.

The Munk Floral Co. has been having a good call for flowers, principally roses, carnations, narcissi and violets. The company is going to make extensive improvement in the spring, one of the additions being the erection of a modern boiler house, probably of cement block.

The Franklin Park Floral Co., is experiencing a good trade and the concern is busy cutting roses and carnations.

Manager Hill, of the Indianola Florists, East Seventeenth street, is another grower who has been busy.

The Linden Floral Co. has been cutting a number of tulips, the first of the season and find a ready sale.

A good trade since the holiday period is reported by Frank C. Viereck.

J. W. L.

Providence, R. I.

TRADE IMPROVING AFTER THE HOLIDAY.

Trade the past week has been rather slow with a scarcity of many kinds of flowers. Roses have been advanced several times and are holding up well. Carnations bring 12 cents, and are of very poor quality. Easter lilies are of good quality and are selling well for funeral work. Paper White narcissi are maintaining previous price levels and bring four to five cents for short kinds and six to seven cents for longs. Very fine violets and calendula from Boston are meeting with a good demand. Orchids, lily of the valley and pansies are on the short side, but have little call. Teddy, Jr., and Macawii ferns are flooding the market and scarcely move. In flowering plants, cyclamens, primulas and begonias are still selling well, due no doubt to the high prices asked for cut flowers. Excellent plants have been sold for \$2 retail.

RHODE ISLAND HORTICULTURAL SOCIETY.

The annual meeting of the Rhode Island Horticultural Society was held at the Public library, January 18. Prof. J. Franklin Collins, of the United States forest service, presented an address, illustrated with stereopticon views, on "Government Tree Surgery With Special Reference to Repairing Damage Caused by Ice Storms."

NOTES.

Wm. Hoffman, Pawtucket, is cutting excellent carnations and Paper White narcissi and has a good supply of cyclamens, in 6-inch pots.

Smith, the Florist, has been bringing some good carnations, calendulas and

King GREENHOUSES

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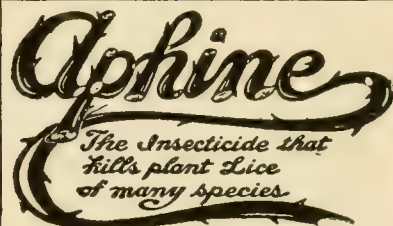
Dr. William S. Myers, Director, 25 Madison Avenue, New York City, will supply, without cost, special information on fertilizing problems.

—Adv.

violets from Boston, Mass., the past week.

The space allotted for a flower shop in the new Biltmore hotel, to be opened at an early date, has not been leased.

H. A. T.



The recognized Standard Insecticide.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

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100 pound bag, \$3.00; 500 pounds, \$10.00.

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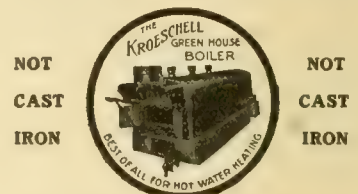
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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LVIII.

CHICAGO AND NEW YORK, JANUARY 28, 1922.

No. 1756

THE AMERICAN FLORIST

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American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—S. S. PENNOCK, Philadelphia, Pa.,
President; SAMUEL MURRAY, Kansas City,
Mo., Vice-President; JOHN YOUNG, New York,
Secretary; J. J. HARRIS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held
at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922.
OFFICERS: PHILIP BREITMYER, Detroit, Mich.,
President; CHAS. F. FEAST, Baltimore, Md., Vice-
President; ALBERT POCHOLON, Detroit, Mich.,
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Bldg., Philadelphia, Pa., Secretary; CHAS. H.
TODDY, Madison, N. J., Treasurer

FLORISTS' HAIL ASSOCIATION.

Next annual meeting will be held at Kansas
City, Mo., Aug., 1922. OFFICERS: J. F. AMMANN,
Edwardsville, Ill., President; JOHN G. ESLEY,
Saddle River, N. J., Secretary; JAMES HEACOCK,
Wyncote, Pa., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition New
York, June, 1922. OFFICERS: WILLIAM A.
SPERLING, New York, President; E. C. VICK,
205 Elwood Ave., Newark, N. J., Secretary.

American Carnation Society.

**Annual Meeting and Exhibition, Hartford,
Conn., January 25-27, 1922.**

Large Exhibition Well Staged.

The thirty-first annual exhibition and
meeting of the American Carnation Soci-
ety opened in Footguard hall, Janu-
ary 25, Hartford, Conn., under auspi-
cious circumstances. Although the hall
was very well suited for the purposes
of the show, being almost 100 feet
square, there was not sufficient space
for the proper display of the numerous
and excellent exhibits, as the carnation
entries were larger than for a number
of years. The interior was beautifully
decorated, the ceiling being covered
with white cheese cloth, which also
draped the walls and windows and the
front of the gallery. Garlands of south-
ern smilax canopied the hall and were
studded with electric lights, giving a
beautiful effect. The display tables were
two feet wide and coverings of green
crepe paper made them very attractive.
All of the preparations for the exhibi-
tion were made after 12 midnight, Tues-
day, as the hall was being used for other
purposes the previous day. The south
side of the hall was given over to the
retail exhibits.

The Hartford Florists' Club took a
great interest in the show, leaving nothing
undone to give it a perfect setting.
The flower shops of the city distributed
35,000 complimentary tickets to custo-
mers and the members of the florists'
club spent approximately \$2,000 in decora-
tions and publicity. The local exhibi-
tors included Geo. G. McClunie,
Coombs, the Florist, J. Alber Brodrib,
Spear & McManus Co., Linden Florist,
Robt. Marchant, Welch, the Florist and
others.

The carnation exhibitors included S.
J. Goddard, Framingham, Mass.; J. E.
Nelson, Framingham, Mass.; W. E.
Morey, Shrewsbury, Mass.; A. Jablon-
sky, Olivette, Mo.; Strouts, Inc., Bid-
deford, Me.; M. Patten & Co., Tewks-
bury, Mass.; A. A. Pembroke, Beverly,

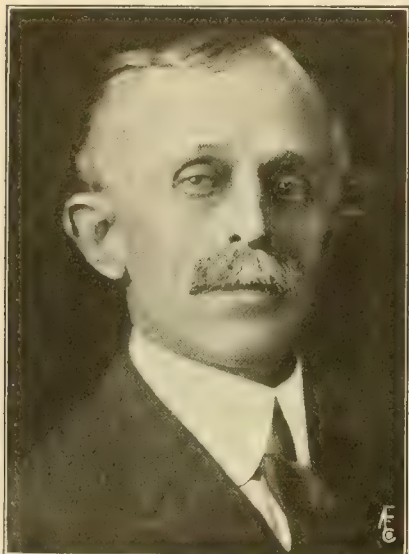
Mass.; Coombs, Florist, Hartford, Conn.;
A. N. Pierson, Inc., Cromwell, Conn.;
H. T. Lacluse, Blue Point, N. Y.; Geo.
Buxton, Nashua, N. H.; W. D. Howard,
Milford, Mass.; W. W. Thompson Co.,
West Hartford, Conn.; C. Warburton,
Fall River, Mass.; R. E. Wadsworth
Co., Northboro, Mass.; George Brenkert,
Denver, Colo.; Paul F. Bingham, West-
boro, Mass.; Springfield Floral Co.,
Springfield, N. J.; Hartje & Elder,
Indianapolis, Ind.; Edw. Winkler, Wake-
field, Mass.; John Steidel, Olivette, Mo.;
Wm. Sim, Cliftondale, Mass.; J. W.
Minott & Co., Portland, Me.; E. Saun-
ders, Lewiston, Me.; F. Dorner & Sons
Co., LaFayette, Ind.; Joy Floral Co.,
Nashville, Tenn.; Wm. C. Rust, Brook-
line, Mass.; Littlefield & Wyman, North
Abington, Mass.; Harry O. May, Sum-
mit, N. J.; M. Matheron, Hempstead,
N. Y.; John Stevens, Independence, Mo.;
Henry Hession, Brooklyn, N. Y.

The principal exhibits were those of
William Sim, 2,500 flowers; W. D. How-
ard, 1,200; Harry O. May, 750; A. A.
Pembroke, 600 and S. J. Goddard, 600.

President Howard's Address.

Ladies, gentlemen and fellow-mem-
bers of the American Carnation So-
ciety—

It is with great pleasure and honor
that I, the thirty-first president of the
American Carnation Society, address
you. How time flies. It seems but a
short time since we met in Washington,
D. C., one year ago, when I was made
president of this society, 13 years af-
ter I became a member in the same
city. Thirteen years a member. Some
spoke to me of 13 being an unlucky
number and said that I would have a
hard time getting ahead. But when
Hartford was decided upon as our next
meeting place and I found that place
full of enthusiasm, I decided that for
once the old adage had failed. As we



W. D. Howard, Milford, Mass.
President American Carnation Society.



F. E. Dorner, LaFayette, Ind.
Treasurer American Carnation Society.



N. C. Osborn, Hartford, Conn.
Vice-President American Carnation Society.

look through the exhibition hall and see the quantity and quality of the flowers, it seems as though this had been a successful year.

The American Carnation Society was organized 31 years ago and speaking of the first meeting, I believe that we have at least one or more of the charter members here today. We had 49 members then, now there are 355. It has taken 31 years of conscientious work to reach the high standard we have now attained. Varieties have been put on the market. While some, perhaps, do not equal the older kinds, they have some good points.

As we examine the wonderful blooms in the hall we remark, "How can there be a better quality grown?" We need the determination to grow more seedlings. What will make our meetings more interesting than to have a dozen or more new seedlings shown each year?

I believe that is what will really make this society much stronger. At this time let me say to the members who are so diligently working to produce new varieties, do not forget fragrance and keeping quality. Fragrance, I believe, is one great point, and I think we should have 10 points. Speaking of keeping quality, it has been said by one of our leading retailers that the carnation is the poorest keeper of any of the flowers he handles. Surely, fellow-members, what will do more to injure the reputation of the carnation than that? I don't think there is a member in this room who will not agree with me in saying that although some of the flowers at this show have been shipped hundreds of miles, still they look as fresh as when cut.

ELEVEN SEEDLINGS REGISTERED.

There were 11 seedlings and three sports registered this past year. I think the raising of new seedlings has been given a big boom the last few years. Only last month I had occasion to visit two greenhouses near Boston and it was indeed pleasing to me to see over 500 different seedlings. Some had but one plant of a kind, others perhaps 25, and so on. No doubt in two or three years we shall see many of these promising varieties on our exhibition tables. I would like to see more of this spirit shown. It is true that we Americans are forever seeking new



A. F. J. Baur, Indianapolis, Ind.
Secretary American Carnation Society

fads, not only in dress, but in all commodities of life. To the members of this society who so diligently work to produce new varieties of merit, we are probably more indebted than we realize, for if it were not for the new ones, we would surely cease to progress.

I will now take the liberty to tell my experience with novelties. The average commercial grower today grows four or perhaps five varieties, namely two shades of pink, white and red. They claim this is all the market requires. It has, however, been my custom to grow more varieties than that, and this is a true statement, that the common sorts bring me a greater financial return, because of the novelties. The large demand for the novelties help to sell the others. Then do not forget the old kinds but let us try to improve them. I call to mind two or three varieties which at one time I thought I should have to discard; Eureka, by the way, was one of them. Instead of throwing it out, all I did was to select the healthy plants from which to take stock, and now I could not ask for a better scarlet.

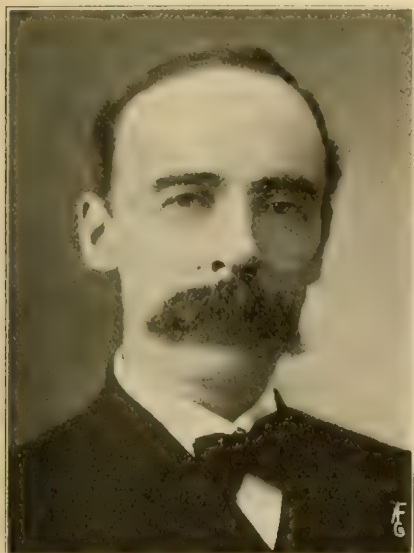
NEW MEMBERS IMPORTANT.

Just as we want and need new seedlings, so we want and must have new members. I wish to speak of one way in particular which I think might help to get more members. That is by having branch meetings in various sections of the country, say one in New England, another in New York, and the section around Philadelphia, etc. My reason for making this suggestion is this: A great number to whom I have spoken about becoming members so that they might attend these conventions and exhibit there, have said in reply, "Your meetings are held too far away. It takes too much time and money. I cannot afford to go." Therefore I believe that if we had these branches located in different parts of the country where we could call a meeting, say three or four times a year to be held for one day, it would not cost much and at the same time it would give us a chance to discuss carnation growing and before long I think we should find our society had many new members. I should like to have this discussed at our next meeting.

I am very much pleased to have the American Rose Society join with us in this convention. I think that if arrangements could be made for both societies to meet once in two or three years, if not every year, on the same days and not have the meetings conflict, that it would help the interests of both societies as some members grow both carnations and roses. The cost of the exhibition hall would be less for each society, also the transportation. I, personally, think that the carnations and the roses make an attractive showing.

FIFTH NATIONAL FLOWER SHOW.

Next March 25-April 1 the greatest of all shows is to be held in Cleveland, O., a national flower show, of the Society of American Florists in which this society takes an active part. The premiums in the carnation section of the national show amounts to \$2,000. I think, and that, of course, is to be paid out of the national show fund. Now let as many of us attend and exhibit as possibly can. We must do our share to make it a success for in it there is a great advertising medium for us.



Peter Fisher, Ellis, Mass.
Director.



C. W. Johnson, Rockford, Ill.
Director.



Jos. H. Hill, Richmond, Ind.
Judge.



John H. Dunlop, Richmond Hill, Ont.
Judge.



S. J. Goddard, Framingham, Mass.
Director.



Theodore Dörner, LaFayette, Ind.
Director.



David S. Ward, Queens, N. Y.
Judge.



E. Saunders, Lewiston, Me.
Judge.



Chas. S. Strout, Biddeford, Me.
Director.

OFFICERS AMERICAN CARNATION SOCIETY.

While reading one of the trade papers recently, I noticed that the British Carnation Society has just held its twenty-sixth exhibition in London. Mr. Engleman, one of our own members, had things much his own way and carried off a great many prizes. A large percentage were won with varieties of American origin. Mr. Engleman has in all over 250 kinds in cultivation. The society has evolved a new system of classification, which in time may be helpful to us.

During the past year three of our members have answered the last call. M. A. Patten of Tewkesbury, Mass., makes the ninth ex-president, also J. S. Stuart of Anderson, Ind., and Peter Reinberg, of Chicago. Let us pause a moment in their memory. I would suggest that a committee be appointed to take some action in this matter.

The year 1921 marked the continuation of the reaction which set in last year following the boom created by the great war. As it was expected, the depression in business has resulted in heavy losses to many industries, in many sections of the country. It is impossible to state just when we shall reach the end of this period, but business along horticultural lines has not been so hard hit as along the lines of manufacturing. Therefore, we have every reason to be optimistic.

In closing I want to heartily thank the secretary, A. F. J. Baur, for his kind co-operation and advice in many things. Also N. C. Osborn, our worthy vice-president, for his untiring zeal and activity, which has made possible this most successful convention and exhibition. I also want to thank Mr. Pierson, general chairman of committee on arrangements and Mr. Thompson, president of the Hartford Florists Club and his assistants, also the ladies who have taken such good care of us while in Hartford. I certainly appreciate the courtesy shown me during my visits here the past year.

Secretary A. F. J. Baur's Report.

Mr. President and members of the American Carnation Society:

With the return of normal conditions in the trade our society is rapidly resuming its natural stride. Our meeting at Washington, D. C., last January, though not so large as the Chicago meeting, was well attended. The exhibition was more nearly normal than for several years, due to the greater abundance of stock and the increased interest on the part of our members, which is reflected in the large number of seedling carnations coming on and which are brought to our meetings for inspection and approval.

Our membership continues to make slight but steady gains, continuing to be the largest in our history. There are now 351 members, of whom 12 are life members. This shows a gain of four in annual members and a loss of one life member. M. A. Patten, one of our oldest members and a past president died December 5, 1921; J. S. Stuart passed away April 11, and Peter Reinberg died June 21, in the same year.

Complying with the resolution adopted at the last meeting, the increase in the annual dues was put into force. The members are responding cheerfully, and there should be sufficient funds to carry on the work of this society satisfactorily. There is also a greater total revenue from the advertising section of the premium schedule than ever before and with a slight decrease in the printing bill, the net profits are considerably more. These things afford much satisfaction to your

secretary, who must bear the burden of the work. We have collected the following funds during the past year: One life membership, \$50; annual dues, \$785; advertising, \$495; National Flower Show premium fund, \$785; miscellaneous, \$96.50. Total, \$2,211.50. All of this was turned over to our treasurer. The secretary and treasurer's books were audited by a public accountant and found correct.

At the Washington meeting, subscriptions were taken toward a fund to liquidate a portion of our liability of the National Flower Show premium fund. Pledges to the amount of \$560 were handed in and the secretary was instructed to continue soliciting additional pledges, which resulted in raising the total to \$835.00 in cash and one \$15 silver cup. Seven hundred and eighty-five dollars of this has been paid in. We should be glad to receive additional contributions sufficient to swell the total to \$1,000, one half of the amount of the carnation premium list.

Your secretary has attended the two meetings of the National Flower Show Committee, where arrangements were made for the exhibition in Cleveland, O., March 25-April 1. The first was held in New York, March 16, and the other in Cleveland, on November 18, 1921. Arrangements were made to pay the traveling expenses of all those participating in these meetings out of the National Flower Show Fund and charged up against the receipts of the show. Arrangements for this show are progressing satisfactorily. All the various departments are working in complete harmony and a grand exhibition is assured.

We are expecting the members of this society to stage the grandest exhibit of carnations ever seen anywhere. We completed the premium schedule as per instructions and submitted it to the National Flower Show Committee, who adopted it without change.

During the past year 11 seedling and three sport varieties were offered for registration. One of the sport kinds was not submitted to our judges for verification and could not be placed on the register.

The annual report was issued and mailed to our members and the premium schedule for this exhibition was sent to our members and some 600 non-members. The additional cost being so slight, we recommend that this practise be continued. Special notices were printed gratis by the trade press and our thanks are due them for their generous support.

This joint exhibition with the American Rose Society and the Hartford Florists Club has developed into an all round flower show. Early entries indicate a heavy snowing of the divine flower. The society's thanks are due the Hartford florists for interest shown and special credit is due our worthy vice-president, N. C. Osborn, for his untiring efforts to make this a banner show and for looking after our comforts while in Hartford.

We now have 243 members in the Society of American Florists, which entitles us to a directorship in the parent society. At the Washington meeting we asked to be relieved of the duties of the secretary's office at the expiration of the present year. We hope that you have made provision for our successor. These 13 years of service have been filled with unbounded pleasure in the continual assurance of your confidence and your wholehearted support. We bespeak for the new secretary a continuation of these happy relations.

Treasurer Dorner's Report.

General Fund, Expenses.	
Orders on Treas. paid..	\$1,292.41
Balance, Jan. 23, 1922...	1,589.12
	\$2,881.53
General Fund, Receipts.	
Balance, Jan. 17, 1921...	\$ 402.08
Cash received	2,366.00
	2,768.08
Interest on permanent fund	113.45
	\$2,881.53
Permanent Fund.	
Balance, Jan. 17, 1921...	\$2,775.31
Cash received	50.00
Interest	113.45
	\$2,938.76
To be transferred to general fund	\$ 113.45
Balance, Jan. 23, 1922...	2,825.31
	\$2,938.76
Dorner Memorial Fund.	
Balance, Jan. 17, 1921...	\$1,053.99
Interest	80.92
	\$1,134.91
Transferred to general fund for medal	\$ 50.50
Balance, Jan. 23, 1922...	1,084.41
	\$1,134.91
Total of all Funds.	
General fund	\$1,589.12
Permanent fund	2,825.31
Dorner Memorial Fund...	1,084.41
	\$5,498.84

The Awards.

Vase of 100 blooms, one variety, white—Patten & Co., Tewksbury, Mass., with Thomas C. Joy, first; Wm. Sim, Cliftondale, Mass., with White Delight, second.

Vase of 100 blooms, one variety, flesh pink, being those shades of flesh or salmon color—S. J. Goddard, Framingham, Mass., with Laddie, first; Wm. Sim, with Laddie, second.

Vase of 100 blooms, one variety, light pink, being those shades of pink verging on the true pink, and not lighter than Gloriosa nor darker than Winsor—W. D. Howard, Milford, Mass., with Cottage Maid, first; Edw. Winkler, Wakefield, Mass., with Morning Glory, second.

Vase of 100 blooms, one variety, medium pink, including any variety darker than Winsor and not darker than Mrs. C. W. Ward—Strouts, Inc., Biddeford, Me., with Mrs. C. W. Ward, first; M. Matheron, Hempstead, L. I., with Mrs. C. W. Ward, second.

Vase of 100 blooms, one variety, dark pink, being darker than Mrs. Ward, and including all so-called cerise not dark enough to be classed as red—S. J. Goddard, first; Wm. Sim, second.

Vase of 100 blooms, one variety, red or scarlet, to include all varieties generally included in those colors—Coombs, the Florist, Hartford, Conn., first; W. D. Howard, second.

Vase of 100 blooms, one variety, yellow or yellow variegated—Strouts, Inc., first; Wm. Sim, second.

Vase of 100 blooms, one variety, white variegated—Wm. Sim, first; S. J. Goddard, second.

Any other white—Ernest Saunders, Lewiston, Me., first; Wm. Sim, second.

Enchantress Supreme—A. A. Pembroke, Beverly, Mass., first; W. W. Thompson Co., West Hartford, Conn., second.

Pink Delight—A. A. Pembroke, first; W. E. Morey, Shrewsbury, Mass., second.

Laddie—J. W. Minnott Co., Portland, Me. first; Coombs, the Florist, second.

Any other flesh pink—Geo. E. Buxton, Nashua, N. H., with Nancy, first.

Morning Glow—Wm. Sim, first; Ernest Saunders, second.

Ruth Baur—Patten & Co., first. Any other light pink—W. D. Howard, with Cottage Morn, first.

Mrs. C. W. Ward—Geo. E. Buxton, first; W. D. Howard, second.

Any other medium pink—A. A. Pembroke, with Good Cheer, first.

Rosalia—Geo. Buxton, first; Wm. Sim, second.

Any other dark pink—A. A. Pembroke, with Rosette, first; Wm. Sim, with Rosette, second.

Belle Washburn—Harry May, Summit, N. J., first.

Ethel Fischer—A. N. Pierson, Inc., Cromwell, Conn., first; Littlefield & Wyman, North Abington, Mass., second.

Any other red or scarlet—A. A. Pembroke, with Aviator, first; Wm. Sim, with Herald, second.

Any crimson—W. E. Morey, Shrewsbury, Mass., with Doris, first; Ernest Saunders, with Doris, second.

Any white variegated—John E. Nelson, Framingham, Mass., with Benora, first; Wm. Sim, with Benora, second.

Fifty blooms Hope Henshaw; premium offered by Strouts, Inc., Biddleford, Me.—A. A. Pembroke, first.

Fifty blooms Harvester; premium offered by Baur & Steinkamp, Indianapolis, Ind.—A. N. Pierson, Inc., first; S. J. Goddard, second.

Twelve blooms Laddie; premium offered by S. J. Goddard, Framingham, Mass.—Wm. C. Rust, Brookline, Mass., first.

Twelve blooms, one or more varieties, Laddie barred, except in vases with assorted colors. First, second and third premiums offered by Wm. Sim, Strouts, Inc., and Coombs, the Florist, respectively—Wm. C. Rust, first.

Fifty blooms, assorted, not less than four varieties and not more than 15 blooms of one kind—W. D. Howard, first; W. W. Thompson, second.

One hundred blooms, one or more varieties, arranged in either vase or basket, any foliage, cut or in pots may be used; premiums offered by Hartford Florists' Club—Coombs, the Florist, with basket of Laddie, first; Strouts, Inc., with basket of Rosalind and pussy-willows, second.

Preliminary certificate, for 12 blooms, any two-year-old variety—R. E. Wadsworth, Northboro, Mass., for dark pink seedling, Virginia; A. N. Pierson, Inc., for white seedling, No. 2; Wm. Sim, for bronze and pink colored seedling, Sunset, and dark pink seedling, No. 17.

Certificate of merit, for 50 or more blooms of any three-year-old variety—Wm. Sim, for seedling, No. 17; C. Warburton, for dark red seedling.

American Carnation Society Medals.

Vase of 100 blooms, any variety—S. J. Goddard, gold medal; Wm. Sim, silver medal; John E. Nelson, bronze medal.

Special S. A. F. Medals.

Vase of 100 blooms, any variety—A. Joblinsky, Olivette, Mo., for dark pink seedling, Betty Jane, silver medal, and for a red striped kind on light background, Olivette, bronze medal.

Visitors Registered.

F. B. Abrams, Blue Point, N. Y.
J. F. Ammann, Edwardsville, Ill.
A. J. Anderson, Manhasset, N. Y.
John Andre, Doylestown, Pa.
George Asmus, Chicago.
Charles Baker, Utica, N. Y.
F. J. Baker, Utica, N. Y.
G. Barrows, Gorham, Me.
A. F. J. Baur, Indianapolis, Ind.
E. A. Blinn, Cromwell, Conn.
B. Brant, Utica, N. Y.
H. B. Brookins, Buffalo, N. Y.
J. T. Butterworth, Framingham, Mass.
G. E. Buxton, Nashua, N. H.
W. E. Cahill, Boston, Mass.
A. M. Campbell, Philadelphia, Pa.

Julius Chevalley, Blue Point, N. Y.
A. Christensen, Stoneham, Mass.
W. B. Cobb, Canton, Mass.
L. B. Coddington, Murray Hill, N. J.
George Cosmos, So. Sudbury, Mass.
E. Dalledouze, Brooklyn, N. Y.
Fred Danker, Albany, N. Y.
A. T. DeLaMare, New York.
F. E. Dörner, LaFayette, Ind.
Wm. H. Duckham, Madison, N. J.
John R. Dunlop, Toronto, Ont.
W. H. Eliss, Buffalo, N. Y.
Wm. H. Elliott, Madbury, N. H.
Otto Ernest, Norwich, Conn.
John A. Evans, Richmond, Ind.
E. J. Fancourt, Philadelphia, Pa.
E. I. Farrington, Boston, Mass.
Chas. Fish, Blue Point, N. Y.
Gordon Fisher, Waban, Mass.
Peter Fisher, Ellis, Mass.
W. A. Geiger, North Wales, Pa.
Wm. C. Gloeckner, Albany, N. Y.
S. J. Goddard, Framingham, Mass.
John Hartje, Indianapolis, Ind.
W. A. Hastings, Boston, Mass.
J. M. Heacock, Wyncote, Pa.
A. L. Henshaw, New York.
Albert M. Herr, Lancaster, Pa.
C. Hess, Baltimore, Md.
Jos. Hill, Richmond, Ind.
E. Holmes, Halifax, Mass.
R. C. Howard, Milford, Mass.
W. D. Howard, Milford, Mass.
Roman J. Irwin, Boston, Mass.
Paul John, Bridgewater, Mass.
C. B. Johnson, Waban, Mass.
C. W. Johnson, Rockford, Ill.
Thomas Joy, Nashville, Tenn.
W. J. Keimel, Elmhurst, Ill.
Robert Kift, Philadelphia, Pa.
F. R. Kilmer, Chicago.
E. N. Kroninger, Allentown, Pa.
Jos. J. Lane, New York.
W. E. Leuk, Arlington, Mass.
Harry Libby, Biddleford, Me.
C. U. Laggit, Philadelphia, Pa.
C. Lowther, New York.
E. H. Mann, Richmond, Ind.
W. A. Manda, So. Orange, N. J.
D. Martine, Springfield, N. J.
H. O. May, Summit, N. J.
Jerome May, Summit, N. J.
Wm. Methren, Boston, Mass.
Wm. Miller, Lynn, Mass.
Mark Mills, Philadelphia, Pa.
Dr. B. W. Murphy, St. Joseph, Mo.
J. E. Nelson, Framingham, Mass.
Wm. R. Nicholson, Framingham, Mass.
Wm. Nicholson, Framingham, Mass.
E. M. Nookour, Buffalo, N. Y.
P. F. O'Keefe, Boston, Mass.
H. J. Patten, Tewksbury, Mass.
Peter Pearson, Chicago.
Thos. Pegler, Brunswick, Me.
A. A. Pembroke, Beverly, Mass.
Henry Penn, Boston, Mass.
S. S. Pennock, Philadelphia, Pa.
Roger Peterson, Cincinnati, O.
E. Allan Pierce, Waltham, Mass.
A. N. Pierson, Cromwell, Conn.
F. R. Pierson, Tarrytown, N. Y.
Wallace R. Pierson, Cromwell, Conn.
W. R. Rast, Brookline, Mass.
Carl Reck, Bridgeport, Conn.
J. W. Reimel, Woodhaven, N. Y.
L. J. Reuter, Boston, Mass.
C. H. Rice, Lexington, Mass.
E. A. Richards, Greenfield, Mass.
H. M. Robinson, Boston, Mass.
Thomas Roland, Nahant, Mass.
J. W. Roulunds, Utica, N. Y.
H. A. Ryan, Cambridge, Mass.
Geo. M. Saunan, Dorchester, Mass.
F. N. Sanborn, Boston, Mass.
Ernest Saunders, Lewiston, Me.
Wm. Saville, Springfield, N. J.
C. W. Scott, New York.
Robert Simpson, Madison, N. J.
William Sim, Cliftondale, Mass.
John Stevens, Independence, Mo.
C. Sticknel, Lexington, Mass.
C. S. Strout, Biddleford, Me.
F. X. Stuppy, St. Joseph, Mo.
C. H. Totty, Madison, N. J.
Frank Traendly, New York.
C. S. Vorkeller, So. Bethlehem, Pa.
C. L. Warburton, Fall River, Mass.
D. S. Ward, Queens, N. Y.
Herman Weiss, Hathboro, Pa.
James E. Wheeler, Natick, Mass.
Edward Winkler, Wakefield, Mass.
John Young, New York.

THE LADIES.

Mrs. S. J. Goddard, Framingham, Mass.
Mrs. E. Holmes, Halifax, Mass.
Mrs. W. E. Leuk, Arlington, Mass.
Mrs. B. W. Murphy, St. Joseph, Mo.
Mrs. S. S. Pennock, Philadelphia, Pa.
Mrs. W. A. Pierson, Cromwell, Conn.
Mrs. Carl Reck, Bridgeport, Conn.
Mrs. J. W. Roulunds, Utica, N. Y.
Mrs. F. X. Stuppy, St. Joseph, Mo.
Mrs. E. Winkler, Wakefield, Mass.

American Rose Society.

EXECUTIVE COMMITTEE MEETING.

An important meeting of the executive committee of the American Rose Society was held at the City club, New York, January 9. The membership for the year 1921 was reported as 2,280. The treasurer's statement was presented and a long discussion on finances took place. It was shown that the society must have many more memberships to keep up its good work in the future. The membership committee reported the new rose premium by which new members taking out 1922 memberships for \$3 receive with it a coupon for \$2 worth of roses to be secured from any one of co-operating nurserymen. The membership committee felt that this, together with the advertising campaign, would bring in many new members and would be much more advisable than raising the dues to \$5 as had been suggested by some persons.

Wallace R. Pierson reported at length on the work of the committee of cut flower interests. He said that every effort was being made to make the rose exhibition at the National Flower Show, Cleveland, O., March 25-April 1, the greatest ever held in America. Three thousand dollars worth of premiums have been offered in the name of the rose society but many members of the society feeling that this was too great a burden for it to carry have offered to be responsible for over \$1,000 worth of these premiums.

It was voted to hold the annual meeting during the flower show week in Cleveland, O., the exact date to be determined later. It is hoped that the rose society may have a booth at this show and that many of its members may be able to get together there.

The society's gold and silver medal was offered for rose seedlings to be shown at the Hartford, Conn., show, January 26-27. The committee of commercial cut flower interests was disbanded and in its place a new committee of 15 members was appointed, to be known as the committee of commercial forcing rose interests. It will have charge of the commercial interests of both the pot plant growers of forcing roses and the cut flower interests and to represent the society in matters pertaining to either of these important branches of the industry. The following were appointed to this committee: For three years from January 1, 1922—Charles H. Totty, Frank H. Traendly, Thomas Roland, Jos. H. Hill, E. J. Fancourt. For two years from January 1, 1922—Harry O. May, Alex. Montgomery, Jr., James Heacock, Wm. Duckham, Wallace R. Pierson. For one year from January 1, 1922—Frank Stuppy, F. R. Pierson, W. J. Keimel, Robert Simpson, F. L. Atkins. A meeting of this committee has been called to meet in Hartford in conjunction with the American Carnation Society Convention, Thursday afternoon, January 26.

PORTLAND PILGRIMAGE POSTPONED.

S. S. Pennock reported the progress of the committee on the Portland pilgrimage and the various routes and prices were discussed. He said that preparations had reached an advanced state when it was learned that the American Bankers' Association, the Rotarians and the Shriners were all planning trips to the Pacific Coast this June. It was felt that these three large pilgrimages would secure the best cars and accommodations and would so attract public attention, that the comparatively small American Rose Society pilgrimage would be completely overshadowed. It was decided

that for these reasons the pilgrimage to Portland be postponed until June, 1923. It is a great disappointment that this trip had to be postponed but it is hoped that there will be enough people desiring to make the trip in 1923 to warrant the use of the special train.

J. Horace McFarland reported that Frederick Law Olmsted had prepared a plan for a rose show garden in Potomac Park, Washington, D. C., and said that with Mr. Olmsted he had visited Congressman Mann, and had received a very favorable reception. The cost estimated by Mr. Olmsted was about \$1 per square foot, or a total of \$200,000. The editor reported that the 1922 annual would be published about March 1. He said that the members had been more helpful than ever in supplying material and that he felt that it would be more interesting than ever.

President Pyle was reappointed the society representative on the board of the Society of American Florists. After a long discussion of the method of nominating and electing officers a committee was appointed to consider the advisability of changing the method of nomination.

JOHN C. WISTER, Sec'y.

National Flower Growers' Association.

SECRETARY AMMANN'S REPORT.

This is the second annual meeting of our association and I want to briefly touch upon a few of the accomplishments to date.

We now have a total of 384 members. These represent ownership of approximately 20 million square feet of glass. I think we can well congratulate ourselves on the progress made in so short a space of time. Five of our district organizations are doing a great deal of good towards advancing the interests of the producer. Many growers that are not yet members of our organization have been greatly helped by its activity and accomplishments.

One of the great benefits has been the educational propaganda on the necessity of the grower becoming an advertiser. In many communities the growers are responding well and manifesting a lot of interest in this great movement. Then, too, much constructive work is going on in the matter of bettering our business conditions. The producing of better stock and economics in the productive work along all lines are being brought about by the open discussions at our district meetings. However, this all only means that our work has just begun, and it behooves all of us to keep plugging away.

This work is yet new, the organization still young, and it is only with the best efforts put forth that we will eventually succeed to the goal we long to reach. On our way, we, no doubt, will find the road rough in places, and we will even find it obstructed at times, compelling us to detour. But let us keep on going, even if we occasionally have to stop to pick up some weak brother along the road, who is about to give up the fight. We must sacrifice both time and money, of course, but let us remember that every great reform or movement has had to pay a similar price.

One of the important matters up for consideration at this meeting is the revision of the constitution and by-laws. These revisions, as proposed, will greatly reduce the cost to members in the way of dues and assessments. After careful consideration and a great deal of discussion the officers are submitting this proposed change with a view of materially increasing the membership in the coming year. Let

us hope this will be the case. Consider wisely all these changes and remember that this work when finally adopted will be another addition to our already well-built structure.

THE S. A. F.

Additional Directors.

Through an oversight, the names of George Asmus, Chicago, chairman of the National Flower Show Committee, and Henry Penn, Boston, Mass., Chairman of the Publicity Committee, were omitted from the published list of the executive board of the society. These directors, of course, take their seats on the board as directed by the by-laws. George W. Jacobs, Canton, Ill., vice-president of the Illinois State Florists' Association, is appointed a director by affiliation, in lieu of the president of that association, Joseph Kohout, who already has a seat on the board as president of the Chicago Florists' Club.

Membership Drive.

The secretary issued, at the opening of the year, an appeal to all members to endeavor to bring in at least one new member each. There is no doubt but that, with the cordial relations usually existing between the florists of a community, a good word for the society would be sufficient to bring in many who have not yet bothered themselves with any thought of membership. The life members of the society did not receive the notice referred to, but it is hoped that they, too, will co-operate in the movement, and do what they can to bring in new members. The society is strong today, we all know, but it has not the strength it should have, in view of the 20,000 or more who are making their living from our industry.

National Publicity Campaign.

If anyone ever had a doubt as to the value of our slogan, "Say It With Flowers," a glance at a few recent numbers of Printers' Ink, the organ of the advertising fraternity, would dispel it quickly. The slogan seems to be of such importance that the authorship of it is challenged, and a controversy is now being exploited in the weekly pages of the publication mentioned. From the correspondence published the impression is formed that the source of inception of the slogan is immaterial, and that credit for its establishment should go to the one who put it to good use, and put it over. The claims set forth in some of the letters published are amusing, and in the light of facts easily refuted. Meanwhile our cause is not suffering through the publicity resulting from the controversy.

The following subscriptions have been paid in since the last publication:

Peter Hellberg, Chalfont, Pa.....	\$ 10.00
A. W. B. Evans, Wilkes-Barre, Pa.....	10.00
Joseph Trandit, Canajoharie, N. Y.....	15.00
Juneau Florists, Juneau, Alaska.....	10.00
G. E. Santman, Philadelphia, Pa.....	5.00
Louis Hoebel, West Fort Lee, N. J.....	10.00
R. Scott & Son, Inc., Sharon Hill, Pa.....	25.00
James McClane, Philadelphia, Pa.....	5.00
V. S. Borval Sons, Woodside, L. I.....	10.00
Lanternier Florists, Ft. Wayne, Ind.....	5.00
Alphonse Pericott, Collingdale, Pa.....	10.00
J. C. Bades, Reading, Pa.....	5.00
Louis Sprankle, Huron, O.....	7.50
L. Vetault & Son, E. Hampton, N. Y.....	10.00
Carl M. Ebert, Philadelphia, Pa.....	5.00
Wm. F. Krueger, Toledo, O.....	50.00
Long Island Dahlia Gardens, Hicksville, N. Y.....	10.00
Lamborn Floral Co., Alliance, O.....	25.00
Kring Bros., Fairbury, Ill.....	10.00
Cudahy Floral Co., Cudahy, Wis.....	25.00
Jacobs Bros., Peoria, Ill.....	5.00
Ellis Floral Co., Bloomington, Ind.....	10.00
Henry Baumann, Hoboken, N. J.....	10.00

George Burton, Chestnut Hill, Pa.....	100.00
A. Alenins, Amarillo, Tex.....	5.00
Henry A. Aldrich, Hevga, Ill.....	10.00
Sofus Bertelson, Babylon, N. Y.....	5.00
Wm. Knees & Sons, Moline, Ill.....	5.00
J. Beavis & Son, Germantown, Pa.....	25.00
C. P. Dietrich & Bros., Mayville, Ky.....	10.00
G. Teilmann, Johnson City, Tenn.....	5.00
J. J. Braun, Stafford Springs, Conn.....	5.00
Ove Gnatt Co., Inc., La Porte, Ind.....	25.00
S. Knudsen, Boulder, Colo.....	20.00
Alfred Forder, Cincinnati, O.....	10.00
John W. Scott, Lisbon, O.....	10.00
The Heepe Co., Akron, O.....	25.00
A. S. Parker, Wakefield, Mass.....	15.00
Fred G. Heintz, Terre Haute, Ind.....	25.00
Heintz & Weber, Terre Haute, Ind.....	10.00
Michael Rocklin, Sioux City, Ia.....	5.00
Roselawn Greenhouse, Moscow, Ida.....	5.00
Brunswick Flo. Co., Brunswick, Ga.....	5.00
J. A. Swartley & Sons, Sterling, Ill.....	10.00
W. Blackman F. C., Evansville, Ind.....	15.00
George E. Lasher, Great Neck, L. I.....	10.00
R. T. Cookingham, Ellenville, N. Y.....	5.00
H. P. Smith, Piqua, O.....	5.00
L. A. Coles, Kokomo, Ind.....	10.00
Leopold Mallast, Mt. Clemens, Mich.....	10.00
A. A. Young, Jewett City, Conn.....	5.00
Justin St. Mard, New Orleans, La.....	220.00
C. E. Critchell, Cincinnati, La.....	5.00
H. E. Dressel, New Orleans, La.....	5.00
Fred. Carey, Kennett Square, Pa.....	10.00
H. C. Stoch, Manchester, N. H.....	10.00
Gottlieb Bartunek, Riverhead, N. Y.....	10.00
C. E. Grankenbach & Sons, Southampton, L. I.....	25.00
Adolph Frost, Cortland, N. Y.....	5.00
Philip Bros., Newark, N. J.....	10.00
A. M. Coe, North Olmsted, O.....	20.00
J. Reck & Son, Bridgeport, Conn.....	25.00
R. Craig Co., Norwood, Del. Co., Pa.....	100.00
Richard Sahn, Union Grove, Wis.....	10.00
C. W. Espy & Son, Brookville, Pa.....	5.00
S. W. Coggan, Battle Creek, Mich.....	10.00
Joseph Goetter, Landsdowne, Pa.....	5.00
John R. Mitchell, Madison, N. J.....	5.00
Eschrich Nurs., N. Milwaukee, Wis.....	10.00
Jos. Bancroft & Son, Cedar Falls, Ia.....	30.00
John M. Mitchell, Pittsburgh, Pa.....	10.00
Minge Floral Co., Inc., Mobile, Ala.....	5.00
L. L. Boysen, Pensacola, Fla.....	5.00
A. Hidenrich, Indianapolis, Ind.....	5.00
Mrs. P. Water, Toronto, Ont.....	10.00
Ira H. Landis, Lancaster, Pa.....	10.00
Leo Niessen Co., Philadelphia, Pa.....	250.00
L. Cousins, Jr., Concord Jct., Mass.....	15.00
Wm. Voorneveld, Nantucket, Mass.....	1.00
D. L. Hollinger, Akron, O.....	15.00
J. H. Playdon, Andover, Mass.....	10.00
Aug. Muller, Philadelphia, Pa.....	5.00
J. G. Papadem & Co., New York.....	5.00
John Zech, Oak Park, Ill.....	15.00
Wm. H. Kuebler, Brooklyn, N. Y.....	15.00
Schultheis Florists, Dunmore, Pa.....	5.00
Schultheis Florists, Scranton, Pa.....	25.00
Helmer Flower Shop, Toledo, O.....	20.00
George Williams, Philadelphia, Pa.....	5.00
J. Butterworth, Framingham, Mass.....	10.00
E. C. Marshall, Kenneth Square, Pa.....	20.00
Fred Rupp, Lawrenceburg, Ind.....	3.00
W. J. Newton, Norfolk, Va.....	25.00
Sawyer & Johnson, Bethlehem, Pa.....	25.00
Otto Rice, Sapulpa, Okla.....	13.00
Winter Flo. Co., Charleston, W. Va.....	10.00
Tong & Weeks Fl. Co., Ashtabula, O.....	10.00
Eldred Flower Shop, Pasadena, Cal.....	10.00
Eldred Flower Shop, Pasadena, Cal.....	20.00
Geo. W. Evenden, Williamsport, Pa.....	5.00
Jos. Heintz & Sons, Jacksonville, Ill.....	5.00
W. W. Walker Florists, St. Catharines, Ont.....	10.00
M. C. Lonis, Coeur d'Alene, Ida.....	5.00
Groves Floral Co., Atchison, Kans.....	5.00
Fred H. Meinhardt, St. Louis, Mo.....	15.00
Cousins & Hall, Ann Harbor, Mich.....	25.00
Clara Brown & Co., Jackson, Mich.....	25.00
The Flower Shoppe, Cleveland, O.....	10.00
Lang Flo. & Nurs. Co., Dallas, Tex.....	50.00
Theo. F. Krenahs, La Crosse, Wis.....	5.00
Mary C. Rich, Philadelphia, Pa.....	5.00
Harb Floral Co., Blackwell, Okla.....	2.50
H. G. Pauli, Davenport, Ia.....	5.00
Spokane Flo. Club, Spokane, Wash.....	37.50
Flores Gardens, North Wales, Pa.....	100.00
Edward J. Colahan, Philadelphia.....	5.00
Ott O. Krueger, Toledo, O.....	10.00
P. E. Palmer, Inc., Brookline, Mass.....	50.00
R. P. Peterson, Framingham, Mass.....	10.00
Freytag The Florist, Montclair, N. J.....	10.00
T. Willand, Lansing, Mich.....	2.00
Chas. Thieme, Bayside, N. Y.....	2.00
Sidney Tinker, Mt. Clemens, Mich.....	10.00
J. Keller Sons, Rochester, N. Y.....	50.00
Ryan & Culver, Youngstown, O.....	15.00
H. F. A. Lange, Worcester, Mass.....	60.00
Henry I. Faust, Marian, Pa.....	25.00
L. C. Stair, Mineral Point, Wis.....	5.00
Shotwell Floral Co., Fargo, N. Dak.....	25.00
Paul A. Thimm, Toledo, O.....	10.00
J. W. Colfish's Sons, Darby, Pa.....	5.00
G. A. Thiele, Philadelphia, Pa.....	10.00
Nels Nelson, Tamaqua, Pa.....	10.00
Florence Willard, Providence, R. I.....	10.00
J. B. Knaff, Sayre, Pa.....	5.00
C. H. Rice, Lexington, Mass.....	10.00
Archib. Spencer, Chicago, Ill.....	10.00
Henry Krack, New Orleans, La.....	5.00
Chas. Pfeiffer's Sons, Newport, Ky.....	15.00
Davis Floral Co., Pine Bluff, Ark.....	10.00
Woodcock Floral Co., Spencer, Ia.....	10.00
H. A. Geneman, Quincy, Ill.....	10.00
E. G. Gillett, Cincinnati, O.....	25.00
Wollager Bros., Johnstown, N. Y.....	15.00

F. C. Fochrinbach, Bridgeport, Conn.	5.00
Burl. Willowware Shops, Burl., Ia.	50.00
Conard & Jones, West Grove, Pa.	25.00
Duluth Floral Co., Duluth, Minn.	10.00
G. W. Mercer, Cleveland, O.	20.00
C. A. Dards, Inc., New York	100.00
A. L. Besancon & Co., Scranton, Pa.	25.00
A. C. Oelschig, Savannah, Ga.	25.00
Gustave Koethe, Roxborough, Pa.	10.00
Kennicott Bros. Co., Chicago, Ill.	50.00
D. W. Davis, Berwick, Pa.	5.00
G. Van Bochove & Bro., Kalamazoo, Mich.	50.00
G. M. Thost, De Soto, Mo.	5.00
Cade The Florist, Cairo, Ill.	10.00
M. Langohr, Bozeman, Mont.	10.00
Rhinebeck Flo. Co., Rhinebeck, N. Y.	2.00
Mrs. Annie J. Dunlop, Ennis, Tex.	5.00
John Kulp, Philadelphia, Pa.	15.00
Karl Erien, Lynbrook, N. Y.	10.00
Meyer Wilson, New Haven, Conn.	5.00
John Benner, Blue Point, N. Y.	10.00
Wm. V. Dyck, Philadelphia, Pa.	5.00
Frank M. Ross, Philadelphia, Pa.	25.00
F. W. Massman, Montclair, N. J.	25.00
Wm. A. Walton, Oxford, Pa.	10.00
R. L. Graham, Baltimore, Md.	15.00
G. C. Switzer, Frankford, Ind.	5.00
Baumgarten Florist, Inc., Milwaukee, Wis.	10.00
Wise Adkisson, Greenville, Tex.	10.00
Lion & Co., New York, N. Y.	50.00
State Fair Floral Co., Sedalia, Mo.	5.00
Muskogee Carnation Co., Muskogee, Okla.	10.00
Chas. Rothjen, Janesville, Wis.	2.50
Chas. A. Iffinger, Ozone Park, N. Y.	5.00
Edw. Brockman, Irondequoit, N. Y.	10.00
K. P. Bohlander, Melrose Park, Ill.	10.00
Otto J. Kuchler, Newburgh, Ind.	5.00
V. Bendak, Grosse Point, Ill.	25.00
John Welland, Evanston, Ill.	10.00
Ind. F. & P. Co., Indianapolis, Ind.	25.00
John F. Salrensky, Kenton, O.	5.00
Bauer & Steinkamp, Indianapolis, Ind.	50.00
Dole Floral Co., Beatrice, Neb.	25.00
D. Clarke's & Sons, New York, N. Y.	25.00
J. M. Johnson, McKeesport, Pa.	25.00
Mrs. McVelle Moore, Toronto, Ont.	15.00
W. W. Horiacher, Dayton, O.	25.00
Howard E. Gates, Anaheim, Calif.	7.50
J. J. Le Bovians, Duluth, Minn.	25.00
Emil Glauber, Denver, Colo.	5.00
William Graham, Bradford, Pa.	10.00
Potter Flo. & Confec. Co., El Paso, Tex.	40.00
H. F. Drury, Galesburg, Ill.	15.00
Boston Flower Shop, Tulsa, Okla.	10.00
Grand Bros. Floral Co., Wheat Ridge, Colo.	10.00
Ernest Saunders, Lewiston, Me.	10.00
E. Friedrich, Austin, Tex.	10.00
C. S. Randolph & Sons, Pittsburgh, Pa.	25.00
Winfield Fl. & Sd. Co., Winfield, Kas.	5.00
Geo. Pilom, Bridgeport, Conn.	10.00
N. B. & C. E. Stover, Terre Haute, Ind.	10.00
Michael O'Brien, Lenox, Mass.	5.00
Enos W. Kohr, Lancaster, Pa.	10.00
Koerbel Bros., Neanette, Pa.	25.00
John G. Ebele, Philadelphia, Pa.	5.00
R. Schoenburger, New York	5.00
Van Aken Bros. & Sons, Goldwater, Mich.	10.00
J. W. Davis Co., Terre Haute, Ind.	25.00
H. K. Rohrer, Lancaster, Pa.	25.00
Dennison Grnhs, Dennison, Tex.	10.00
Schlitz The Florist, Charlotte, N. C.	25.00
New London Flo. Co., New London, Wis.	10.00
Valley Floral Co., Stockton, Calif.	10.00
A. Wiegand Sons Co., Indianapolis, Ind.	50.00
Huff Florists, Inc., Sanford, Me.	10.00
Pfiegel & Christiansen, Philadelphia	5.00
Axel Magnuson, Manchester, Mass.	10.00
Baker The Florist, Utica, N. Y.	25.00
F. D. Robertson, Fullerton, Calif.	10.00
Schluter Floral Co., Durango, Colo.	5.00
George H. Rabe, Elmhurst, Ill.	5.00
W. W. Adams, Chicago	10.00
George A. Leighton & Son, Yarmouth, Me.	10.00
E. C. Wagoner, Beaver Falls, Pa.	10.00
H. F. Janssen, Springfield, Ill.	5.00
Boyle & Darnaud, San Diego, Calif.	5.00
Horn Floral Co., Fremont, O.	5.00
T. D. Hefko, Marshfield, Wis.	10.00
L. A. Hutchinson, Carlson, Me.	5.00
West Salem Greenhouses, Winston-Salem, N. C.	10.00
D. P. Smiths Floral Co., Flint, Mich.	20.00
Edward Jacobi, Irvington, N. J.	10.00
C. A. Backer, Billerica, Mass.	25.00
Vose-Smith Co., Portland, Me.	10.00
W. Atlee Burpee Co., Philadelphia	25.00
Hagemeyer Floral Co., Paola, Kans.	5.00
The Fox Floral Shop, Philadelphia	10.00
Spokane Greenhouses, Inc., Spokane, Wash.	20.00
Butte Floral Co., Butte, Mont.	25.00
Kennedy & O'Hara, Scranton, Pa.	10.00
Wm. C. Gloeckner, Albany, N. Y.	25.00
Mentselke & Sons, Castle Shannon, Pa.	10.00
J. Aldons & Son, Iowa City, Ia.	25.00
Mrs. E. A. Williams, Pittsburgh, Pa.	25.00
August C. Reecker, Michigan City, Ind.	10.00
Edw. Green, San Antonio, Tex.	20.00
Ludlow Greenhouses, Worthington, Minn.	10.00

Peirce Bros., Waltham, Mass.	50.00
Batavia Grnhs Co., Batavia, Ill.	50.00
Swicaher's Fl. Shop, Philadelphia	5.00
Jacob Wilhelm, Philadelphia, Pa.	15.00
J. V. Wilson, Bellingham, Wash.	10.00
Frank C. Seibert, Wheeling, W. Va.	10.00
Ernest Ashley, Allentown, Pa.	15.00
F. O. Pursell, Irondequoit, N. Y.	10.00
Harvey D. Whittemore, Waltham, Mass.	5.00
Tipton & Hurst, Little Rock, Ark.	10.00
George Lisburg, E. Hampton, N. Y.	10.00
Edw. Jacobi, Irvington, N. J.	5.00
Wild Bros. Nurs. Co., Sarcoxie, Mo.	5.00
Henry F. W. Aue, St. Louis, Mo.	5.00
Adam Shand, St. John, N. B.	10.00
Fred E. Holland, Highland, Md.	5.00
Co., Ill.	5.00
B. Katzwinkel, Mendota, Ill.	5.00
Huddart Floral Co., Salt Lake City	20.00
	\$4,465.50
Amount previously reported	4,275.50
Total	\$8,741.00

The following subscriptions have been received in response to the national publicity committee's special letter:	
	for four years
George H. Rabe, Elmhurst, Ill.	\$ 5.00
Grand Bros. Floral Co., Wheat Ridge, Colo.	10.00
George Pfomm, Bridgeport, Conn.	10.00
T. D. Robertson, Fullerton, Calif.	10.00
Van Aken Bros. & Sons, Goldwater, Mich.	10.00
Axel Magnuson, Manchester, Mass.	10.00
Valley Floral Co., Stockton, Calif.	10.00
Hagemeyer Floral Co., Paola, Kans.	5.00
Mrs. Mabelle Moore, Toronto, Ont.	15.00
Dotter Flo. & Confec. Co., El Paso, Tex.	40.00
D. W. Davis Florist, Berwick, Pa.	5.00
Rhinebeck Flo. Co., Rhinebeck, N. Y.	2.00
Henry Kraak, New Orleans, La.	5.00
Chas. Pfeiffer's Sons, Newport, Ky.	15.00
J. B. Knapp, Sayre, Pa.	3.00
Florence A. Willard, Providence, R. I.	10.00
Nels Nelson, Tamaqua, Pa.	10.00
T. Welland, Lansing, Mich.	2.00
R. P. Petersen, Framingham, Mass.	10.00
John Bannett, Blue Point, N. Y.	10.00
Long Island Dahlia Gard., Hicksville, N. Y.	10.00
Louis Vetault & Son, East Hampton, N. Y.	10.00
Victor S. Dorval Sons, Woodside, N. Y.	10.00
Juneau Florists, Juneau, Alas.	10.00
A. W. B. Evans, Wilkes-Barre, Pa.	10.00
Peter Helberg, Chalfont, Pa.	10.00
The Flower Shoppe, Cleveland, O.	10.00
Theo. F. Krenabs, La Crosse, Wis.	5.00
W. W. Walker Florist, Toronto, Ont.	10.00
Eldred Flower Shop, Pasadena, Calif.	20.00
E. C. Marshall, Kenneth Sq., Pa.	20.00
Ira H. Landis, Lancaster, Pa.	10.00
L. Cousin, Jr., Concord Jctn., Mass.	15.00
L. L. Boysen, Pensacola, Fla.	5.00
George E. Lasher, Great Neck, L. I.	10.00
J. A. Swartley & Sons, Sterling, Ill.	10.00
Wm. A. Walton, Oxford, Pa.	10.00
F. Edward Brockmann, Irondequoit, N. Y.	10.00
Otto J. Kueble, Newburgh, Ind.	5.00
Richard Sahn, Union Grove, Wis.	10.00
Louis Hochel, West Fort Lee, N. J.	10.00
The Heepe Co., Akron, O.	25.00
Conrad & Jones, West Grove, Pa. (One year)	25.00
New London Floral Co., New London, Wis. (One year)	10.00
Huff Florist, Inc., Sanford, Me. (One year)	10.00
Enos W. Kohr, Lancaster, Pa. (One year)	10.00
Muskegee Carnation Co., Muskegee, Okla. (One year)	10.00
Total for four years	\$444.00
Total for one year	\$ 65.00

The following is a list of subscriptions obtained by members who are making subscription book canvass:	
By J. J. Hess, Omaha, Neb.:	
Lee L. Larmon, Omaha	\$ 15.00
Frey & Frey, Lincoln, Neb.	100.00
York Floral Co., York, Neb.	10.00
Kearney Floral Co., Kearney, Neb.	10.00
Eich Floral Co., Omaha	25.00
F. L. Lainson, Council Bluffs, Ia.	25.00
Frank Swanson, Omaha	10.00
Arnold Florist, Omaha	10.00
Hess & Swoboda, Omaha	100.00
Geo. Zimmer, Omaha	10.00
W. H. Woerner, Omaha	15.00
Chas. E. Faulkner, Omaha	10.00
Albert Huiban, Omaha	10.00
John H. Bath, Omaha	25.00
A. B. Beindorff, Omaha	10.00
C. G. Hargadine, Omaha	10.00
Total	\$395.00
By M. P. Mills, Philadelphia, Pa.	
Flores Gardens, North Wales, Pa.	\$100.00
By F. G. Heini, Terre Haute, Ind.:	
J. W. Davis Co., Terre Haute	\$ 25.00
John C. Minton, Terre Haute	5.00
N. B. & C. E. Stover, Terre Haute	10.00
Henley Bros., Terre Haute	5.00
Cowan Bros. & Co., Terre Haute	10.00

Heini & Weber, Terre Haute	10.00
Fred G. Heini, Terre Haute	25.00
Fred Winker & Sons, Terre Haute	10.00
Total	\$100.00

The following are renewals:	
P. S. Randolph, Pittsburgh, Pa.	\$ 25.00
Dole Floral Co., Beatrice, Neb.	25.00
R. P. Bohlander, Melrose Park, Ill.	10.00
W. Blackman Fl. Co., Evansville, Ind.	15.00
Michael Rocklin, Sioux City, Ia.	5.00
Brunswick Floral Co., Brunswick, Ga.	5.00
R. T. Cookingham, Ellenville, N. Y.	5.00
John Reck & Son, Bridgeport, Conn.	25.00
Tong & Weeks Flo. Co., Ashtabula, O.	10.00
Otto Lang, Dallas, Tex.	60.00
Roselawn Greenhouse, Moscow, Ida.	5.00
Cudahy Floral Co., Cudahy, Wis.	25.00
Lion & Son, New York	50.00
Henry Baumann, W. Hoboken, N. J.	10.00
Ellis Floral Co., Bloomington, Ind.	10.00
Meyer Wilson, New Haven, Conn.	5.00
Shotwell Floral Co., Fargo, N. D.	25.00
Archie C. Spencer, Chicago	10.00
F. C. Fochrenbach, Bridgeport, Conn.	5.00
Duluth Floral Co., Duluth, Minn.	10.00
G. W. Mercer, Cleveland, O.	20.00
Cade The Florist, Cairo, Ill.	10.00
Emil Glauber, Denver, Colo.	5.00
Edward Jacobi, Irvington, N. J.	10.00
Vose Smith Co., Portland, Me.	10.00
Scholtz The Florist, Inc., Charlotte, N. C.	25.00
F. J. Baker, Utica, N. Y.	25.00
Ernest Saunder, Lewiston, Me.	10.00
K. M. Erdman & Son, Mt. Carmel	5.00
John W. Vogt, Sturgis, Mich.	10.00
Batavia Greenhouse Co., Oak Park, Ill. (One year)	50.00
Ludlow Greenhouses, Worthington, Mass. (One year)	10.00
V. H. Anderson, Belvedere, Ill.	5.00
B. Katzwinkel, Mendota, Ill.	5.00
C. B. Johnson, Woburn, Mass.	10.00
Max Fuchring, Ridgewood, N. J.	5.00
South Shore Floral Co., Speonk, L. I.	5.00
M. E. McGunigle, Portland, Me.	5.00
Edw. Jacobi, Irvington, N. J.	5.00
Aug. C. Reicher, Michigan City, Ind.	10.00
Total for four years	\$510.00
Total for one year	\$ 60.00

The following have also doubled their subscriptions for 1922:	
Chas. M. Weaver, Ronks, Pa.	
Hubbard Floral Co., Salt Lake City.	
Boston's Floral Shop, Tulsa, Okla.	
Howard E. Gates, Anaheim, Calif.	
Burlington, Ia., Willow Ware Shops.	
F. E. Palmer, Inc., Brookline, Mass.	
John W. Scott, Lisbon, O.	
S. Knudsen, Boulder, Colo.	
Lanternier Florists, Ft. Wayne, Ind.	
L. Stapp Co., Rock Island, Ill.	
W. Salem Grnh., Winston-Salem, N. C.	

Fifth National Flower Show.

There is nothing new to be reported in the development of the Cleveland preparations for the show. Herman P. Knoble, chairman of the local executive committee, is positive that the new auditorium will be ready at the appointed time. A local condition which has arisen in regard to the propriety of opening the building until it has been actually turned over as complete in building and appointments, seems to have occasioned some concern, but Mr. Knoble says no one need be alarmed about it.

A large supply of posterettes, or stickers, for use on stationery and in other ways is now available for all who will use them. Application for these should be made to L. E. Vinson, secretary of the local executive committee, 370 Lenox building, Cleveland, O., stating the quantity desired. There is, of course, no charge for them.

Reservations of space in the trade section of the exhibition are mounting up, and the outlook is that there will be little if any space left after the opening of the show. Prospective exhibitors should remember that this is an eight day show, and that it will not only be visited by florists from all over the country, but by throngs from the public who are interested in everything to be seen. The rate for space, \$1.75 per square foot, includes everything necessary for the staging of a handsome exhibit, with an effect harmonious with the general ensemble of the show.

JOHN YOUNG, Sec'y.

San Francisco.

SCARCITY OF STOCK NOTED.

There has been a decided change in market conditions here during the past week. Stock of every description has become very scarce with a sharp advance in prices all along the line. Roses are decidedly short in supply and in all probability will continue so for some time to come. The long cold spell since the first of the year is the chief cause of the present shortage. What few roses are to be had are of excellent quality, Mrs. Charles Russell, Premier, and Columbia being especially fine. Red roses are in good demand with not enough fancy stock to supply the demand. Butterfly and Ophelia, while not as scarce as the foregoing, have also shared in the advance. Very few short roses are obtainable and clean up quickly at \$8 per 100. Few, if any, Cecile Brunner is to be had. There is an excellent call for carnations of every color and growers have put the prices above those asked at Christmas. This flower is now at its best, Laddie being particularly fine. There is still quite a cut of small late chrysanthemums arriving from the Chinese growers. Owing to the scarcity of other flowers they find a ready market. The cold frosty nights are holding back the violet crop to quite an extent. The arrivals are of excellent quality and are quickly sold. The wholesalers are large buyers of this flower for the shipping trade. The first *Lilium giganteum* has put in appearance and brings good prices. Most of the stock is somewhat short stemmed as yet. The orchid season is now at its height and a generous supply is coming in. The quality is very good and growers promise an adequate supply for the next six weeks. *Cypripediums* are also noted more frequently of late. Lily of the valley continues in ample supply but with no change in price. The call for it is very good. *Gardenias* are still on the short side with prices high. Winter flowering sweet peas have begun to arrive and meet with a ready sale. Pink and lavender appear to be the only colors obtainable. The supply of bulbous stock is increasing daily and is very acceptable in these days of short supply. *Freeseas* are quite plentiful both white and colored kinds. The cut of narcissus is showing a healthy increase and this stock is in great favor with buyers. Dutch hyacinths are to be seen everywhere, both pot grown and cut stock. Pot tulips, the first of the season, are also obtainable. *Anemones* are to be had in limited quantities. Paper White narcissi move well at good prices. The Santa Cruz bulb growing district is supplying a good part of the cut supply of bulbous stock. Ferns are again plentiful and reasonable. The supply of asparagus is just about equal to the demand. *Poinsettias*, in pots, are practically out of the market and azaleas are getting scarce also. There is a fine lot of cyclamens to be had in all colors and sizes. *Ericas* are in good supply and sell readily. *Primulas* and *begonias* about complete the list of flowering stock. There is a fine demand for Boston ferns. Large stocks of red berries are still being offered.

NOTES.

Percy Ellings, superintendent of the John Carbone orchid range at Berkeley, was painfully injured during the hurricane on Christmas morning when the smoke stack crashed through the roof of the boiler room. He received a severe scalp wound. He was rushed to a local hospital and his friends will be glad to learn he is rapidly recovering.

The Pacific Coast Horticultural Society held its regular monthly meeting January 7. There was a large attendance and several new members were admitted.

The bulb growers in the vicinity of San Leandro and San Lorenzo in Ala-

meda county report that the narcissus crop is in splendid shape and that cutting will begin shortly. The acreage has been increased considerably since last season and this year's crop promises to be heavy.

Domato Bros. are forcing several houses of *Lilium giganteum* for Easter.

B. M. Joseph had a beautiful orchid display in his windows last week. Stumps of trees were arranged to represent orchids in their native habitat and were very cleverly arranged.

The directors and stockholders of the Wholesale Co-operative Flower market held their first annual meeting January 19 to elect officers to serve during the coming year. Other important matters regarding the future policy of the market were also discussed.

A large delegation of florists attended the meeting of the Chamber of Commerce last week. Angelo J. Rossi was appointed on the citizens' committee to arrange for the Shriners' convention in June, as the representative of the Retail Florists' Association.

The MacRorie-McLaren Co. has a large force of men at work in their nursery department baling and shipping trees and shrubs. The greenhouses are looking excellent and a large stock of Easter plants will be available for that day.

The committee in charge of the autumn flower show held a meeting January 10. It was voted to refund the guarantee fund to the directors who subscribed the amount. At the next meeting it is expected that a final report will be presented.

Albert O. Stein's store force has been kept very busy since the holidays on decorations. Mr. Stein's handsome shop is filled with flowering and decorative plants, every one being a fine specimen.

Edward Schweien's greenhouses are producing a heavy crop of ferns, cut adiantums and bulbous stock this season and is now sending in very good hyacinths and tulips.

The Star Dahlia Gardens have embarked extensively in the growing of the finer varieties of gladioli. This firm has worked up large stocks of the new gladioli which will be quite a factor in this season's supply.

Frank D. Pelicano who grows *Erica melanthera* extensively is now cutting a fine crop of this flower.

JAMES T. LYNCH.

Lancaster County Florists' Association.

The dinner meeting at the Brunswick Hotel of the Lancaster County Florists' Association, Lancaster, Pa., January 19, the dinner. Mine host McConomey made went and a partial success in respect to was a success as far as the meeting a slip somewhere and the dinner feature was a disappointment, soon forgotten when the speaker of the evening was announced.

The election of officers resulted as follows: Harry K. Rohrer, president; Jack F. Moore, vice-president; Albert M. Herr, secretary and Lemon Landis, treasurer. President Rohrer in accepting the office, in a few appropriate remarks, thanked the members for the honor and asked their co-operation by attending the meetings. He appointed the following committees: Programme—B. F. Barr, M. J. Brinton, Elmer J. Weaver, Ira H. Landis and Mrs. Albert M. Herr; visiting—A. K. Rohrer, Lemon Landis, J. Ralph Hess, J. Wade Galey, Fred Spinner and Chas. B. Herr; automobile—Jack F. Moore, Lloyd Weaver, Phares Hostetter, Rudolph Nagle, Herman Ruoff, Jarvis Goldbach; novelties—Elmer J. Weaver, Ira H. Landis, D. Irwin Herr, Miss May Breneman; membership—A. F. Strickler, Chas. B. Herr, Rudolph Nagle, B. F.

Barr, Edward Rohrer, Frank Suter, J. De Barre Heinitsch, Mrs. Lemon Landis, Mrs. B. F. Barr, Mrs. Ira H. Landis, Mrs. Ida Goldbach, Mrs. Jack F. Moore, Mrs. Fred Ritchy, Mrs. Ralph Hess; reception—Mrs. B. F. Barr, Mrs. Albert M. Herr, Mrs. J. Rutter Hess, Mrs. M. J. Brinton, Mrs. A. F. Strickler, Mrs. E. P. Hostetter, Mrs. A. D. Rohrer, Mrs. Lemon Landis, Mrs. Ira H. Landis, Mrs. J. Wade Galey, Miss Cora Weaver.

President Rohrer created a new committee for the purpose of reporting any new publications and articles in horticultural papers that would prove of interest to the club, the following being appointed to serve: Albert M. Herr, Walter Markley, Elmer J. Weaver.

ARTHUR NIESSEN'S ADDRESS.

Arthur Neissen, of Philadelphia, Pa., was then called upon as the speaker for the evening and gave a very instructive and inspiring talk about the florist business in general and the relationship between the retailer, grower and wholesaler. Mr. Neissen carried a little hammer with him on this trip and tried to knock some of the rough edges off the trade. Starting with the retailers he told them they should be more willing to help the grower by selling at a reduced figure when there is a glut on the market and flowers are sold wholesale for less than the cost of production and often not sold at all, representing a dead loss to the grower. On the other hand when flowers are very scarce and prices are high they should be willing to take a smaller profit per flower, the same as the grower does in times of plenty.

To the growers he gave the advice to try and produce more flowers during the winter months and less in the spring and autumn and to grow them well, finding out what can be produced best and concentrating on that particular item.

To the senator from Scranton, T. J. Nolan, Mr. Neissen advised him to sell fewer greenhouses to men who do not produce good stock and more to those who do. It is a loss to the business that Mr. Neissen's talk was not taken down in shorthand and given to the trade in general. It was full of truths we all need to keep in mind, for in the end truth will prevail.

Ed. Reid, also of Philadelphia, supplemented Mr. Neissen's remarks with some equally good advice, some convincing illustrations of bad business and good business and a few of his characteristic straight blows from the shoulder. Taken all in all this was the most animated meeting the club has had the good fortune to have for many months.

President Rohrer called the attention of the members to the meeting in Hartford, Conn., but of those present none expected to go excepting the secretary and he was not certain on account of the illness of his father.

The tables were beautifully decorated with some of President Rohrer's *Primula malacoides*, which we consider the best strain in the world and the finest finished plant in the United States. After an enjoyable social time the meeting adjourned.

ALBERT M. HERR, Sec'y.

Ithica, N. Y.

CORNELL UNIVERSITY.

Ivar Ringdahl, of Rome, N. Y., premier grower of pot plants, lectured on "The Culture of Christmas and Easter Plants," before the regular students, January 17, and repeated the lecture at 2 p. m., for the benefit of the short course students. Mr. Ringdahl has had a vast amount of experience; not only in this country, but also abroad. Before entering into business

he was for 14 years in charge of the pot plant department of Thomas Roland, Nahant, Mass., and it was while there that the plants he grew for the flower shows received nation-wide attention. Although he has been in New York only about three years he has already worked up a splendid market for his products.

Mr. Ringdahl presented his subject in a clear, concise manner, answering numerous questions, during and after the lecture. The policy of the department of floriculture is to bring commercial men to the college from time to time, so as to give the student actual contact with the leaders in the profession.

On Monday evening, January 16, Alex. Lurie, a Cornell graduate, and at present store manager for the Bool Floral Co., addressed the Cornell Florists' Club on "The Organization of a Retail Flower Store." His talk was extremely interesting and instructive. After the lecture, Mr. Lurie gave a demonstration in flower arrangement, bringing out some of the various methods employed by designers in different sections of the country.

Milwaukee, Wis.

CARNATIONS SELL WELL.

Market conditions the past week were very good. A great shortage of roses created a brisk demand for carnations, which not being in oversupply, held their own as to prices, with the possible exception of poor reds. Sweet peas, stevias and bulbous stock are coming in more heavily and help to give variety. Funeral work was exceptionally brisk during that period. Good calendars are realizing a better price, and the call for them is brisk.

NOTES.

The news just leaked out that our friend, Wm. C. Zimmermann, the progressive retail florist at Fifth street and Grand avenue, was married January 4. Even with particulars lacking, they have our best wishes for a "flowery" future.

The new flower store of R. Preuss & Sons, Twenty-sixth street and Lisbon avenue is expected to open January 28. Unforeseen delays caused a five weeks' postponement.

The regular Florists' Club meeting will be held February 2 and the new president hopes the attendance will be as great as at the January meeting.

E. O.

Boston, Mass.

SHORTAGE OF STOCK STILL NOTICEABLE.

There were no new developments in the market this week in regard to local business. The stock coming in is offered to the trade which is buying very cautiously and in small quantities. The independent air of the salesmen show that they must have an outlet for a part or all of the amount they are receiving from out-of-town points, as they will not come down in price. Carnations at present are more in demand than roses and the abnormally high prices of the latter the last few weeks has reacted on the market, for the shops will buy only what they absolutely need. When other cities are obtaining enough stock locally, and cease purchasing here prices will be where the average person can buy flowers, other than for funerals. Sweet peas and violets are selling well now, although they are still high in price. Orchids, gardenias and other stock are not meeting any great call and usually carry over from one day to another.

The Gardeners and Florists' Club held ladies' night at Horticultural hall, January 24.

Israel Leibman, the Winter street florist, has sold his business to M. Marksman, the new owner taking possession February 1.

E. F. S.

OBITUARY.

J. George Bayer.

With the death of J. George Bayer, January 9, Toledo, O., lost one of her most respected pioneers and the Florists' Club one of its most devoted and honored members. Death followed a week's illness, which began with a cold that later developed into pneumonia. He was very hale and hearty up to the time of his illness, having had practically no sickness during his long and useful life. His death came as an entirely unexpected shock to his family and to the members of the trade here among whom he was universally beloved and respected as a leader.

J. George Bayer was born in Toledo, O., January 22, 1854, and grew up with the city. At the early age of 21 he gave up a growing contracting business, in which he was associated with his father, and began his successful career in the growing of vegetables and flowers at that time. He started out with the old fashioned hot beds, but very soon erected greenhouses. He was one of the first to build greenhouses in this section. He made a specialty of growing a few crops, combining vegetables and cut flowers. A crop rotation which he has maintained in his plant for more than 15 years has been chrysanthemums, lettuce, tomatoes and sweet peas. Major Bonnaffon chrysanthemums were his favorites, and to these he devoted such care and rare ability until Bayer's Bonnaffons became a name in his locality and nationally, synonymous with superb excellence. His success with these can be traced to a trait that was characteristic of the man, thoroughness and persistency. Whatever he tackled, he pursued until brought to successful completion.

Mr. Bayer was formerly a member of the Toledo city council and took a great interest in the city's progress and welfare. He was one of the founders of the Toledo Florists' Club, serving as president for several terms, and was an advocate of organization and every movement of the club that was for its benefit found him heart and soul engaged in co-operation. He was also a member of the Society of American Florists and of the Toledo Vegetable Growers' Association, as well as the national association.

The business will be continued under the firm name of George Bayer & Son, by his son, Edward I. Bayer, who has been associated with his father as a partner since 1910. Mr. Bayer is survived by his widow, the son just mentioned, and two daughters.

A. C. K.

Melvin S. Griffith.

Melvin S. Griffith, president of the Griffith & Turner Co., Baltimore, Md., died at his home in Catonsville, a suburb of that city, January 11, of heart trouble. Mr. Griffith was apparently in the best of health when he returned from his office on the evening of January 10. At about 11:30 o'clock he complained of pains about his heart and shortness of breath and passed away shortly after the physician arrived.

Mr. Griffith was born in Baltimore County, Maryland, his father being the late John M. Griffith and founder of the Griffith & Turner Co., seed and implement dealers. The son early associated himself with the firm and was its active head for many years and was well and favorably known in the trade. Mr. Griffith was a member of the Florists' Club of Baltimore, Old Colony Club, Rotary Club and the Trinity Protestant Episcopal church, of Ten Hills, Md.

The sympathy of the trade goes out to his family in their irreparable loss. His widow, Mrs. Sue Watson Griffith, a son Melvin, Jr., and a daughter, Miss Lewellyn surviving him.

Otto B. Robold.

Otto B. Robold, of Chestnut Hill, Philadelphia, Pa., died at his home in that city, January 13, aged 58 years, from a relapse following an operation performed for kidney trouble in July, 1921. For over 30 years he had been the traveling representative for the Henry F. Michell Co., Philadelphia, and his passing away will stand out most prominently in the records that city can produce for men of ambition and energy. Mr. Robold was an untiring worker, faithful to his trust and loyal to his friends and employers.

The funeral services were held from the late home, 16 East Gravers lane, Chestnut Hill. Besides his widow, Mr. Robold is survived by four grown children.

Hollis H. Hunnewell.

Hollis H. Hunnewell, proprietor of the Hill Crest estate, Wellesley, Mass., died at his home in New York, of Bright's disease, January 24, age 53 years. He was the son and namesake of the man who made the gardens of Hill Crest estate famous. Mr. Hunnewell was a well known sportsman.

His widow, two daughters and a son, H. H. Hunnewell, Jr., survive him.

A. F. F.

J. B. Hay.

J. B. Hay, for 50 years, a seedsman and florist at Brantford, Ont., died January 10, age 84 years. A son, Chas. T. and a daughter, Miss Agnes Hay, both of Hamilton, Ont., survive him.

LOUISVILLE, KY.—The Market Flower Shop has been incorporated, with a capital of \$1,000. John D. Walker, Louis Kirch and Wm. G. Walker are the incorporators.

RICHMOND, IND.—Recent visitors included Frank X. Stuppy and Dr. B. W. Murphy, of the Stuppy Floral Co., St. Joseph, Mo., with their wives, also Paul Weiss, Chicago.

EAST STROUDSBURG, PA.—The Herrick Flower Shop recently opened a branch store, in the Fenner building, Crystal and Washington streets, with Miss Katherine Evans, as manager.

TORONTO, ONT.—The Princess Florist, bankrupts, made an authorized assignment to Keenan, Walker & Co., accountants, auditors and trustees, 410 McKinnon building, this city, January 9.

RUTHVEN, ONT.—Robt. Gustin & Sons are planning to build greenhouses, at an early date, to cost \$5,000. Walter Scott and Bruce Fox, of this city, are also contemplating the erection of new houses in the near future.

MCALISTER, OKLA.—Wm. Weaver says the holiday business was good, especially the demand for plants, but, he adds, too much hangs over on the books. Personally, he is not afraid of hard times, but they require more work and less profit to even things.

STAMFORD, CONN.—The Stamford Horticultural Society elected the following officers for 1922 at its January meeting: Henry Wilde, president; J. Rutherford, vice-president; A. Pedersen, treasurer; T. F. Chrystal, corresponding secretary and O. A. Hunwick, Greenwich, Conn., secretary.

LINCOLN, NEB.—The C. H. Frey Floral Co. is the name of a new firm, recently established here, which is a result of the consolidation of the Enslow Floral Co., and C. H. Frey, Florist. The associates in the business are Edgar E. Duncan, C. H. Frey and Oscar H. Enslow. Headquarters, at present, will be at 1133 O street.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER.

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CINCINNATI wants the next convention of the American Carnation Society.

CHAIRMAN GEORGE ASMUS of the National Flower Show committee, and Secretary John Young, who were in Cleveland this week, say arrangements for the big exhibition, March 25-April 1, are progressing satisfactorily.

Personal.

John P. Cleary, of the Fruit Auction Co., New York, was in Chicago this week, attending the convention of the Fruit and Vegetable Shipping Association. Mr. Cleary had a hearty greeting from the many friends, who recall his compelling eloquence on the horticultural rostrum.

F. R. Pierson, Tarrytown, N. Y., passed the sixty-seventh milestone this week, apparently still an exotic in the Rip Van Winkle country, judging from his well maintained energy and activity.

Samuel Murray, Kansas City, Mo., vice-president of the Society of American Florists, entertained Sir Harry and Lady Lauder, on the occasion of their

A THRIFTY Dutch bulb salesman pleads for trial orders to celebrate his birthday, and reports show that this event travels with him from place to place.

Fifth National Flower Show.

CLEVELAND, O., MARCH 25-APRIL 1.

President S. S. Pennock, Secretary John Young and Geo. Asmus, chairman of the National Flower Show Committee, met in this city, January 22 with the chairmen of the Cleveland Committees of the National Flower Show, in order to secure a preliminary report to take with them to Hartford, Conn., at the meeting of the committee there, January 26.

Reports given by the various chairmen as to the progress made during the last month were quite satisfactory. The publicity committee reports that they have arranged for the use of 132 billboards for Cleveland and vicinity, advertising the show during the entire month of March. The National Flower Show Committee has issued a very attractive poster stamp for distribution among retailers and supply men, for pasting on all outgoing mail, letters, catalogues, etc. Requests have come in for more than 100,000 of these attractive stamps. The committee will be glad to supply them in any quantity to any one interested, who will write to the Cleveland office, 368 Lennox building.

Robert Brydon, chairman of the aquarium committee, held a meeting January 21, of his committee and has expressed the opinion that there will be over 100 exhibits of rare fish by fanciers and breeders all over the country; that they are working hard with the local Aquarium Society to make this part of the exhibition one of the most interesting and unusual that has ever been held. Promises of rare fish from the waters of India, Japan, China, South America, Mexico and the Philippines have come in to date. There will also be innumerable kinds of gold fish on exhibition in this department.

Letters have been received from a number of Chambers of Commerce, in Arizona, promising an exhibit of rare plants and flowers from the deserts of that state.

Secretary Pochelon, Detroit, Mich., of the Florists' Telegraph Delivery Association and Michael Bloy were in Cleveland, January 23, in conference with A. D. Taylor, chairman of the decorating committee, arranging for the construction of a temple of flora, as a big feature exhibit illustrative of the work of that association.

L. C. VINSON, Sec'y.

Japanese Beetle.

The federal horticultural board quarantine against the Japanese beetle (*Popillia japonica* Newm.), a notice of which appeared in our issue of December 17, 1921, page 1080, became effective January 1.

Two classes of quarantined areas have been established, depending upon whether they are lightly or heavily infested. In New Jersey the former includes Florence, Springfield, Easthampton, Medford and Southampton townships, in Burlington County; Gloucester, Voorhees, Clementon and Berlin townships, in Camden county, and West Deptford and Deptford townships, in Gloucester county. The heavily infested areas in that state embrace Palmyra, Cinnaminson, Delran, Riverside, Chester, Mount Laurel, Northampton, Evesham, Lumberton, Westhampton, Burlington, Willingboro and Beverly townships, in Burlington county; Pensauken, Delaware, Haddon and Center town-

ships; city of Camden and the borough of Magnolia, in Camden county. The lightly quarantined areas in Pennsylvania are Cheltenham, Abington, and Moreland townships, in Montgomery county; Southampton and Middletown townships, in Bucks county, and Wards 33 and 42, of the city of Philadelphia, in Philadelphia county. Heavily infested regions in the same state are: Bensalem and Bristol townships, in Bucks county and Wards 23, 35, 41 and 45, of the city of Philadelphia. Regulations governing the shipment of plants are established for each class of territory, with the state governments co-operating in their enforcement.

The order provides that garden, orchard and farm products of all kinds; nursery, ornamental and greenhouse stock and all other plants; soil, compost, and manure, other than fresh manure, shall not be moved interstate from any of the infested areas of the two states, in any manner or method or under conditions, other than those prescribed under the rules and regulations of Quarantine No. 48, as amended.

Cottage Gardens Nurseries.

A well informed correspondent writes as follows: "All of the real estate belonging to the Cottage Gardens Nurseries, Eureka, Calif., was foreclosed under a mortgage and the equity of redemption has gone by. The last foreclosure was of its property on which is grown the shrubs and plants, and that was consummated about a year ago. The only thing the concern has left is the shrubs and plants which are in the hands of a receiver. The assets and credits are not obtainable at this time, but the receiver says that very shortly he will issue a statement. Payment of the claims looks very doubtful."

She Stoops to Conquer.

A. Lange, Chicago, commenting on "Lauder's Love of Flowers," to which reference was made in last week's issue, said many other notable men and women have peculiar notions regarding flowers and their uses. When he was on State street many years ago, a well known theatrical celebrity, then struggling to get hold of the first rung on the ladder of fame, came to the store and ordered flowers sent nightly to the theater, where she was engaged in a minor part.

Window Glass Prices Reduced.

Pittsburgh, January 19.—The American Window Glass Company announces a reduction in prices amounting to 25 per cent in the price of common window glass. In April, last year, a reduction of 22 per cent was made in prices. The company is operating 60 per cent of capacity.

Primula Obconica Suit.

Janitan & Kunan, Cambridge, Mass., defendants in a suit for damages, amounting to \$15,000 and brought by a lady alleged to have been poisoned by a *Primula obconica* plant purchased from the firm, were held not to be responsible, the court recently dismissing the suit.

Birds Must Sing or Talk.

In the Maxwell street court, Chicago, Morris Blaz, was recently fined \$50 and costs for selling a canary that wouldn't sing and a parrot that wouldn't talk, having guaranteed they would do so. Judge John A. Bugee said it was obtaining money under false pretenses.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Ads., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Florist and gardener; married man; state salary desired. Address
P. O. Box 70, San Antonio, Texas.

Help Wanted—Experienced man for retail store; steady position. The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.

Situation Wanted—By gardener; general inside and outside plantsman; life experience; age 48, five in family. Address
Key 820, care American Florist.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,
Key 822, care American Florist.

Situation Wanted—By active young man who has had extensive experience in the New York wholesale market. Address,
A. F. F., care American Florist,
134 W. 16th St. New York

Situation Wanted—On a private, public or commercial place by an all around florist as a grower. Married man; willing and able to work; want steady position where quality is wanted. Life experience in the greenhouse business; wife can help. Address,
1509 E. Iron Ave., Salina, Kan.

SALESMEN calling on florist and general trade can secure good line staple well known goods paying good commission. Write quick.
B. M. Co., Zane Station, Zanesville, Ohio.

Situation Wanted

Grower, single, 25 years' experience. Address
Key 821, care American Florist.

Situation Wanted

Expert Designer and Decorator is open for engagement, Chicago preferred. State salary in first letter.

Key 824, care American Florist.

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

Help Wanted SALESLADY

For new Chicago retail store.
Key 823, care American Florist.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

FOR SALE 14x18 double strength glass, \$4.50 per box; special price on 25-box lots. 4-inch flue pipe with coupling, 5c per foot. Cash with order.

Box 81,
Herbert Baumann, Niles Center, Ill.

FOR SALE OR EXCHANGE

Six greenhouses with 3000 ft. bench space, modern 8-room house and two acres of land on France Ave., South Minneapolis, Minn. Best location in the city. Write owner.

JAMES SEED, St. Croix Falls, Wis.

For Sale

One (1) No. 924 Lord & Burnham square sectional hot water boiler, capacity 3840 feet of 2-inch pipe. In first-class condition, ready for prompt shipment. Price \$200. Address

THE D. HILL NURSERY CO.
Box 404, DUNDEE, ILL.

FOR SALE

20-40 ft. lots about (2½ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltheim, Forest, Woodlawn and others. Address

E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale

Forty acres; six-room house, Deleo lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

FOR SALE

Bearing Pecan Grove

50 acres, 11 years old, at a great sacrifice; \$12,000, worth \$20,000.

EDWARD MANIE
514 Broad Street, ALBANY, GEORGIA

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$6.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.

440 S. Dearborn Street
CHICAGO

30% NET

on your investment; more if terms, balance substantial security, modern 18 apartment building North Side, Lincoln park district. Rent \$18,870 now, mortgage \$65,000, 7 years. Price \$100,000. Terms \$35,000 or to suit.

Dr. P. B. SCHYMAN,

1619 North Robey St., CHICAGO, ILL.
Telephone Armitage 571

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

Gladiolus

Grown on our Own Farms. From our Own Planting Stocks. Machine Graded. True to Name.

Our "FIRST SIZE" will as usual show a good percentage of "overs," containing a strong percentage $1\frac{3}{4}$ to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

	Per 1,000
America, first size	\$22.00
America, medium size.....	18.00
Augusta, first size.....	32.00
Augusta, medium size	25.00
Baron J. Hulot, first size.....	60.00
Baron J. Hulot, medium size.....	52.50
Chicago White, first size.....	30.00
Chicago White, medium size.....	25.00
Halley, first size	35.00
Halley, medium size	30.00
Mrs. Francis King, first size	22.00
Mrs. Francis King, medium size	18.00
Mrs. Frank Pendleton, first size	40.00
Mrs. Frank Pendleton, medium size	35.00
Niagara, first size	40.00
Niagara, medium size	35.00
Panama, first size	35.00
Panama, medium size	30.00
Schwaben, medium size	40.00

and many others

1922 Prices on all leading sorts ARE ready.

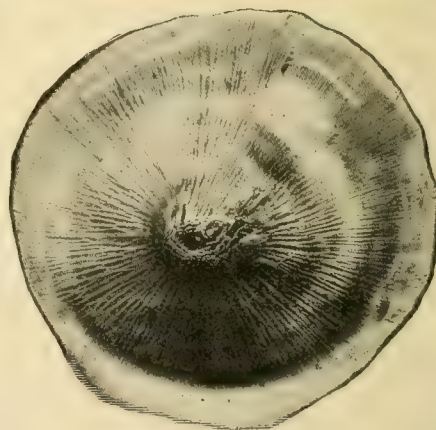
Lilium Giganteum Yellow Callas

From Ice Storage

6 to 8 (400 to case)..per case	\$50.00	$1\frac{1}{4}$ inch.....	\$14.00
7 to 9 (300 to case)..per case	55.00	$1\frac{1}{2}$ "	17.00
		2 "	25.00

"Book for Florists" now ready.

VAUGHAN'S SEED STORE, Chicago New York



MRS. FRANK PENDLETON.

Columbus, O.

FAIR DEMAND FOR MOST STOCK.

Funeral work has been especially active and since that is the backbone of the trade usually, the demand is good. Party decorations are not very numerous. The demand is running largely toward loose flowers and corsages; outside of funeral pieces. Roses, carnations, violets and sweet peas are the most popular flowers in the market, Sunburst, Premier, Columbia and Butterfly leading in roses and are rather scarce, selling from \$4 to \$10 per dozen. Carnations are of excellent quality and sell from \$2.75 to \$3.25 per dozen. There is a good call for violets and sweet peas. Narcissi are getting scarce and the season is waning. There is a fair demand and supply of freesias. Easter lilies of the storage variety are

expected to be on the market soon. Active preparations are being made for St. Valentine's Day and indications point to a good demand. The business being booked now is about one-half of that at Christmas.

FLOWER GROWERS' AND DEALERS' ASS'N.

The regular meeting of the Flower Growers' and Dealers' Association was held at Helm Bros., January 17. The attendance was about 20, showing increasing interest in the affairs of the association. The principal subject discussed was that of an advertising campaign for the six or seven days preceding St. Valentine's Day. A subscription was taken up among the members amounting to \$350, which will be spent on a co-operative advertising campaign calling attention to the giving of flowers for St. Valentine's Day. A subscription for the advertis-

ing campaign of the Society of American Florists was also collected and a nice sum was realized. Owing to the fact that many business matters came up the usual rule of having a set speech was not carried out. It is planned however to have a subject discussed at every meeting and in addition matters of credit will be taken up. The next meeting will be held at the floral establishment of S. F. Stephens & Son.

NOTES.

A change has been made in the management of the local branch of the Zetlitz Floral Products Co., Frank B. Townsend, the manager of the business for some time, having been sent to take charge of the Lima store. Mrs. I. B. Williams, who was formerly with the branch in that city, has taken charge of the shop here. The Lima store

Burpee's Asters

The Burpee Beauty Asters are of inestimable value for cut flowers. The individual blooms measure 4 to 6 inches across and are carried on long strong stems. This distinct type of Asters was first introduced by Burpee. They bloom after the Late Branching Asters have finished blooming and before the early Chrysanthemums have come into the market. The early kinds come into bloom almost as soon as the Royal Asters and produce flowers for a long time.



Burpee's American Beauty Aster.

BURPEE'S ANNUAL is The Leading American Seed Catalog which fully describes the Burpee Quality Seeds. Every grower should have Burpee's Annual as a reference book. It will be mailed to you free. Write for your Annual today.

American Beauty. The large flowers are a bright rosy carmine, the shade of the world-famous American Beauty Rose. Pkt., 10c; $\frac{1}{4}$ oz., 45c; oz., \$1.60; $\frac{1}{4}$ lb., \$4.80.

Purple Beauty. Wonderful rich purple flowers of unusual size and graceful form. Pkt., 10c; $\frac{1}{4}$ oz., 45c; oz., \$1.60; $\frac{1}{4}$ lb., \$4.80.

Lavender Beauty. The large, well-displayed flowers are a clear lavender. Pkt., 15c; $\frac{1}{4}$ oz., 60c; oz., \$2.20; $\frac{1}{4}$ lb., \$6.60.

September Beauty. Delicate, soft shelled-pink. A beautiful and rare color. Pkt., 15c; $\frac{1}{4}$ oz., 60c; oz., \$2.20; $\frac{1}{4}$ lb., \$6.60.

Crimson Beauty. A very bright rich crimson. Fully double and extremely large. Pkt., 25c; $\frac{1}{4}$ oz., \$1.25; oz., \$4.00.

White Beauty. The flowers are fully double and of magnificent size. A pure white in color. Pkt., 25c; $\frac{1}{4}$ oz., \$1.25; oz., \$4.00.

Early Carmine-Rose. Rich carmine-rose. Flowers very double and lasting well in water. Pkt., 25c; $\frac{1}{4}$ oz., \$1.25; oz., \$4.00.

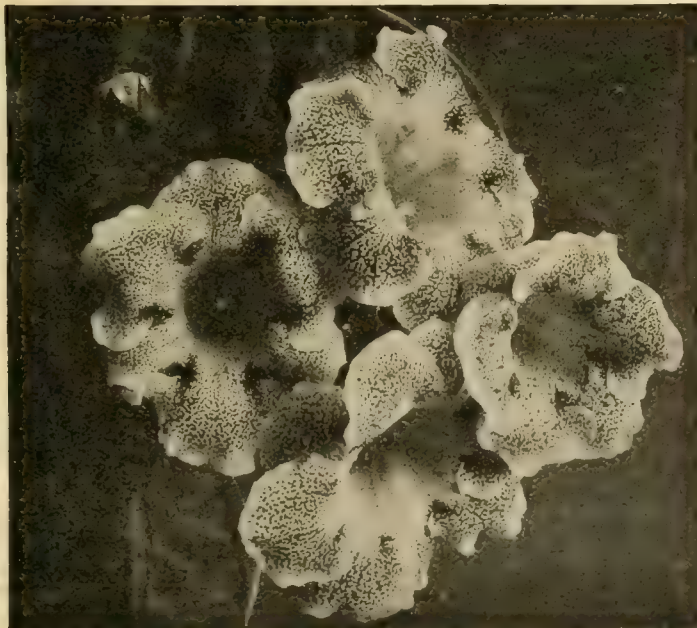
Early Shell-Pink. A delicate yet rich shade of shell-pink. Pkt., 25c; $\frac{1}{4}$ oz., \$1.25; oz., \$4.00.

Early Purple. A rich and impressive color which goes well with the massiveness of the large flowers. Pkt., 25c; $\frac{1}{4}$ oz., \$1.25; oz., \$4.00.

Write or wire for prices on all other varieties of flower seeds.

W. ATLEE BURPEE CO., Seed Growers, Philadelphia

Tuberous-Rooted Begonias and Gloxinias



We are again in position to supply splendid strains of **Tuberous-Rooted Begonias** in exceptionally fine, strong bulbs, $1\frac{1}{2}$ to 2 in. in diameter:

TUBEROUS ROOTED BEGONIAS, Large Single Flowered, Scarlet, Crimson, Pink, White, Salmon and Yellow—\$1.75 per dozen; \$12.00 per 100; \$110.00 per 1000.

Choicest Single Mixed Varieties—\$1.50 per dozen; \$11.00 per 100; \$100.00 per 1000.

TUBEROUS ROOTED BEGONIAS, Superb Double Flowering, Scarlet, Crimson, Pink, White and Salmon—\$2.25 per dozen; \$16.00 per 100; \$150.00 per 1000.

Choicest Double Mixed Varieties—\$2.00 per dozen; \$15.00 per 100; \$140.00 per 1000.

GLOXINIAS, Superb Strain, Red, White and Purple—\$2.50 per dozen; \$18.00 per 100; \$170.00 per 1000.

Choicest Mixed Gloxinias—\$2.25 per dozen; \$16.00 per 100; \$150.00 per 1000.

GOLDEN YELLOW CALLA "ELLIOTIANA."

	Per doz.	Per 100	Per 1000
$1\frac{1}{4}$ -inch bulbs.....	\$2.00	\$15.00	\$140.00
$1\frac{3}{4}$ -inch to 2-inch bulbs...	2.50	18.00	175.00
$2\frac{1}{4}$ -inch bulbs.....	3.00	22.00	220.00

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Valley for St. Valentine's



CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18.00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

was formerly operated by Mr. Zetlitz's father, E. L. Zetlitz.

Fred Roth says that hyacinths will be on in a short while, possibly the latter part of January. Easter lilies of the cold storage varieties will be ready early in February at his place and pot plants are coming along now. Mr. Roth reports a good demand for all flowers and pot plants as well as bulbs. He is considering the building of a store room in which to house his retail business.

Frank J. Steffan was recently made manager of several of the departments of the Wilson Seed & Floral Co., 23 East Town street, including the seed, plant, bulb, poultry and pet stock. Mr. Steffan has had 22 years' experience in the flower and seed business and for the past 10 years was connected with the Livingston Seed Co.

Roses, narcissus, violets and carnations according to Manager Flynn of the Gay Street Floral Co., are in good demand at this time.

T. J. Ludwig, 82 North High street, has completed the remodeling of his show window. J. W. L.

TUXEDO, N. Y.—The Tuxedo Horticultural Society elected the following officers for 1922, at its January meeting: John Livingstone, president; William Ward, vice-president; Duncan MacGregor, treasurer and James Davidson, Tuxedo, secretary.

SALEM, ORE.—C. F. Breithaupt, a florist of Sedro-Wooley, Wash., recently purchased a one-half interest in C. B. Clancey's greenhouses and the wholesale department of his flower establishment. Mr. Breithaupt will assume personal charge of the greenhouses in the near future and is planning to increase the present glass area.

ANNOUNCEMENT

One of our representatives is leaving for South America this week to secure new items for our already large line of prepared foliages which will be offered to the trade next fall.

SEND \$2.50 FOR SAMPLE BOX

This box contains an assortment of our offerings and retails for \$5.00. A leading Chicago retail florist placed a number of these boxes on display in his windows owing to the great scarcity of cut flowers and sold over 80 during the last two weeks.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

TORONTO, ONT.—The Ontario Horticultural Society will hold its annual convention here, February 9-10. The society has 36,000 members on its rolls, principally amateurs.

WORCESTER, MASS.—The Quarry Floral Co., 875½ Main street, has been reorganized and incorporated with a capital of \$100,000. Michael P. Quarrey is president and treasurer of the concern.

The Last Chance to Secure Heavy Dormant Two Year Old Budded Plants of the Wonderful Pillar or Climbing Rose

Paul's Scarlet Climber

At the Low Price of \$50.00 per 100.

This variety as we have predicted ever since its introduction, is rapidly taking the first place as the most popular brilliant pillar or Climbing Rose.

Mr. S. S. Pennock in his recent address before the Philadelphia Florists' Club in speaking of the wonderful Bagatelle Rose Gardens at Paris, France, referred to this rose as the most brilliant in color and a subject that could be seen from all points in the garden, still in splendid shape after other Climbers had passed.

It is truly a wonderful rose and will find a place in every garden.

The price of \$50.00 per 100 is special and will only hold good on orders booked on or before February fourth and for immediate delivery.

Henry A. Dreer

714-716 Chestnut St., Philadelphia, Pa.

This offer is intended for the Trade Only.



Mention the American Florist when writing

Raedleins Valentine Day Special Assortment

In All the New Spring Colors



- ASSORTMENT I.**—50 Cut Flower Baskets, in assorted colors, with Liners, 4 to 5 inches deep, 16 to 18 inches over all..... **\$14.75**
- ASSORTMENT II.**—50 Cut Flower Baskets, in assorted colors, with Liners, 4½ to 6 inches deep, 16 to 20 inches over all..... **19.40**
- ASSORTMENT III.**—25 Cut Flower Baskets, in assorted colors with Liners, 8 to 10 inches deep, 21 to 27 inches over all..... **16.50**

WRITE FOR CATALOGUE

RAEDLEIN is always ready to serve you

RAEDLEIN BASKET CO., 713-717 Milwaukee Ave., Chicago, Ill.

Mention the American Florist when writing

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

ROSES ARE SCARCE IN THIS MARKET

But our Roses are now in full crop with extra fine quality of stock in all lengths of stem--We grow all the roses we handle and you will find it pays to

Order Direct of the Grower

 **A Trial Order Solicited.**

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Mention the American Florist when writing.

Chicago.

STOCK IS A TRIFLE MORE PLENTIFUL.

Stock is a trifle more plentiful at this writing than it has been for several weeks but roses are still on the short side and command good prices. Carnations appear to be in larger supply and have dropped somewhat in price the past week. There is plenty of lily of the valley to go around and the supply of orchids is equal to the demand. Jonquils are holding their own. Freesias are in good supply and the colored varieties are now included in the offerings. Tulips are to be had in fair sized quantities. Mignonette, stevia, snapdragons, calendulas and daisies are arriving in fair supply. Sweet peas are seen in fair sized quantities at some of the stores but are moving nicely and clean up daily. Callas are more plentiful and there appears to be more lilies around. Single and double violets are in good supply. Paper White narcissus are not as plentiful as they have been. Pansies are to be had. Heather and pussy willows are also obtainable. Business was fair last week and the supply of stock was just about equal to the demand with the exception of one or two items. Roses appear to be gradually increasing in supply and while there is no great surplus at this writing the wholesalers are finding it easier to fill orders. St. Valentine's Day is next on the programme and while stock in general promises to be in good supply it is advisable to place all orders well in advance.

FOLEY GREENHOUSE MFG. CO. FIRE.

Newspaper reports relative to the loss by fire, sustained by the Foley Manufacturing Co., January 20, which gave the impression that the damage was complete and almost irreparable, should be greatly discounted. The two vaults of the company, containing the standard drawings, records and correspondence were not destroyed. The fire loss in the warehouse was very slight and only a small portion of the firm's lumber yard was damaged. The shipping facilities remain unimpaired and a temporary office is being installed in the warehouse. Within a short time the company will have a temporary factory in operation, where it will be able to handle orders in a thoroughly satisfactory manner during the restoration of the main plant.



ROSES,

PEAS, CARNATIONS, VALLEY

OUR SUPPLY HAS BEEN CAREFULLY
ESTIMATED AND WILL BE ADEQUATE

for

ST. VALENTINE'S DAY

KENNICOTT BROTHERS CO

WHOLESALE

FLORISTS



FLORAL ART ALBUMS

Illustrating 50 desirable designs, etc. Printed one to a page on one side only on best quality of white coated paper, size 7x10 in. This album is well worth having and your customers will appreciate making their selections from same. Special price, each \$1.00.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

SPECIALS for VALENTINE'S DAY

CATTLEYA ORCHIDS, the best, \$1.00 each.

VALLEY, none better, \$50.00 per 1000

SWEET PEAS, the finest, \$30.00 per 1000.

We also offer a large supply of Tulips, Jonquils, Narcissi, Freesias, Violets, Carnations, Roses, Calendula, Mignonette, etc., of finest quality.

"Service to swear BY, not AT."

VALENTINE'S PRICE LIST—Chicago's Finest Roses

PREMIER.		Per 100
Special		\$35.00
Fancy Long		30.00
Long		25.00
Medium	\$18.00 to	20.00
Short	10.00 to	12.00
COLUMBIA.		
Special		\$30.00
Fancy Long		25.00
Long		20.00
Medium	\$15.00 to	18.00
Short	10.00 to	12.00
MILADY.		
Special		\$35.00
Fancy Long		30.00
Long		25.00
Medium	\$15.00 to	18.00
Short	10.00 to	12.00
RUSSELL.		
Special		\$35.00
Fancy Long		30.00
Long		25.00
Medium	\$15.00 to	18.00
Short	10.00 to	12.00
BUTTERFLY.		
Special		\$25.00
Fancy Long		20.00
Long		18.00
Medium		15.00
Short		10.00

OPHELIA.		Per 100
Special		\$20.00
Fancy Long		18.00
Long		15.00
Medium		12.00
Short		10.00
SUNBURST.		
Special		\$20.00
Fancy Long		18.00
Long		12.00
Medium	\$12.00 to	15.00
Short		10.00
WHITE.		
Special		\$20.00
Fancy Long		18.00
Long		15.00
Medium		12.00
Short	\$8.00 to	10.00
Extra Special Roses Billed Accordingly.		
DECORATIVE GREENS		
Ferns		\$4.00 per 1000
Plumosus		50c bunch
Sprengeri		35c to 50c bunch
Coontie Leaves		\$3.00 per 100
Smilax, strings		\$4.00 per doz.
Adiantum		\$1.50 per 100
Galax		2.00 per 1000
Leucothoe		10.00 per 1000
Boxwood		\$12.50 per 50-lb. bag
Mexican Ivy		\$10.00 per 1000
Prices subject to change without Notice.		

CURRENT PRICE LIST OF MISCELLANEOUS FLOWERS

Carnations		Per 100
Assorted		\$ 6.00 to \$ 8.00
Red		10.00
Laddie		12.00 to 15.00
Orchids		Each
Cattleyas		1.00
Sweet Peas		Per 100
Winter Butterfly		2.00 to 4.00
Valley		6.00
Jonquils		8.00 to 10.00
Freesia Purity		5.00 to 6.00
Tulips, Early		6.00 to 8.00
Tulips, Darwin		10.00 to 15.00
Paper Whites		6.00 to 8.00
Roman Hyacinths		4.00 to 5.00
Violets, California, per 1000		7.50
Mignonette		8.00 to 10.00
Mignonette, ex. fcy., per doz.		2.00
Stevia		4.00
Daisies		3.00
Giganteum Lilies		25.00
Calla Lilies		25.00
Calendulas, Ball's		10.00 to 12.00
Calendulas, Orange King		6.00
Pussy Willows		4.00 to 6.00

Mention the American Florist when writing.

NOTES.

The Florists' Club will hold its annual novelty show at the Hotel Randolph, Thursday evening, February 9, at 8 o'clock. Growers having new roses, carnations or other items of interest are cordially invited to exhibit and are requested to send all shipments, express prepaid, to arrive not later than 8 o'clock to Chicago Florists' Club, c/o Hotel Randolph, 175 West Randolph street, Chicago.

Fred Lautenschlager of Kroeschell Bros. Co., has been obliged on account of sickness to cancel a four-week business trip including a stopover at the annual meeting and exhibition of the American Carnation Society, at Hartford, Conn., January 25-27.

The Chicago Flower Growers' Association is now operating its new White truck which will be used for local deliveries and special trips to the depots. The truck carries the slogan, "Say It With Flowers" in addition to the firm name in good-sized letters.

Frank X. Stuppy and Dr. B. W. Murphy, of the Stuppy Floral Co., and their

wives, spent the day here, January 20, enroute to the east, where they expect to attend the American Carnation Society's Convention at Hartford, Conn.

Wietor Bros. have several benches of young Columbia rose plants ready for delivery. The demand for carnation and chrysanthemum stock is strong and every mail brings in new orders.

The J. A. Budlong Co. is taking good care of their customers during the shortage of roses and other stock. This firm's shipping business is exceptionally good and constantly increasing.

A. L. Vaughn & Co. are enjoying a splendid shipping trade and have their share of the city business. Tulips, jonquils and other bulb flowers are in good supply here.

Bassett & Washburn are still cutting heavily in roses and are taking care of all their regular customers, besides many others during the present shortage.

Arthur Weatherwax arranged a big bank decoration in the loop for W. J. Smyth, January 25.

Ed. Jacob of the A. L. Randall Co., has the sympathy of the trade in the

loss of his father whose death occurred this week.

Peter Reinberg, Inc., reports a good demand for rooted carnation cuttings, which are being marketed for the accommodation of their growers.

Kennicott Bros. Co. is moving a splendid supply of American Beauty roses in addition to a full line of all other stock.

Zech & Mann are handling a good supply of bulbous stock in addition to their regular line of cut flowers.

Leo Wietor, eldest son of N. J. Wietor, is planning on making a trip to Los Angeles, Calif., next week.

Mrs. Peter Reinberg and Mrs. Henry Zender and daughter are visiting relatives at Ocean Park, Calif.

The Joseph Foerster Co. is supplying its trade with choice stock in all lines, especially Premier roses.

E. M. Lambert is opening a new retail store at 8 South Dearborn street.

Frank Jarel of the Zech & Mann force was on the sick list this week.

A. Lange and wife have returned from Mt. Clemens, Mich.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO
ROSES AND CARNATIONS

Splendid Supply in All the Leading Varieties

Buy Direct from the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

Per 100

Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

COLUMBIA

Specials	\$25.00 to \$30.00
Select	18.00 to 20.00
Medium	12.00 to 16.00
Short	10.00

PREMIER

Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY

Per 100

Specials	\$25.00
Select	20.00
Medium	12.00 to 15.00
Short	10.00

ROSES, Our Selection.....\$15.00

Carnations	\$ 6.00 to \$10.00
Pansies, per dozen bunches	2.00
Paper Whites	4.00 to 6.00
Stevia, per bunch	0.75 to 1.00
Violets	1.00 to 1.50
Sweet Peas	3.00 to 5.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	\$4.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

Mention the American Florist when writing

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

Mention the American Florist when writing

George Asmus, W. J. Keimel and Peter Pearson are attending the annual meeting and exhibition of the American Carnation Society at Hartford, Conn., this week. C. W. Johnson, with the H. W. Buckbee Co., Rockford, is also in attendance.

The Van Buren Florist sustained a severe loss, January 19, when robbers forced Sam Gordon, the manager, into a rear room, at the point of revolvers, bound and gagged him and relieved him of \$211 in cash and a diamond ring valued at \$500.

Poehlmann Bros. Co. is cutting from a splendid crop of orchids and some exceptionally fine cattleyas are included in the shipments. Roses are a trifle more plentiful at this establishment but like all other stock is cleaning up nicely each day.

M. V. Tyler, formerly with Botzum Bros. Co., Cleveland, O., and later with the American Bulb Co., has accepted the position as manager of Poehlmann Bros. Co.'s supply department, entering upon his duties January 23.

Mrs. Kirby, of Kirby's Flower Shop,



The John C. Meyer Thread Co.,

Manufactured by

LOWELL, MASS., U. S. A.
DEPT. XYZ.

Little Rock, Ark., was here on business this week. Tim Cunnean, formerly in the employ of Percy Jones, Inc., is now employed in Little Rock.

Peter Reinberg, Inc., is handling a good supply of Rainbow freesias in addition to a most complete line of all other stock.

Ove Gnatt, of La Porte, Ind., passed through here this week on his way home from a business trip to New York.

W. S. Anderson recently installed an

Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkaline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

up-to-date flower shop in the North Shore hotel, Evanston.

Vaughan's Seed Store is moving caladiums and tuberose this week.

Visitors: Morris Levine, New York; Aug. Elche, of the Elche Floral Co., Lincoln, Neb.; Morris Zschau, Dwight; Alex Friedman, of the First American Natural Ferns Co., Inc., New York; Morris Marer, of the Marer Flower Shop, Indianapolis, Ind.; Eric Buckholz, Muncie, Ind.

Place Your Orders Now For

Valentine's Day

Complete Supply of Cut Flowers

Roses, Carnations, Single and Double Violets, Jonquils, Sweet Peas, Tulips, Freesia, Rainbow Freesia, Daisies, Snapdragons, Mignonette, Valley, Lilies, Callas, Pansies, Calendulas, White and Yellow Narcissus, Etc., Etc.

Complete line of Greens including the finest Bronze Galax in this Market.

A. L. VAUGHAN & Co.
 NOT INC.
 PHONES:
 CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
 161 North Wabash Ave. Chicago

Valentine Flowers

Complete line of Roses, Carnations, Sweet Peas, Violets, Jonquils, Freesias, Orchids, Mignonette, Valley, Tulips, Snapdragons, Stevia, Etc. Large supply of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

Chicago Flower Growers' Association.

The Chicago Flower Growers' Association met at the Hotel Randolph, Thursday, January 19, when the members decided to increase the advertising assessment to one per cent and handle the funds through the association with the co-operation of the wholesalers. A luncheon will be given at the next meeting in February and it is likely that the new plan will go into effect March 1. Paul Weiss acted as secretary during Otto Amling's absence in California.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing.

Galax, Ferns and Leucothoe

Green and Bronze Galax, \$1.00 per 1000, \$7.00 per case of 10,000. Fancy and Dagger Ferns, \$1.50 per 1000, \$6.00 per case of 5000. Leucothoe Sprays, Green and Bronze, \$1.50, \$3.00 and \$4.00 per 1000. Princess Pine, nice and green, \$1.00 per 1000. Prompt shipment and all goods guaranteed.

Reference, The Citizens Bank, Elk Park, N. C.

Give us a trial.

Pine Grove Evergreen Co., Elk Park, N. C.

Mention the American Florist when writing.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Pittsburgh.

STOCK PLENTIFUL EXCEPT ROSES.

With the exception of roses, the supply of seasonable stock was equal to the demand the past week, there being no over supply and no stock had to be carried over. Many of the retail shops, however, are complaining, for with the exception of funeral work, there was very little business. American Beauty roses are still conspicuous by their absence on the local market, which is probably for the best, as inquiries for them are few and far between. The supply of roses has not increased to any extent and it is still impossible for the wholesale houses to begin to fill any orders complete. It is simply a case of divide up the cut each day among the regular buyers. Carnations are on the increase and the growers say that with a few bright days the offerings will be all the market can absorb. Lilies are still good property and clean up daily at good prices. Paper White narcissi are still in heavy supply, but are bringing better returns than at any time this season. Jonquils and tulips have taken their place on the list and are moving nicely. Freesia is another new arrival and is proving popular, while snapdragons cleaned up on sight. The finest sweet peas seen in years are coming in, but the quantity is limited. The call for orchids, lily of the valley and violets is limited, as these are used mostly in corsage work and there does not seem to be as many corsages worn this season as in former years. Baby primrose, yellow daisies, calendulas and pussy willow complete the list and each fills its own space in the retail shops.

RETAIL FLORISTS' ASSOCIATION.

All you florists who are members of the Retail Florists' Association, and those of you who are not but are in the territory covered by the association, remember that the next meeting is the first Thursday in February; the place—Hotel Chatham and the time—6:30 p. m. The attendance at the meetings has been poor and you are needed if the association is going to be a success. There is business to be taken up at this meeting that vitally concerns you, as the association is going to decide how it will spend your money and how much you are to be assessed for advertising, so that it is up to you to be at this meeting and help to decide what is to be done. If things are not done the way you think they should be and you are not there to have your say, you have only yourself to blame, so all turn out and make this the most successful meeting we have ever had.

NOTES.

Some complaints have been heard in regard to the high prices demanded by the growers, but who can blame them as it is the old story of supply and demand, and when the call does not use up the supply and stock accumulates, there is no bottom to it and the returns to the grower are not sufficient to let him break even, so that if he did not get the price when flowers are

scarce and on special days, he would soon be on the rocks and ready to quit, and you retailers who own glass of your own know what it costs to operate a greenhouse these days.

E. J. McCallum, of the McCallum Co., is on a visit to the company's branches at Cleveland, O., and Detroit, Mich. While in Cleveland he attended a banquet given by the Cleveland Florists' Club. Henry Blend, one of the McCallum salesmen, also attended the banquet.

The A. W. Smith Flower Stores Co. have closed their Beaver Falls shop and hereafter their business there will be handled through their main store. They report business as good, having handled several large decorations the past week.

Wm. Wampler, manager of the cut flower department of the Pittsburgh Cut Flower Co., has resigned his position, and Edw. Ashcroft who has been with the company for years, will take the position.

Edward Blind, of the Blind Floral Co., and George C. McCallum and John C. Walley of the McCallum Co., are among those who will attend the Hartford Show from this district, January 25-27.

This city honored the W. & J. football team January 21 by a banquet at the Wm. Penn hotel, the decoration for which was handled by Thos. Silverblatt, the hotel florist.

E. C. T.

Cincinnati, O.

FAIR BUSINESS REPORTED.

Business the past week was only fair. The supply is unusually short but the call is not great enough to cause any trouble. The trade is trying to remember when business was as dull in January as it is this year. Roses are very scarce and not the best that can be grown. They range in price from 12 to 35 cents. Bulbous stock is arriving in larger shipments, including freesia, both Purity and Rainbow, Paper White narcissi, daffodils and Dutch hyacinths. The last mentioned are in great demand because of their good quality and fair price. Carnations are the most plentiful of all the flowers. Lilies, both Calla and Easter, find a good market, but are very scarce. Calendulas have become quite popular and move readily, and are arriving in larger shipments, and are seen in excellent condition. Sweet peas show the effects of the sunshine and this is very welcome, for they have been quite scarce. Lily of the valley, violets, primulas and Roman hyacinths can only be obtained occasionally for not many of the local growers have them. Green goods move well.

NOTES.

There is a rumor out about starting an exclusive florists' bowling league here, and possibly by the next writing matters may materialize to such an extent that we can have it in reality and not just a dream.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

DAISIES

PANSIES

STEVIA

JONQUILS

TULIPS

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses now that Sweet Peas are scarce.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies,
Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

**Quality
Speaks
Louder
Than
Prices.**

Wholesale Cut Flowers and Greens

**184-186 North Wabash Ave., Corner
Lake St., CHICAGO**

**Roses, Valley and Carnations
Our Specialty**

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

P. J. Olinger has been receiving some good calendulas, carnations and smilax from his Newcastle, Ind., range. He reports a number of large sales of cuttings for his new carnation, Radium, and also the other kinds.

Trade has been quite brisk at H. W. Sheppard's shop the past week in

funeral work and telegraph orders, which is a large factor with this establishment.

The Cincinnati Cut Flower Exchange is receiving excellent Calla lilies from Thos. Jackson, Latonia, Ky., and good freesias from Wm. Scramm, of the Highlands.

The window displays at J. Baer's establishment have attracted much attention recently. Mr. Baer has experienced a good week in basket arrangements.

The Wm. Murphy Co. is receiving some fine calendulas from Alfred Murphy, Price Hill, and some exceptional sweet peas from Sam Kuhn.

Placing the Florist Industry on a Safer and Saner Financial Basis.

Our Credit Service is Credit Information right in your office.

A Dollar lost on a Bad Credit Risk is a \$2.00 loss of profit.

"Say It With Flowers" on ESTABLISHED CREDIT.

The interchange of Credit Ledger Information is the greatest co-operation idea of all times. It makes business SAFER.

Non-Subscribers take notice. Know who you are selling.

Our Credit Blue Book is as important as your ledger.

The value of a customer is NOT ALWAYS BUYING POWER, BUT THE PROMPT SETTLEMENT OF AN ACCOUNT.

Our Credit Blue Book of the Floral Trade followed with a monthly supplement reviewing additions and revisions of Credit Ratings within the entire trade offers a protection to you almost to the FULL VALUE of the customers' accounts on your books.

Why take any more chances after your past experiences of losing money on Bad Credit Risks—losing money that oftentimes is found to be greater than your actual profits. Your membership fee with us is small compared to the money lost—money that you should have had. To keep close watch on your accounts is to keep close to us.

I, or We, are desirous of becoming a member of the Florists' Credit Association. Give details regarding same. Your inquiries incur no obligation.

NAME

ADDRESS

BUSINESS

Attach to your letterhead.

Florists' Credit Association, Inc.

A NATIONAL INSTITUTION

(Endorsed by the S. A. F. in 1918)

HOME OFFICES

Federal Life Building, 168 N. Michigan Avenue, CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

We Are Headquarters For The Following:

SOUTHERN WILD SMILAX of rich dark green. Per standard case, \$7.50.

GALAX, bronze or green, per 1000, \$2.00; per case of 10,000, \$15.00.

FERNS, fancy, the best on the market the year round. Per 1000, \$4 00, case lots.

LEUCOTHOE, green, fine long fancy stock. Per 100, \$1.00; per 1000, \$8.50.

WRITE, PHONE OR WIRE.

E. F. WINTERSON CO.,

166 N. Wabash Avenue.
Phone Central 6004. Established 1892.

Chicago, Ill.

Mrs. Alfred Forder was brought to her home from the hospital on Sunday. Her improvement is slow.

C. E. Critchell is improving daily from his attack of quinsy and it is thought he will soon be back at the store.

Chas. Phipps, of J. Baer, was married

recently to Miss Stella Meins. The trade wishes him all the luck possible.

Fred Gear, Vine street, reports business fair and but little stock obtainable.

Visitors: E. Goldenstein, of Vaughan's Seed Store, Chicago; C. C. Cheeseman, of Chicago.

G. K.

PORTLAND, ME.—The Cumberland County Florists' Association, at a recent meeting, elected officers, as follows, to serve for 1922: Geo. Meloan, president; Alex. Skillin, vice-president; Mrs. Blanche E. Allen, 64 Market street, secretary and H. E. Blanchard, treasurer.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET MOSS

Fadeless, per bag, \$3 50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

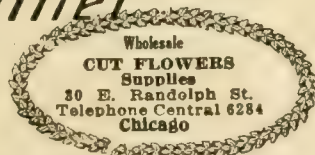
WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO
CENTRAL 679 ILLINOIS

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TONNER



Mention the American Florist when writing

SMILAX

PREPARED MAGNOLIA

Price and quality guaranteed.

DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

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Wholesale Flower Markets

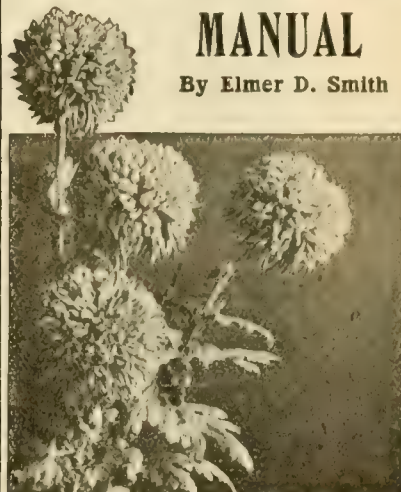
Chicago

CURRENT PRICE LIST

	Dozen	Per 100
Roses, Beauty	\$ 4.00 to \$ 8.00	
" Mrs. Chas. Russell	10.00 to 35.00	
" Butterfly	10.00 to 25.00	
" Columbia	10.00 to 25.00	
" Dunlop	10.00 to 25.00	
" Premier	10.00 to 35.00	
" Hoosier Beauty	10.00 to 25.00	
" Killarney Brilliant	10.00 to 20.00	
" White Killarney	10.00 to 20.00	
" Mrs. Geo. Shawyer	10.00 to 20.00	
" Milady	10.00 to 25.00	
" Mrs. Aaron Ward	10.00 to 20.00	
" Sunburst	10.00 to 20.00	
" Ophelia	10.00 to 20.00	
" Dble. W. Killarney	10.00 to 20.00	
" Cecile Brunner	3.00	
" Our Selection	10.00	
Calendulas	4.00 to 6.00	
Daisies	2.00 to 3.00	
Cattleyas, per doz.	18.00 to 24.00	
Valley	8.00 to 10.00	
Carnations	8.00 to 12.00	
Lilies, per 100	25.00 to 30.00	
Sweet Peas	3.00 to 5.00	
Paper Whites	6.00 to 8.00	
Violets	1.50 to 2.50	
Adiantum	2.00 to 3.00	
Ferns, per 1,000	4.00	
Galax, per 1,000	2.00	
Leucothoe	1.00	
Sprengerl, Plumosus Sprays,		
per bunch	0.25 to 0.50	
Mexican Ivy	1.00	
Boxwood, 35c per lb., case	9.00	
Southern Wild Smilax, per		
case	12.00	

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION
Price 60c. Cash with Order.American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia,
Russell, Milady, White Killarney and Kil-
larny Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

NEW IMPORTATION

MINIATURE VELVET PANSIES

\$3.60 per gross

MINIATURE RED POPPIES...\$1.80 per gross

CLOTH CARNATIONS...\$25.00 per 1000

White, Ward, Dark Pink and Red

SAM SELIGMAN

116 West 28th Street NEW YORK

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart.

Price \$1.00, prepaid.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

VICK QUALITY ASTERS



A FEW GLIMPSES OF
ASTERS GROWING
FOR SEED ON
VICK SEED FARMS
SUMMER OF
1921

Some Reasons Why VICK QUALITY ASTER SEED Is the Recognized Standard Everywhere

At the extreme left of the field on the Curtis farm shown on the above picture, grew an acre of specialties consisting of new varieties and improved strains of present varieties from which wonderful possibilities are expected as soon as type is fixed. This plot and two others on Orchard Farm and Highland Farm contained over six hundred different, carefully corded strains in course of development, the history of each of which we keep through several generations in direct from separate plant selections. Our reward consists in a steady improvement in established varieties and once in a while a new variety of merit. Each year we discard many selections, the development of which have proved disappointing start at the beginning with other single plants. This year we have recorded over a thousand plants out of which, careful comparison of their records this winter, several hundred will be added to our breeding tests. The best of all will take from three to five years for proper development and fixation of type, during which we run risk of loss by accident and unfavorable weather. For every new variety we introduce, we lose or discard a hundred or more upon which we have spent time and expense. Thus only can we improve old varieties and introduce new and better ones. We do not pretend to "create" new flowers, but we do modestly claim to be earnest students of the art of plant selection especially in the most popular Annual that American flower lovers have ever known.

VICK'S ASTER BOOK For Florists.

A handsomely illustrated, descriptive book on Asters for florists and commercial growers. The most complete work of its kind ever published. Better than ever before this year; containing many new pictures of Asters from our farms this season. If you have not already received a copy or if yours has been lost or mislaid, write for another copy. You cannot afford to be without it.

VICK'S WHOLESALE CATALOG For Florists and Dealers.

Do not get the idea that Asters are the only thing which sell. We have the most complete line of flower, vegetable, farm seeds, plants, bulbs, shrubs, insecticides and fertilizers between New York and Chicago. Our wholesale catalog is very complete containing practically everything that any florist or seed dealer requires in this line. Send for a copy at once. We shall be glad to send it to you free.

JAMES VICK'S SONS, INC.

Famous the World Over

VICK QUALITY ASTERS.

of France, 1/32 oz., 25c; 1/16 oz., 40c; 1/8 oz., 60c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.00.

Peerless Yellow, per pkt., 20c; 2 for 35c.

Silvery Pink, 1/64 oz., 20c; 1/32 oz., 35c; 1/16 oz., 50c; 1/8 oz., 75c; 1/4 oz., \$1.25; 1/2 oz., \$2.25; 1 oz., \$4.00.

Earliest Rose, per pkt., 20c; 2 for 35c.

Lavender Gem, Earliest Purple and Earliest Snowdrift, 1/64 oz., 20c; 1/32 oz., 35c; 1/16 oz., 50c; 1/8 oz., 75c; 1/4 oz., \$1.25; 1/2 oz., \$2.25; 1 oz., \$4.00.

of the Market, White, Peach Blossom or Pink, Lavender, Dark Blue, Dark Blue, Rose, Scarlet, Crimson and mixed, 1/8 oz., 40c; 1/4 oz., 60c; 1/2 oz., \$1.00.

Silvery Rose, 1/32 oz., 25c; 1/16 oz., 40c; 1/8 oz., 60c; 1/4 oz., 80c; 1/2 oz., \$1.25; 1 oz., \$2.00.

Imperial Asters, Bluebird, Purple, Lavender, Dark Violet and mixed, 1/16 oz., 20c; 1/8 oz., 35c; 1/4 oz., 55c; 1/2 oz., \$1.20; 1 oz., \$2.00.

Imperial Asters, Rose, Lilac, Salmon, Yellow and Sunset, per pkt., 10c.

Giant Purity, 1/16 oz., 20c; 1/8 oz., 35c; 1/4 oz., 55c; 1/2 oz., 80c; 1 oz., \$2.00.

Giant Daybreak, 1/16 oz., 20c; 1/8 oz., 35c; 1/4 oz., 55c; 1/2 oz., 80c; 1 oz., \$2.00.

Rochester, Lavender Pink (Bushy), Shell Pink, Purple, White, and mixed, 1/32 oz., 25c; 1/16 oz., 40c; 1/8 oz., 60c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.00.

Cerise Rochester, per pkt., 25c; 2 for 40c.

Perfection, White, Blush, Shell Pink, Rose, Lavender, Purple and mixed, 1/16 oz., 20c; 1/8 oz., 35c; 1/4 oz., 55c; 1/2 oz., \$1.20; 1 oz., \$2.00.

Pink Enchantress, 1/32 oz., 25c; 1/16 oz., 40c; 1/8 oz., 60c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.00.

King Asters, Branching, White, Violet and mixed, 1/16 oz., 20c; 1/8 oz., 35c; 1/4 oz., 55c; 1/2 oz., 80c; 1 oz., \$2.00.

King Asters, Branching, Crimson, Shell Pink, Rose and Lavender, per pkt., 20c; 2 for 35c.

King Asters, Upright, White, Shell Pink, Lavender Pink, and mixed, 1/16 oz., 20c; 1/8 oz., 35c; 1/4 oz., 55c; 1/2 oz., 80c; 1 oz., \$2.00.

Perfection, Crimson, per pkt., 15c; 2 for 25c.

Triumph Comet, Shell Pink, Rose, Purple, White, Lavender and mixed, 1/16 oz., 20c; 1/8 oz., 35c; 1/4 oz., 55c; 1/2 oz., \$1.20; 1 oz., \$2.00.

VICK'S

PEERLESS YELLOW

Another Recent Valuable Novelty.

By far the most satisfactory yellow Aster yet produced. The flowers are large, remarkably full and ball shaped, with centers so deep-covered with curled and twisted florets, that the variety is almost a record-breaker in fecundity of producing seed. Every flower will give a beautiful chrysanthemum yellow. The plants are of branching type and very vigorous.

Price: Per pkt., 20c; 2 for 35c.

HEART OF FRANCE

Our Most Popular Novelty

The best pure red Aster ever introduced. All others have somber shades of blue or too much yellow in the color pigments. Heart of France opens red as the purest ruby, deepens with age and retains its remarkable beauty to the very end. The petals appear strikingly changeable, showing now a glow and sheen quite unique, now a soft warm velvety texture. In any light, natural or artificial, Heart of France is startlingly beautiful and will command instant admiration.

VICK QUALITY ASTERS.

Vick's Triumph Comet, Cerise, per pkt., 25c; 2 for 40c.

Vick's Royal Asters, Shell Pink, Lavender Pink, White and mixed, 1/32 oz., 20c; 1/16 oz., 30c; 1/8 oz., 50c; 1/4 oz., 85c; 1/2 oz., \$1.50; 1 oz., \$2.50.

Vick's Royal Asters, Lavender, Rose and Purple, per pkt., 10c.

Vick's Mikado, Shell Pink, Rose, Dark Violet, White and mixed, 1/16 oz., 20c; 1/8 oz., 35c; 1/4 oz., 65c; 1/2 oz., \$1.20; 1 oz., \$2.00.

Vick's Late Branching, Lavender, Lavender Pink, Shell Pink (Mary Semple), Purple, Rose, Scarlet Gem, Dark Violet, White and mixed, 1/8 oz., 20c; 1/4 oz., 35c; 1/2 oz., 65c; 1 oz., \$1.25.

Vick's Late Branching, Crimson, per pkt., 10c.

Vick's Non-Lateral Early Branching, Rosy Red, White, Lavender Pink, Rose, Lavender, Crimson, Shell Pink, Purple, Dark Violet and mixed, 1/16 oz., 20c; 1/8 oz., 30c; 1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50.

Vick's Non-Lateral Late Branching, Peach Blossom, Peerless Pink, Rosy Pink, Lavender, Lavender Pink, Rose and mixed, 1/8 oz., 30c; 1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50.

Vick's American Comet, Lavender, Purple, Rose, White, Shell Pink and mixed, 1/16 oz., 20c; 1/8 oz., 30c; 1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50.

Vick's Improved Crego, Lavender, Shell Pink, Rose, White, Purple and mixed, 1/16 oz., 20c; 1/8 oz., 30c; 1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50.

Vick's Late Upright, Crimson, Purple, White, Peach Blossom and mixed, 1/16 oz., 20c; 1/8 oz., 30c; 1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50.

Vick's Late Upright, Amethyst, Rose and Rosy Red, per pkt., 10c.

Vick's Early Upright, Shell Pink and White, 1/32 oz., 20c; 1/16 oz., 30c; 1/8 oz., 50c; 1/4 oz., 80c; 1/2 oz., \$1.50; 1 oz., \$2.50.

Vick's Autumn Glory, 1/16 oz., 20c; 1/8 oz., 30c; 1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50.

Vick's Novelty Aster Mixture, 1/32 oz., 25c; 1/16 oz., 40c; 1/8 oz., 60c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.00.

All Classes and Colors Mixed, 1/16 oz., 15c; 1/8 oz., 25c; 1/4 oz., 45c; 1/2 oz., 75c; 1 oz., \$1.25.

HESTER, N. Y. THE FLOWER CITY

GARDENIAS

The price is much lower and the supply is large enough to meet any reasonable demand.

We have several grades. The better grades are exceptionally well grown. The cheaper grades are all perfect flowers, but they are smaller, and the stems are shorter.

Can we interest you in regular weekly shipments.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

SCARCITY OF ROSE STOCK DISAPPOINTING.

The scarcity of stock still continues, being most acute in roses of medium grade, for which there are not half enough for the demand. It is said that another two weeks will pass before there will be any material increase in the supply. The quality of all the standard kinds in the various grades is very good. Although the prices in the autumn were disappointing most rose growers are quite well satisfied up to this time and look for a good season from now on. Carnations have gained about 10 per cent in quantity and will soon be in full supply. Sweet peas are now a strong factor that will affect every other flower in the market until after Easter. In form, coloring, fragrance and general adaptability for all kinds of floral arrangements they excel any other flower, while their comparatively low cost also adds to their popularity. This season's stock was earlier and will attain its height in quality two weeks ahead of last year. Calendulas are much improved and sell up well every day. Formosum lilies are in; splendid flowers they are a great improvement over the cold storage Liliun giganteum; they run two and three buds and flowers to a fine long stem, well clothed with foliage. Freesia is now a standard stock, some of it very good and quantities, more than half buds or sprays with only one flower open. It is astonishing how few growers know how to finish their stock properly. Freesia should not be cut until there are at least three open flowers to a spray, then there will also be three white buds in addition which will open out in water later on. Cattleyas are still quite plentiful with \$1 as the top price. White lilac, lily of the valley and gardenias are about equal to the demand. Violets move

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, Jan. 25.		Per 100
Roses, Beauty, special	75.00@	100.00
" Ophelia	15.00@	25.00
" Columbia	15.00@	30.00
" Mrs. Chas. Russell	15.00@	35.00
" Dble. Wht. Killarney	15.00@	25.00
" Hadley	15.00@	40.00
" Sunburst	15.00@	25.00
" Wards	8.00@	15.00
" Premier	15.00@	40.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	2.00@	4.00
Carnations	8.00@	12.00
Cattleyas	100.00@	150.00
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	10.00
Smilax		.35
Snappdragons, per doz.	1.50@	3.00
Sweet Peas	1.00@	4.00
Violets, single	1.00@	1.50
Violets, double	1.00@	1.50
Callas, per doz.	3.00@	4.00
Stevia, per bch.	.35@	.50

BOSTON, Jan. 25.		Per 100
Roses, American Beauty	\$12.00@	\$150.00
" Russell	10.00@	20.00
" Dunlop	8.00@	16.00
" Pilgrim	10.00@	20.00
" Crusader	10.00@	20.00
" White Killarney	8.00@	16.00
" Ward	8.00@	16.00
" Maryland	8.00@	16.00
" Hoosier Beauty	10.00@	20.00
" Columbia	10.00@	20.00
" Hadley	10.00@	25.00
" Premier	10.00@	20.00
" Ophelia	10.00@	20.00
" Butterfly	10.00@	20.00
" Cecile Brunner		3.00

Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Calendulas, per bunch	.75@	1.00
Carnations, fancy	10.00@	12.00
Carnations, ordinary		8.00
Cattleyas, per doz.		12.00
Callas	3.00@	4.00
Easter Lilies		25.00
White Narcissus	6.00@	8.00
Lily of the Valley		10.00
Smilax, per dozen		6.00
Violets	1.50@	2.00
Cypripediums, dozen	4.00@	6.00
Sweet Peas	3.00@	4.00
Stevia, per bunch		.75
Freesia	6.00@	8.00
Jonquils		12.00
Marguerites		3.00

BUFFALO, Jan. 25.		Per 100
Roses, White Killarney	\$ 6.00@	\$20.00
" Dbl. Wht. Killarney	6.00@	20.00
" Richmond	10.00@	20.00
" Maryland	10.00@	15.00
" Sunburst	8.00@	15.00
" Columbia	10.00@	30.00
" Ophelia	10.00@	20.00
" Russell	15.00@	25.00
" Premier	10.00@	25.00
" Cecile Brunner	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	5.00@	8.00
Easter Lilies	20.00@	25.00
Mignonette	6.00@	10.00
Narcissus, Paper White	4.00@	5.00
Rubrum Lilies		1.00
Snappdragons	4.00@	8.00
Sweet Peas	2.00@	4.00
Violets	1.5@	2.00
Freesias	6.00@	8.00
Daisies	2.00@	3.00
Golden Spur	6.00@	8.00
Tulips	6.00@	8.00

slowly. Primulas and cyclamens together with Dutch bulbous stock in pots and pans are seen in many of the stores. Primula malacoides is being largely featured in some shops where they sell as many as 100 plants a day.

G. E. M. STUMPP AT FLORISTS' CLUB.

E. J. Fancourt, chairman of the essay committee, reports that Geo. E. M. Stumpp, the prominent retailer of New York, has accepted the invitation of the Florists' Club to deliver an address at

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

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No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets and Carnations

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.

The Choice of the Market in

EASTER LILIES, ROSES,

CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

its next meeting, February 7. This is indeed good news. Every retailer in and about the city who desires pointers in up to date business methods in running his flower shop should make it a point not to miss this meeting. Mr. Stumpp is noted for his new ideas in featuring plants and cut flowers, each season bringing out something original and striking along these lines. Employees in all stores will be especially welcomed to this meeting.

WHITE LILAC.

A wholesaler in speaking of the beauty of white lilac said that many retailers did not know how to use or push it to advantage. It was most valuable in combination with other flowers showing up well in sprays or baskets with all long stemmed flowers, and also with the shorter stemmed cattleyas and violets. Many retailers were asked to try out such choice stock as lilacs and cattleyas. They put them in their cases, waited until they were asked for, and then said it was no use, their trade did not want them. Lilacs and pink roses made a fine combination in spray or basket as did Formosum lilies and pink roses, and there were many combinations of other stocks to help out roses when they were scarce, that the retailer would find profitable.

PENNSYLVANIA HORTICULTURAL SOCIETY.

Chester H. Hunt delivered an illustrated lecture on "Dutch Bulbs," before the Pennsylvania Horticultural Society at the New Century Club room, January 17. The subject was very well

HOLTON & HUNKEL CO.

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Choice Cut Flowers
 and Greens

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 SUPPLIES
 MILWAUKEE, - WIS.

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E. C. Amling Co.
OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

handled with fine garden views which were much enjoyed by the large audience. There were also exhibits of choice cut flowers and blooming plants.

NOTES.

At last this city is to have a large convention and exhibition hall, situated on the Parkway. It is to be a memorial to the heroes of the late war and will occupy a whole city block at Nineteenth and Callowhill streets. It will be the last word in a hall for convention and exhibition purposes, costing several millions of dollars.

The palm men are having a hard time keeping up their various sizes the past year, the demand on some being stronger than others. When a few of the reserve in this or that size are occasionally handed out there is great difficulty to fill orders next year.

The Leo Niessen Co. are proudly showing the first Formosum lilies of the season and they are exceptionally fine flowers. White lilac, lily of the valley, choice carnations and roses are features of their stock just now.

H. Bayersdorfer & Co. is displaying quite a line of Valentine novelties which include vamp dolls, heart shaped boxes, kiddies, baskets, etc., which appear to be taking very well.

Berger Bros. are featuring snapdragons, Easter lilies, roses, carnations

Wholesale Flower Markets

PITTSBURGH, Jan. 25.		Per 100
Roses, Beauty, spl., per doz.	9.00	60.00
" " fcy., per doz.	7.50	45.00
" " ex., per doz.	6.00	25.00
" " No 1, per doz.	4.00	15.00
" American Legion	12.00@	35.00
" Killarney	8.00@	20.00
" Maryland	8.00@	20.00
" Sunburst	8.00@	20.00
" Mrs. Aaron Ward	8.00@	20.00
" Russell	12.00@	35.00
" Columbia	10.00@	30.00
" Ophelia	10.00@	25.00
" Hilda	8.00@	20.00
" Premier	12.00@	35.00
" Madam Butterfly	10.00@	25.00
Carnations	8.00@	10.00
Calendulas	2.00@	4.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.50
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprenger, per bunch		.60
Smilax, per doz. strings		3.00
" Sweet Peas	2.50@	6.00
" Violets		1.50
" Baby Primrose		1.00
" Stevia, per bch.	.50@	.75
" Narcissus, Paper Whites	4.00@	6.00
" Narcissus, Sol d'Or		8.00
" Jonquils	8.00@	10.00
" Tulips	6.00@	10.00
" Freesias		8.00
" Snapdragons, per doz.	.75@	2.00

CINCINNATI, Jan. 25.		Per 100
Roses, Premier	10.00@	35.00
" Russell	10.00@	35.00
" Columbia	10.00@	35.00
" Butterfly	10.00@	35.00
" Pink Killarney	10.00@	35.00
" White Killarney	10.00@	35.00
" Sunburst	10.00@	35.00
" Mrs. Aaron Ward	10.00@	35.00
" Ophelia	10.00@	35.00
" Baby Doll	3.00@	4.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00
Violets	.75@	1.00
Primulas		1.00
Stevia, per bunch		.50
Narcissus, white	6.00@	8.00
Narcissus, Sol'd Or.	8.00@	10.00

and high grade sweet peas. Business is quiet, but enough to take all the stock and is improving.

J. J. Habermehl's has been very busy with large private social affairs the past week. In a number of these the ball room decorations have been elaborate and beautiful.

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.**RICE BROTHERS**

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

St. Louis, Jan. 25.		Per 100
Roses, Premier	10.00@	30.00
" White Killarney	6.00@	12.50
" Columbia	8.00@	25.00
" Crusader	8.00@	20.00
" Ophelia	6.00@	20.00
" Russell	10.00@	30.00
" Ward	5.00@	10.00
" Butterfly	8.00@	20.00
" Sunburst	8.00@	15.00
Carnations	6.00@	10.00
Valley		8.00
Narcissus	4.00@	5.00
" Yellow		8.00
Mignonette		12.50
Sweet Peas	2.00@	3.00
Violets	1.00@	1.50
Callas, per doz.	15.00@	25.00
Lilies, per doz.		4.00
Leucothoe		.75
Galax, green, per 1,000		1.50
Galax, bronze, per 1,000		1.50
Ferns, per 1,000		3.00

MILWAUKEE, Jan. 25.		Per 100
Roses, Killarney, W. Kill'n'y.	8.00@	20.00
" Premier	12.00@	35.00
" Ophelia	10.00@	20.00
" Columbia	10.00@	35.00
" Ward	8.00@	15.00
" Hoosier Beauty	10.00@	25.00
" Butterfly	10.00@	25.00
Carnations	8.00@	10.00
Hyacinths	4.00@	6.00
Orchids, Cattleyas, per doz.	12.00@	18.00
Orchids, Cypripedium, doz.		3.00
Lillium Rubrum	8.00@	10.00
Strawflowers, bunch	.25@	.50
Sweet Peas	2.00@	4.00
Violets	1.50@	2.00
Wild Smilax, per case		7.50
Fancy Ferns, per 1,000		4.00
Paper Whites	4.00@	8.00
Calendulas	4.00@	8.00
Trumpets	8.00@	10.00
Tulips	6.00@	8.00

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street,
Phone Chelsea 8071.

NEW YORK CITY
Consignments Solicited.

WHOLESALE FLORIST

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid.

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

Choice roses, carnations and lily of the valley are the present headliners with Edward Reid. He is satisfied with business but would like to see more stock around.

The Philadelphia Growers' Cut Flower Market is receiving good shipments of roses but not enough for the call. Two new growers were added last week.

W. A. Leonard, who is cutting extra fine Double White Killarney, says this is the best and most profitable kind for both grower and retailer.

Fine cyclamens that were a little too late for the holidays are being shipped by the Robt. Craig Co., Norwood Station. K.

New York.

NO IMPROVEMENT IN BUSINESS.

There has been no marked change in the condition of business since our notes of January 21 were written. The supply of stock is gradually increasing and reports from the ranges indicate that a few days of good sunshine may bring in much heavier offerings. The last half of the past week was noteworthy for rain and fog, particularly the latter, and as an old fashioned January thaw, it filled the bill. There is an abundant supply, considering the condition of business, of all staple stocks. Orchids continue plentiful and cheap, for this season. In roses, the buyers are generally shy of special stock, but the shorter grades clean up. Carnations are on the increase and incline to slowness, but there is a fair call for sweet peas, with which the market is well supplied. The violet trade seems to be in poor condition. In Easter and Rubrum lilies, lily of the valley, white and yellow narcissi, tulips, freesias, wall flowers, callas, calendulas and minor offerings, there is an abundance to supply all purposes.

January 23.—The supply of stock was light this morning, that being usually the case on Monday. Rose prices are holding firm with but slight change in other staple stocks. The market is overstocked with southern asparagus. A cold wave struck the city last night and if it continues will have an influence on values.

GREEK AMERICAN FLORISTS' ASS'N.

The fifteenth anniversary entertainment and ball of the Greek-American Florists' Association will be held in the Hotel Commodore, 42nd street and Lexington avenue, Wednesday night, March 1. This association has always provided interesting and successful entertainments and dances and it is expected that the next one will be equal if not superior to the past efforts as there is an able committee of arrangements.

NOTES.

Secretary Piper of the Morris County, N. J., Gardeners' and Florists' Society, has the sympathy of the trade in the death of his wife, who passed away January 20, soon after giving birth to twins. The children survive her. Mr. Piper is an esteemed member of the staff of the Charles H. Totty Co., Madison, N. J.

Theodore Malandre, of Malandre Bros., is spending a month at Miami, Fla., and has been sending good blooms of gladioli to the store.

Secretary John Young of the Society of American Florists, left for Cleveland, O., January 21, on business connected with the Fifth National Flower Show to be held there March 25-April 1.

BROOKLYN NOTES.

William H. Toddy has been long established in the retail business at 8 Seventh avenue, Brooklyn. Calling recently, we found his store well stocked, a fine display of Premier roses being noteworthy. He had on hand large orders for funeral work.

Wm. A. Phillips, 272 Fulton street, has recently rearranged and improved the interior of his store. He has another store in the Clark street station of the Interborough subway.

George Papadakos, of the Apollo Flower Shop, Kansas City, Mo., arrived on the S. S. King Alexander from Europe, January 25. He has had a visit of several months.

An enterprising Brooklyn retailer is T. P. Daniel, 208 Fifth avenue. He has a fine store and we found him busy.

The Garden Florist, 198 Flatbush avenue, Brooklyn, has a neat and well kept store and seems to be prosperous.

Manager McCarthy, of Jas. Weir, Inc., is quite cheerful over the outlook and with his staff is keeping busy.

The Snyder Sisters have recently opened a retail store at 141 Seventh avenue, Brooklyn.

At Masur's, 256 Fulton street, we found the usual business activity.

A. F. F.

Indianapolis, Ind.

SCARCITY OF STOCK ACUTE.

The scarcity of flowers has been very acute since January 1 and with the continued cloudiness, florists see very little relief in sight. The demand the past week has far exceeded the supply. Carnations are now arriving and are bringing eight to 12 cents, each. The greatest shortage for several years is noted for high grade stock. Most greenhouses show a good supply of full beds, but very few blossoms. Roses are selling at eight to 39 cents, and are not nearly enough to go around. The same holds true for narcissi. Freesia are slow in arriving, but the offerings are of good quality and wholesale at eight cents.

NOTES.

Clarence Green, of Green's Flower Shop, reports trade as greatly improving. His window deserves special commendation, featuring one of the most attractive displays in the city. The entire ceiling of the window is draped with various colored grasses, as well as the walls and background, which is further enhanced by good lighting effects.

Edwin Morner, Shelbyville, a recent visitor, told us that he has gone one step ahead of the game by putting on his auto delivery truck: "Say It With Morner's Flowers," which seems to be very appropriate.

The flower exhibit of the State Florists' Association, staged at the Public library, January 10, was held over for an additional day, due to the great interest aroused by the public in the show.

A recent visit to the Smith & Young wholesale establishment reveal the usual fact that stock is exceedingly scarce, with doubtful prospects for future supplies.

John Grande, Jr., is cutting some very fine sweet peas and single violets.

Fine calendulas and sweet peas are being sent in by Albert J. Pettit.



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Doyle & Booth

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Bertermann Bros. are now cutting some excellent buxias and jonquils.

Mrs. A. F. J. Baur is rapidly improving from her recent illness.

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Commission dealer in Cut Flowers at
the entrance of the Great Wholesale
Flower Market, 43 West 18th Street.Solicits ROSES, CARNATIONS, VALLEY, ORCHIDS.
Best facilities for handling. Highest Prices. Quick Returns.
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Telephone: 759 Watkins

*Mention the American Florist when writing***Joseph A. Millang****Wholesale Florist****55-57 W. 26th St., New York**

Telephone: 2046 Watkins

Wholesale Flower Markets

NEW YORK, Jan. 25.		Per 100
Roses, Beauty	\$12.00@	\$150.00
" Premier	15.00@	40.00
" American Legion	10.00@	50.00
" Crusader	10.00@	35.00
" Golden Ophelia	10.00@	25.00
" Columbia	10.00@	30.00
" Pilgrim	10.00@	30.00
" Hadley	10.00@	35.00
" Dunlop	10.00@	30.00
" Dble. Wt. Kill'ney	10.00@	25.00
" White Killarney	8.00@	25.00
" Aaron Ward	10.00@	25.00
" Ophelia	10.00@	25.00
" Scott Key	15.00@	75.00
" Sunburst	10.00@	25.00
" Mam. Butterfly	10.00@	30.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Asp. Plumosus sprays	1.00@	2.00
Asp. Plumosus, per bch.	.25@	.75
Bouvardia, per bunch		.50
Carnations	8.00@	12.00
Carnation Laddie	12.00@	15.00
Cattleyas	25.00@	75.00
Gardenias, per doz.	2.00@	5.00
Iris, per doz.	5.00@	6.00
L. Rubrum	12.00@	15.00
Leucothe, per 1000	5.00@	7.00
Lilies, white		20.00
Lily of the Valley	1.00@	6.00
Mignonette, per doz.	.75@	1.50
Narcissus, paper whites, per doz.	.50@	.60
Snapdragons, per doz.	.50@	2.00
Smilax, doz, strings	1.25@	2.00
Galax, green and bronze, per 1,000	1.50@	2.00
Ferns, per 1,000	2.00@	2.50
Violets	.25@	.60
Sweet Peas	2.00@	5.00
Callas, per dozen	2.50@	4.00
Trumpet Major, per doz.	.75@	1.00
Lilac, per bunch	2.00@	2.50
Freelias	4.00@	5.00
Tulips, per doz.	.75@	1.25
" Darwins, per doz.		2.00
Asp. Plumosus, per bch.	.15@	.50
Pansies, cut	3.00@	4.00
Calendulas, per bch.	.75@	1.00

HORACE E. FROMENT**WHOLESALE COMMISSION**All the New and Standard Varieties of
Roses, Violets, Carnations, Valley, Lilies, Etc.**31 and 43 W. 18th St., NEW YORK**

Telephones: Watkins 300 and 301

*Mention the American Florist when writing***M. C. FORD****WHOLESALE FLORIST****31 and 43 W. 18th St., NEW YORK**

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A complete assortment of the best in the
market can always be relied upon.*Mention the American Florist when writing***William P. Ford****WHOLESALE FLORIST****107 W. 28th St., NEW YORK**

Telephone 5335 Watkins

*Mention the American Florist when writing***Geo. C. Siebrecht****Wholesale Florist****109 W. 28th St., NEW YORK**

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I. Goldstein**Wholesale Florist****31 and 43 W. 18th St., New York**Prompt and careful attention to your
interests. Consignments Solicited.*Mention the American Florist when writing*

Frank H. Traendly

Charles Schenck

Traendly & Schenck**Wholesale Florists and Cut Flower Exchange****436 Sixth Avenue, NEW YORK**

Between 26th and 27th Sts.

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Orchids, Roses, Carnations, and all the
other best products of the leading growers.
Consignments Solicited.**HERMAN WEISS****121 W. 28th St., NEW YORK**Snapdragons, Roses, Carnations, Bouvardias
and Orchids.

As Well As All Other Flowers in Season.

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 { 4423 } President**United Cut
Flower Co., Inc.****WHOLESALE****111 W. 28th St., NEW YORK**PHONE { 2335 } WATKINS
 { 2336 }**WM. KESSLER****Wholesale Florist****113 W. 28TH STREET****Bet. 6th & 7th Aves. NEW YORK***Mention the American Florist when writing.*

Telephone Watkins 9254

Edward Brenner**Wholesale Florist****31 and 43 W. 18th St., NEW YORK****Everything in Cut Flowers**

Consignments Solicited.

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Ave. and W. 26th, N. Y.

Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 6 o'clock
every morning.**V. S. DORVAL****Secretary****The Kervan Co.****Fresh Cut Decorative Evergreens****Highest Standard of Quality.**

Largest stock in America. Send for illus-

trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK**GEO. B. HART****Wholesale Florist****24-30 Stone Street****ROCHESTER, NEW YORK****Traveling Wholesale Florist
INC.****31 and 43 W. 18th St., NEW YORK**

Telephone 976 Chelsea

SPECIALTIES — Cut Orchids, Asparagus
Plumosus Sprays and Mistletoe and Ber-
ries. Our Orchids are grown by Carillo &
Co., of Mamaroneck, N. Y.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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The Homes of Flowers

CHICAGO



Northwest Corner Wabash Ave. and Adams St.

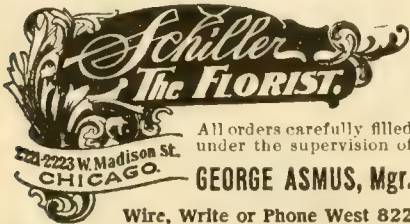
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All orders carefully filled
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GEORGE ASMUS, Mgr.

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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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EUCLID AVENUE

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— FLOWERS —

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CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central
Pennsylvania.

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California Florists

will take care of all telegraph orders.

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IN OR
AROUND

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Flowers and Service THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

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BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

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SAVANNAH, GA.

John Wolf

The Largest Grower
of Cut Flowers in the South

Member of Florists' Telegraph Delivery.

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
Niagara Falls and Western New York.
Members of Florists' Telegraph Delivery.

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WORCESTER, MASS.

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HARTFORD, CONN.

George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association

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Canada's Best Known and Most Reliable Florist

Only the Best Dunlop's

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We deliver anywhere in Canada and guarantee safe arrival.

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Chas. H. Grakelow

Broad St., at Cumberland

Central City Shop, 1903 Market St.

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745 Buckingham Place

L. D. Phone, Buckingham 1000

Send us your retail orders

We have the Best Facilities in the City
No Branch Stores. Established 1857
Member of Florists' Telegraph Delivery.

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

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SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho

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25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

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LOS ANGELES, CALIF.

**Wolfskill Bros. and
Morris Goldenson**

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

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F. W. Massmann, Inc.

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F. T. D. and NATIONAL FLORIST



Deliveries: Montclair, Caldwell,
Verona, Glen Ridge, Bloomfield
and all of the Oranges.

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GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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FROM NEW YORK EXCEPT AS NOTED.

January 30.

FROM GALVESTON, Dakotian, I. M. M. Lines (Liverpool).
FROM NEW ORLEANS, Western Ocean, Lykes Lines (Hamburg-Bremen).
FROM GALVESTON, Chester Valley, Lykes Lines (Rotterdam-Hamburg).
FROM GALVESTON, Waxahachie, Lykes Lines (Bremen).

January 31.

Stockholm, Swedish-American Line (Gothenburg).
FROM HAMPTON ROADS, Maryland, I. M. M. Lines (Antwerp).

February 1.

California, French Line (Bordeaux-Havre).
Vedic, I. M. M. Lines (Liverpool).
Assyria, Cunard-Anchor Line (Liverpool-Glasgow).
America, Navigazione Generale Italiana (Genoa-Naples).
FROM BOSTON, Caledonian, I. M. M. Lines (Manchester-Liverpool).

February 2.

FROM BALTIMORE, Nevisian, I. M. M. Lines (Liverpool).
FROM BALTIMORE, Soestdyk, Holland-America Line (Rotterdam).

February 4.

Ryndam, Holland-America Line (Rotterdam).
Independence Hall, Cosmopolitan Line (Rotterdam).
La Touraine, French Line (Havre).
Montana, I. M. M. Lines (London).
Menominee, I. M. M. Lines (Antwerp).
Pannonia, Cunard-Anchor Line (London).
Eiger, Caribbean Line (Kingston-Puerto Colombia-Cartagena-Cristobal - Buenaventura-Guayaquil).
Port St. George, Quebec Steamship Co. Line (St. Thomas-St. Croix-St. Kitts-Antigua-Guadeloupe-Dominica-Martinique-St. Lucia-Barbados-Demerara).
FROM SAN FRANCISCO, West Caroma, Struthers & Barry, Incorporated (Honolulu-Yokohama-Hong Kong).
FROM BALTIMORE, Mississippi, I. M. M. Lines (Antwerp-London).
FROM NEWPORT NEWS, Soestdyk, Holland-America Line (Rotterdam).
Lines (Liverpool).
FROM PORTLAND, Welshman, I. M. M. Lines (Liverpool).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.



(Members F. T. D.)

**Bold Street
LIVERPOOL**

Steamers arriving at or leaving any port can be served at a few hours' notice.

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75 E. Adams St.



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Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

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Pandolph & McClements



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NEW YORK

Established 1849

David Clarke's Sons

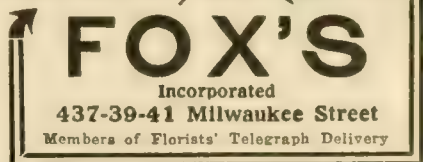
2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus

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**KANSAS CITY,
MISSOURI.**

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

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MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

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**Hess & Swoboda
FLORISTS**

1415 Farnum St.

PHONES
1501 and 1153

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(Successor to Charles E. Grunewald)
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Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Danker's.
Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn, the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Andersson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
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Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosalia Bros.
Sheboygan, Wis.—J. E. Mathewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heintz & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.

St. Paul, Minn.

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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**Seattle's Leading Flower Shop
1536 SECOND AVE.**

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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Baum's Home of Flowers

Personal attention given to orders
For Knoxville and East Tennessee.
Member F. T. D.

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WIRE

Grimm & Gorly

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Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
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413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.

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BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

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Telephone: Fordham 3975

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NEW YORK. Telephone Audubon 6618

Established 1906

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Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

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Member N. Y. T. M. Ass'n.

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NEW YORK

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Bet. 144th and 145th Sts.

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VANDERBILT
HOTELS

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NEW YORK

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Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

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Personal Service

Members

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Elks' Building
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Telegraph orders for Dayton will receive our immediate and careful attention.

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341 Madison Ave.
Opp. Hotel Biltmore
New York

Fifty Years
Exacting
Fulfillment.



Albany, N. Y.

Danker

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The Best Service



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Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

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1338 O Street, LINCOLN, NEB.
Wholesale and Retail

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Kansas City, Mo.

W. J. Barnes

FLORIST, KCMO

Kansas and Western
Missouri.

Up-to-date Service.

F. T. D. Est. 1890

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SONS**

1314 Broadway

PHILIP BREITMEYER, President

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Shop
of
Quality and
Service

**Randall's Flower Shop**

22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

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Member of Florists' Telegraph
Delivery Ass'n.

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Telegraph orders receive our usual good
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Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

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Grand Rapids

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Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

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Every order receives prompt and careful
attention.

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Eleven Stores

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Orders Carefully Executed

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Southwest corner of 11th and McGee Sts.

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Every Flower in Season.

New York.

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American Seed Trade Association.

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Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel. The next annual meeting will be held June, 1922.

ASPARAGUS PLUMOSUS NANUS seed is slow maturing this season.

ARGENTINE reports an exportable 1921 wheat crop of four million tons.

PRESIDENT OLDS, of the American Seed Trade Association, attended the agricultural conference at Washington, D. C., this week.

ST. LOUIS, Mo.—The Lawrence Seed Co., is a new concern here doing a grass seed business succeeding the A. W. Schisler Co.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., reports a week of sunshine, and all seed growers busy planting.

PRESIDENT C. C. MASSIE, of Northrup, King & Co., Minneapolis, Minn., is closing his thirtieth year in the seed business, at the age of 49.

THE death is announced of Walter Daniel Ross, president and treasurer of of the Ross Bros. Co., Worcester, Mass., January 9, age 63 years.

MILWAUKEE, WIS.—Dave Peck formerly in business for himself and also with W. H. Small Company, Evansville, Ind., is now connected with the World Seed Co., here.

DREER's new catalogue is a substantial book of reference for all seedsmen, nurserymen and florists interested in floriculture, prepared with rare good judgment and taste.

A. T. FERRELL, Saginaw, Mich., stopped off at Chicago returning from the Cannerymen's Convention at Louisville, Ky., last week. He expects to start for Palm Beach, Fla., about February 1.

BALTIMORE, MD.—Melvin S. Griffith, president of the Griffith & Turner Co., seedsmen and farm implement dealers, of this city, died January 11. See obituary column for further particulars.

GARDEN seeds have been recently used as collateral in bank loans, but it is reported that like some of last season's grass seed loans, the seed offered has been of ancient age and doubtful pedigree.

FARMERS' BULLETIN, No. 1242, entitled "Permanent Fruit and Vegetable Gardens," has just been issued by the Department of Agriculture, Washington, D. C., containing 22 pages, with a number of instructive illustrations.

VISITED CHICAGO: J. S. Michael, of the Sioux City Seed Co., Sioux City, Ia., returning from the east, where he reports the seed trade outlook has materially improved; Sam W. Goodwin, New York, brother of the late A. H. Goodwin.

RALPH B. HOWE, of the W. W. Barnard Co., Chicago, has returned from the south.

DETROIT, MICH.—At a recent dinner given by officials of D. M. Ferry & Co., in honor of an employe just finishing 50 years' service, there were 25 present, the average of whose time of service with the corporation was over 33 years.

LOS ANGELES, CALIF.—M. L. Germain has sold his interests in the Germain Seed Co., to Manfred Meyberg and Walter Schoenfeld, both having been asso-



Mrs. C. W. Scott.

Of the Yokohama Nursery Co., New York, En route to Japan via the S. S. Buckeye State, Due San Francisco, Calif., January 27. Fire Aboard January 12 Caused Alarm Among the Passengers, but Although the Steamer Called at Los Angeles, Mrs. Scott is Proceeding to San Francisco.

ciated with the company for some time. No other changes are contemplated and the business will be carried on along the same lines as heretofore.

MISSOULA, MONT.—The Western Seed Co. was incorporated January 10, with a capital of \$300,000. The new concern will absorb the holdings of the Great Western Seed Co., Eau Claire, Wis., at an early date and offices will be established here. The firm has warehouses at Hamilton, Mont., and this city and plans are being considered to install one at Helena, Mont., this year. Canning and garden peas will be the specialty. The incorporators are Geo. E. Foster, M. M. Walker and A. R. Craft.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Seed Trade Outlook.

Lester L. Morse, of C. C. Morse & Co., San Francisco, Calif., says: "Conditions generally are more hopeful than they were a year ago. At last a good many short items are showing up and it is going to be necessary to grow an increased acreage of our specialties. There is no doubt in my mind but that there will be an increased fill-in business for the wholesale jobbers this spring and I am looking for much better conditions in the trade.

"In this state we have had some excellent early winter rains. Local business is good and the farmers are apparently very cheerful."

Vegetable Seeds for Russia.

The American Friends' Service Committee, which is working in conjunction with the American Relief Administration for the starving in Russia, reports the following contributions of vegetable seeds:

Vaughan's Seed Store, Chicago and New York, 9,815 pounds; also 4,500 pounds sweet corn for eating; C. C. Morse & Co., San Francisco, Calif., 30,000 pounds to 40,000 pounds; Pieters-Wheeler Seed Co., Gilroy, Calif., 2,000 pounds and \$200 cash; Northrup-King & Co., Minneapolis, Minn., 7,500 pounds; Peter Henderson & Co., New York, 4,000 pounds; T. W. Wood & Sons, Richmond, Va., 2,170 pounds; H. G. Hastings & Co., Atlanta, Ga., 1,890 pounds; Stump & Walter Co., New York, 210 pounds; Waldo Rohnert, Gilroy, Calif., 15,000 pounds; Braslan Seed Growers' Co., Inc., San Jose Calif., 20,000 pounds; A. L. Aabling, Portland, Ore., 3,000 pounds; W. Atlee Burpee Co., Philadelphia, Pa., 8,800 pounds; Stokes Seed Farms Co., Moorestown, N. J., 1,000 pounds; Kimberlin Seed Co., Santa Clara, Calif., 10,000 pounds.

Special tags are now being printed in Russian stating that the seed should be planted in the spring of 1922 and that it is the gift of the seedsmen of America. Shipments are being made to the following address: American Friends' Service Committee, Washington avenue wharves, Pennsylvania R. R. delivery, Philadelphia. Notify 20 South Twelfth street, Philadelphia. For export, light-erage is free.

WILBUR K. THOMAS, Sec'y.
American Friends Service Committee.

Alfred J. Brown Seed Co.

GROWERS OF

Peas and Beans

Grand Rapids, Mich.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea,
Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

LANDRETH

Seeds Which Succeed

Bloomdale Farm
BRISTOL, PA.

Redtop Seed Illinois Crop.

Practically all of the redtop seed that supplies the demand in this country, as well as in Europe, is produced in southern Illinois. Some redtop cleaned from timothy seed produced in southern Iowa and Minnesota finds its way into the market, but the quantity thus obtained usually is commercially unimportant.

The Albert Dickinson Co., Chicago, says of redtop: "The crop moved early and quickly last summer. It was much smaller than an old-time crop. Unfavorable weather conditions at the maturing period shortened the yield. The carryover from the preceding season was only moderate—much less than was generally believed. Redtop is native to America. Considerable has gone abroad this season. It can be safely said that today there is available of this seed much less than was actually used last season from January to new crop."

Catalogues Received.

W. Atlee Burpee Co., Philadelphia, Pa., seeds, bulbs and plants; Henry A. Dreer, Philadelphia, Pa., seeds, bulbs and plants; Storrs & Harrison Co., Painesville, O., seeds, bulbs and plants; Wm. Henry Maule, Inc., Philadelphia, Pa., seeds, bulbs and plants; Barteldes Seed Co., Lawrence, Kans., Denver, Colo., Oklahoma City, Okla., seeds, bulbs and plants; Chris. Reuter, New Orleans, La., seeds, bulbs and plants; John H. Umpleby, Lake View, N. Y., gladioli; Jackson & Perkins Co., Newark, N. Y., florists' plants; Nicholson's Seed Store, Dallas, Tex., seeds, bulbs and plants; J. Bolgiano Seed Co., Baltimore, Md., seeds, bulbs and plants; State Nursery & Seed Co., Helena, Mont., seeds, bulbs and plants; R. Vincent, Jr. & Sons Co., White Marsh, Md., florists' plants; E. G. Hill Co., Richmond, Ind., roses and chrysanthemums; Iowa Seed Co., Des Moines, Ia., seeds, bulbs and plants; Howard M. Gillet, New Lebanon, N. Y., gladioli; John A. Salzer Seed Co., La Crosse, Wis., seeds, bulbs and plants; Pittsburgh Cut Flower Co., Pittsburgh, Pa., florists' supplies. Farmer Seed & Nursery Co., Faribault, Minn., seeds, bulbs and plants; Cole's Seed Store,

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

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CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion
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Correspondence Solicited.

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Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA



KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; ¼ oz., 90c; ¼
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
¼ oz., \$1.30; 1 oz., \$5.00.



Pella, La., seeds, bulbs and plants; Theodore Payne, Los Angeles, Calif., seeds, bulbs and plants; Wagner Park Florists, Sidney, O., nursery stock; Forest Nursery Co., McMinnville, Tenn., nursery stock.

Gebruder Dippe, Quedlinburg, Germany, and Detroit, Mich., seeds; Dobbie & Co., Ltd., Edinburgh, Scotland, seeds, bulbs and plants; Hurst & Son, London, Eng., flower and vegetable seeds. W. W. Johnson & Son, Ltd., Boston, Eng., flower and vegetable seeds.

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SEEDS

Catalogue on request. Send your inquiries to

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Dutch and French Bulbs

C. J. Speelman & Sons | Lagarde & Speelman
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SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

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SANTA ANA, CALIFORNIA

An experience of half a century in
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GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE requirements.

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ROUTZAHN SEED CO.

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Sweet Pea and Nasturtium Specialists.

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Richard Diener Company, Inc.

Originators and Growers
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Gladiolus and Petunias

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WORLD-RENOVED Strains of

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TUBEROUS BEGONIA (awarded 58 Gold Medals). Double, unequal quality, \$1.00, \$2.00 and \$4.00 per pkt. Single, plain, frilled and crested, 50c, \$1.00, \$2.00 and \$4.00 per pkt.
PENDULA, for hanging baskets, 75c and \$2.00 per pkt.

DELPHINIUM, finest collection in existence, 50c and \$1.00 per pkt. or \$2.00 per oz.

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Wholesale Price List for Florists and
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W. Atlee Burpee Co.
Seed Growers Philadelphia

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GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

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The above is the trade mark of The Narcissi Bulbgrowers' Association of Carqueiranne, Var., France.

Do not fail to specify N. B. A. brand when ordering

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Have mailed their annual
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All Seedsmen on the look-out for **PEDI-
GREE STRAINS** and **STOCKS** of

VEGETABLE

AND FLOWER SEEDS

of the well-known English quality
should wait for

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1922 REAL-PRICE CATALOGUE

Before placing their general order. If
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Wholesale Seed Growers
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Japanese Bulbs, Plants and Seeds

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ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
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Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips, German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.

JAP. LILY BULBS, Giganteum 7-9 from New York or Chicago. All hardy varieties from New York.

BEGONIA and **GLOXINIA BULBS**, all colors all sizes.

GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Phoenix Roebelenii.

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Write for prices on business stationery, specifically stating your requirements.

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Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
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DREER'S Special Strains of FLORISTS' FLOWER SEEDS

We offer below a few items that are wanted by every Florist, but send for our new Wholesale Price List which contains a complete list of the best of everything in Seeds, Plants and Bulbs.

Trade Pkt. Oz.

Ageratum Blue Perfection. Best dark blue bedder \$0.15 \$0.60

Alyssum Little Gem (Carpet of Snow). Very dwarf, the best for pots. Extra select stock. .15 .50

Antirrhinums. See catalogue for list of varieties.

Asters. We offer only the best kinds and in stock of choicest quality. See catalogue.

Calendula Orange King. An extra selected strain with very large double flowers averaging over 3 inches across, of bright orange-red, the finest of all. 20

Trade Pkt. Oz.

Calendula Golden King. A splendid golden yellow of good size with long stems, fine for cutting. \$0.20

Candytuft, Giant Hyacinth-flowered or Improved Empress. A very select strain of this grand large flowering white \$0.15 .40

Centaurea Candidissima. White leaved. 1000 seeds, 40 cts. 2.00

Centaurea Gymnocarpa. White leaved. 1000 seeds, 15 cts. 50

Trade Pkt. Oz.

Cobaea Scandens. Purple \$0.10 \$0.30

Didiscus Coeruleus. A very pretty annual with lavender-blue lace-like flowers, quite popular for cutting. 30 1.50

Dracaena Indivisa. The popular centre plant for vases, etc., long narrow graceful foliage 10 .30

Heliotrope, Lemoine's Giant. Very large heads of bloom. 40 2.00

Lobelia, Crystal Palace Compacta. Best dwarf, dark blue, dark foliage. 40 2.00

Petunia, Superb Double Fringed. Our own unrivaled strain. Mixed colors. 75 cts. per 500 seeds; \$1.50 per 1000 seeds.

Petunia, Superb Single Fringed. Saved from the finest large fringed flowers. Mixed colors. Our stock this season is of extra-fine quality. 50 cts. per trade packet; 1/16 oz. \$1.50.

Petunia Howard's Star. A very useful striped variety 40 2.00

Petunia Rosy Morn. The most popular of all for bedding, filling boxes, vases, etc. .50 2.50



Bedding Petunia Rosy Morn.

Trade Pkt. Oz.

Petunias. For complete list of varieties see catalogue.

Salvia Splendens America. This is the earliest, freest and longest blooming of all. Plants not over 18 inches high and of remarkable even growth. \$0.50 \$4.00

Solanum Capsicastrum Fra Diavolo (Jerusalem Cherry). A new variety of dwarf, compact growth, with smaller foliage and fruit than the type. 20 .60

Sweet Peas. Orchid-flowered. We offer only the best sorts. See catalogue for varieties and prices.

Verbena Mammoth, Pink shades 30 1.50

Verbena Mammoth, Blue shades 30 1.50

Verbena Mammoth, Purple shades 30 1.50

Verbena Mammoth, Scarlet shades 30 1.50

Verbena Mammoth, Pure White 30 1.50

Verbena Mammoth, Finest Mixed, All colors .25 1.00

Vinca Rosea, Rose, with darker eye 25 1.00

Vinca Rosea, Alba, White, with rose eye .25 1.00

Vinca Rosea, Alba Pura, Pure white 25 1.00

Vinca Rosea, Mixed, All colors 20 .75

Zinnias. Now very popular. See catalogue.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Mention the American Florist when writing.



H. WREDE LUNEBURG, GERMANY PANSY SEED

184 First prizes, the highest awards Chicago, Paris, London, Bruxelles.

Mixtures of 81 sorts of sample flowers.
Per pound, \$16, Per ounce, \$1.

Separate sorts: Snow Queen, Light Blue, Gold-else, Kaiser Wilhelm, Peacock.
Per pound. \$20. Per ounce. \$1.40

GERMANIA, Giant Fancy.
(the largest of all).

Per pound. \$30. Per ounce. \$1.80
Price List on Application. Cash with Order

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Wholesale Bulb Grower
HILLEGOM, HOLLAND

Our products will win patrons for you.

Address all correspondence

Care of J. W. HAMPTON, JR. CO.

17 BATTERY PLACE

NEW YORK

BULBS

BULBS

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

Illinois State Nurserymen's Association.

The annual meeting of the Illinois State Nurserymen's Association was held at the Congress hotel, January 19-20, President A. M. Augustine, Normal, in the chair. At the opening session, Treasurer Bryant, in presenting his report, showed cash on hand, January 20, \$668.49, with disbursements of \$89.95, leaving a balance of \$578.54. The president spoke of the need of a state laboratory to do research work and thought that one could be established at the state university, Urbana, which would also serve as a headquarters for nurserymen. W. F. Therkildson, Chicago, who took for his subject "Tell It to the City Folk," aroused much enthusiasm when he pointed out the possibilities of developing new trade in the cities, through well organized advertising campaigns.

"Tell It to the Farmer," by F. B. White, Chicago, clearly showed that the nursery possibilities had scarcely been touched in the agricultural communities. "Sales Plus," by John Watson, Princeton, N. J., a very able address, advocated the policy of nurserymen in following up consignments of stock after they had reached the planter, by giving advice and even showing the buyer personally how to properly prune and spray stock. This paper was pronounced by many present as the best Mr. Watson has ever presented.

At the Friday morning session, January 20, L. F. Dintelman, Bellevue, presented a very instructive paper, on "Peonies—Their Distinction," which was further discussed by Geo. Klehm, Arlington Heights and W. A. Peterson, Chicago. "The Development of Landscape Gardening in the Middle West," by Prof. J. C. Blair, of the department of horticulture, University of Illinois, Urbana, showed the great future in the development of landscape art, which at present, was in its infancy. Stereopticon views, supplementing the lecture, brought out the work accomplished in various cities of the state.

The concluding address of the meeting, presented by Clarence Siebenthaler, Dayton, O., told of "Creating the Desire to Plant," and in a modest way Mr. Siebenthaler told how their firm was instrumental in conducting a tree voting contest among the school pupils of his home county, in Ohio. Before adjournment the members voted to inaugurate the co-operative advertising plan, 23 newspapers having been decided upon to publish nursery articles, to be paid for as advertisements. It was further decided to give the executive board authority to act with the state university, in establishing a nursery laboratory. The meeting then adjourned.

The officers elected for 1922 are: George Klehm, Arlington Heights, president; Alvin E. Nelson, Chicago, vice-president; Miles Bryant, Princeton, treasurer; John A. Young, Aurora Nursery Co., Aurora, secretary.

Lack of means of identification hampered the personal acquaintance problem.

Philadelphus Virginalis was talked of freely.

THE EXHIBITS.

The following firms had exhibits: Vaughan's Seed Store, Chicago, bulbs and nursery supplies; Aurora Nursery Co., Aurora, stocks; J. Oliver Johnson, Chicago, lawn grass seed; Highland Park Nursery, Sterling, bulbs; Geo. B. Carpenter & Co., Chicago, twine; Foley Greenhouse Mfg. Co., Chicago, supplies; Garden Craft, Crystal Lake, waterproof frameworks for country estate embellishment; A. B. Morse Co., St. Joseph, Mich., catalogues.



George Klehm, Arlington Heights, Ill.
Pres. Illinois State Nurserymen's Association.

IN ATTENDANCE.

A. M. Augustine, Normal.
Wm. A. Beaudry, Chicago.
R. Becker, Western Springs.
Prof. J. C. Blair, Urbana.
E. Bollinger, Waukegan.
Herman Bollinger, Jr., Wheaton.
Horton Bowden, Geneva.
A. J. Bruce, Des Moines, Ia.
Guy A. Bryant, Princeton.
Miles W. Bryant, Princeton.
Harry B. Chase, Chase, Ala.
T. H. Cobb, Rochester, N. Y.
C. W. Cubbard, Chicago.
A. J. Culbra, Onarga.
Eugene De St. Aubin, Oak Park.
John Fraser, Jr., Huntsville, Ala.
Geo. E. Galiener, Vienna.
Wm. H. Gibbs, Normal.
P. A. Glenn, Urbana.
B. E. Gould, Glenview.
R. J. Gould, Glenview.
Alvin G. Gyllenhaal, Chicago.
F. W. Haeger, Chicago.
B. J. Harms, Libertyville.
Howard P. Herren, Aurora.
A. H. Hill, Dundee.
A. O. Johnson, Aurora.
G. W. Johnson, Mt. Greenwood.
Frank Kari, Glenview.

Geo. Klehm, Arlington Heights.
Henry C. Klehm, Arlington Heights.
C. B. Knickman, New York.
Vernon H. Krider, Goshen, Ind.
Samuel Larson, Hinsdale.
C. L. Leesley, Chicago.
A. A. Lyon, Belvidere.
B. J. Manahan, Detroit, Mich.
C. W. Marson, Chicago.
Otto Matzinger, Sterling.
E. E. May, Shenandoah, Ia.
M. A. Mierisch, Glenview.
C. H. Mierisch, Glenview.
Alvin E. Nelson, Chicago.
Rohlf's Nursery, Davenport, Ia.
Russell W. Owen, Bloomington.
Chas. A. Palmgren, Glenview.
A. L. Palmgren, Newark, N. Y.
R. E. Perkins, Wheaton.
A. T. Peterson, Chicago.
W. A. Peterson, Chicago.
L. A. Pottenger, Kankakee.
A. S. Riley, Paderewille.
E. G. Schoff, St. Joseph, Mich.
H. F. Seifert, Chicago.
C. D. Siebenthaler, Dayton, O.
J. Simonson, Glenview.
Paul C. Stark, Louisiana, Mo.
W. F. Therkildson, Chicago.
L. J. Tucker, Madison, Wis.
Geo. A. Washburn, Bloomington.
John Watson, Princeton, N. J.
Albert C. Wilson, Springfield.
John A. Young, Aurora.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Some Excellent Stock

	Per 100	1000
50,000 2 in., Geraniums; Ricard, Poltevine, Nutt, Montmort, Perkins, Viand, Buchner, etc.	\$5.25	\$50.00
2 1/4 in., Heliotropes, 3 varieties	4.00	38.00
2 1/4 in., Marguerites, 3 varieties	5.00	45.00
2 1/4 in., Stocks, 2 varieties	3.25	30.00
2 1/4 in., Calendula Orange King	3.00	28.00

Also abundance of other stock.
Liberal extras for early orders.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 13-J, Newark, New York

Peach Blossom

~ The New Deep Pink Murillo. ~

Its deep pink color, erect stem, lasting quality and our low price, make it the best seller of all double tulips.

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THE WORLDS BEST CANNAS

THE BEST VARIETIES FROM ALL SOURCES, FOREIGN AND AMERICAN INTRODUCTIONS

The best quality of roots, both as to vitality and size of divisions. Every order filled with fresh cut roots which must not be confused with roots cut, packed and stored months before delivered to you. They cost a trifle more but are worth considerably more. Every 100 roots we supply will with reasonable treatment, produce 200 or more pot plants.

The subjoined list contains the names of free, large flowering, vigorous growers, any of which will please you and your customers. Order now and say when you want them shipped to you.

Price \$5.00 per 100, \$40.00 per 1,000; except where otherwise noted.

- BEACON**—Free flowering dwarf, bright red.

CHEERFULNESS—Beautiful variegated orange and scarlet with golden border. The florets are medium sized, but very freely produced.

CITY OF PORTLAND—A wonderfully attractive rose-pink. Excellent upright habit and free flowering. \$15.00 per 100, \$125.00 per 1000.

DR. E. ACKERKNECHT—The bronze foliage blends pleasingly with the carmine rose trusses. Vigorous and free.

DUKE OF MARLBORO—An old favorite with deep crimson flowers.

EUREKA—The best white Canna. A very strong grower blooming freely. The flowers are large and become pure white in the full sun. \$8.00 per 100, \$75.00 per 1000.

FANAL—Exceedingly free flowering, deep bright red. A most effective bedder.

FEUERMEER—Another excellent old sort with a profusion of dazzling orange-scarlet flowers.

GAJETY—Wonderfully effective. Deep orange suffused with scarlet and bordered with yellow. A brilliant bedder.
- GOLDEN GATE**—Vigorous and free. A unique combination of yellow and golden shades, blending into rose as the flower matures. \$6.00 per 100, \$50.00 per 1000.

KING HUMBERT—The most popular Canna of this generation. The large orange-scarlet flowers and particularly the very deep bronze foliage make it one of the most useful.

LOUIS REVERCHON—The flowers are brighter and more freely produced than on King Humbert, while the foliage is a greenish bronze.

MRS. ALFRED CONARD—Magnificent trusses of large salmon-pink flowers. Unique and very ornamental. The stock of this variety is very scarce. We have a limited quantity and advise early ordering. \$15.00 per 100.

MRS. KARL KELSEY—A tall, majestic, vigorous grower surmounted by great trusses of large orchid type flowers. Orange-scarlet, streaked and mottled with rose.

RICHARD WALLACE—A well known pure yellow.
- THE GEM**—A seedling of Hungaria, more vigorous, with a profusion of large cream-colored flowers dotted with carmine. Very unusual and attractive. \$7.00 per 100, \$60.00 per 1000.

THE PRESIDENT—The greatest red Canna in commerce. Very heavy, vigorous growths surmounted by great trusses of immense florets of bright scarlet. We heartily endorse this as the greatest Canna introduction of recent years. \$8.00 per 100, \$75.00 per 1000.

WYOMING—We know of no other Canna as effective as this for large plantings. A giant in growth. Extremely vigorous with its deep bronze foliage as an ideal background for large bright orange-colored flowers of the orchid type. It makes an ideal subject.

YELLOW KING HUMBERT—A sport from King Humbert to which it occasionally reverts. Green foliage with yellow flowers, dotted with scarlet. \$8.00 per 100, \$75.00 per 1000.

We have good stocks of many other varieties, prices on which will be quoted on application.
Order now for delivery in February and March.

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.
THESE PRICES ARE INTENDED FOR THE TRADE ONLY

HILL'S SPECIMEN EVERGREENS



NOTE: Many Florists are having great success selling Hill's Specimen Evergreens. On any vacant space around your grounds you can heel in a good assortment and easily sell them to customers driving by. No trouble at all to handle. Profits unusually good. The following selected varieties are strong, thrifty and well formed, suitable for the very best trade. Now is the time to cover your needs for Spring planting. Write for information.

Abies (Fir)				Juniper (Continued)				Taxus (Yew)			
Size	Feet	Each	10	Size	Feet	Each	10	Size	Feet	Each	10
Concolor	2-3	\$5.50	\$50.00	Connarti	2-3	\$4.75	\$42.50	Canadensis	1-1½	\$3.50	\$32.50
Douglassi	2-3	3.00	25.00	Connarti	3-4	6.00	55.00	Cuspidata	1-1½	3.75	35.00
Douglassi	3-4	4.00	35.00	Elegants Lee	2-3	6.50	60.00	C. Brevifolia	1-1½	4.25	40.00
Hemlock	2-3	3.00	27.50	Schotti	2-3	4.00	35.00	Thuya (Arbor Vitae)			
Hemlock	3-4	4.00	35.00	Glauca	2-3	4.00	35.00	Occidentalis	2-3	1.75	15.00
Juniperus (Juniper)				Picea (Spruce)				Occidentalis	3-4	2.50	20.00
Canadensis	1-1½	2.25	17.50	Alba	2-3	3.50	30.00	Globes	1¼x1¼	3.50	30.00
Canadensis	1½-2	2.75	22.50	Alba	3-4	5.00	45.00	Compacta	1¼x1¼	3.00	27.50
Pfitzeriana	2-3	6.00	55.00	Canadensis	2-3	4.50	40.00	Pyramidalis	2-3	2.75	25.00
Pfitzeriana	3-4	8.00	75.00	Canadensis	3-4	6.00	55.00	Pyramidalis	3-4	3.75	32.50
Procumbens	1-1½	4.00	37.50	Excelsa	4-5	3.50	30.00	Siberica	2-3	4.25	37.50
Procumbens	1½-2	5.00	45.00	Pinus (Pine)				Woodwardi	1¼x1¼	3.00	27.50
Tamariscifolia	1-1½	4.00	37.50	Austriaca	2-3	3.00	25.00	SHRUBS AND DECIDUOUS TREES			
Tamariscifolia	1½-2	5.00	45.00	Mugho Comp.	1-1½	2.25	20.00	Large assortment of choice varieties for lining out.			
Virginiana	2-3	3.00	25.00	Mugho Comp.	1½-2	3.00	25.00	5 of same variety and size at 10 rate.			
Virginiana	3-4	3.50	30.00	Strobus	4-5	2.50	20.00				
				Strobus	5-6	3.25	25.00				

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS. LARGEST GROWERS IN AMERICA.

Eastern Nurserymen's Association.

The Eastern Nurserymen's Association held its first annual meeting at Trenton, N. J., January 18, with an excellent programme. Nurserymen from Delaware, New Jersey, Maryland, Pennsylvania and New York were in attendance. President J. Edward Moon called the meeting to order and introduced Paul C. Lindley, Pomona, N. C., the first speaker, as the coming president of the American Association of Nur-

serymen. Mr. Lindley took for his subject, "What a Sectional Association Can Do for Its Members," and characteristically reversed the order, pointing out what the members should do for their sectional associations. Miss Ruth Dean, a landscape artist told of home planting.

"The Selling Problems of Nurserymen," was ably handled by Nelson Coon, Rhinebeck, N. Y., giving concrete illustrations from personal experience in a most practical way.

The following officers will serve for the coming year: J. Edward Moon, Morrisville, Pa., president; Lester C. Lovett, Little Silver, N. J., vice-president; F. F. Rockwell, Bridgeton, N. J., secretary; Adolph Muller, Norristown, Pa., treasurer; Robert Pyle, West Grove, Pa.; Thos. Meehan, Dresher, Pa.; Wm. Fleming, Williamsport, Md., and Warner Harper, executive committee.

F. F. R.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

KINGSTON, TEX.—Canteloupe growers here, marketed 600 carloads in a year.

BABSON says the 1921 output of canned tomatoes, averaged 61 per cent, corn 33 per cent and peas 20 per cent under the previous five year average.

RHINELANDER, Wis.—The Stark & Peevey Co. sustained a severe loss by fire, January 24, when its warehouse containing 15,000 bushels of potatoes were destroyed.

Prices of Indoor Fruits and Vegetables.

Chicago, January 24.—Cucumbers, per crate, \$6 to \$7; head lettuce, per crate, \$2.25 to \$3; carrots, \$3.50 to \$7 per barrel; cabbage, \$3 per 100-pound sack; turnips, \$2.50 to \$3 per barrel.

New York, January 20.—Cucumbers, Boston, \$1 to \$2.50 per dozen; mushrooms, per three-pound basket, 75 cents to \$1.35; radishes, 100 bunches, \$5 to \$7; tomatoes, per pound, 20 to 55 cents; lettuce, one dozen bunches, \$1 to \$1.75; beet tops, per basket, \$2.

Vegetable Movement.

WEEK OF JANUARY 16-21.

Apple shipments increased 110 cars. In eastern markets, barrelled stock was in good demand, No. 2½ Baldwins advancing \$1, at Philadelphia. Michigan stock, however, declined 50 cents at Chicago, closing at \$7 to \$7.50 per barrel. Northwestern boxed Jonathans showed no change in price.

Cabbage prices continue to decline, in spite of a 30 per cent reduction in movement. Northern and New York Danish type fell off \$5 at Chicago and Philadelphia, bringing \$38 to \$42 per ton. Increasing shipments of Florida Wakefields has forced a decline to \$1.75 and \$2 per one and one-half bushel hamper. Shipments amounted to 692 cars.

Onion movement is rapidly declining, 100 fewer cars being shipped, and a noticeable increase in prices is reported. Middlewestern yellow stock has been sold to Philadelphia jobbers at \$7.25 to \$7.50 per 100 pounds, a gain of 50 cents and increases of 75 cents are recorded at Pittsburgh. Western reds brought \$6 to \$7 at Kansas City, although Australian browns had a premium of 25 cents over this stock.

Potato shipment amounted to 3,600 cars, 400 less than the previous week. Maine stock was in good demand at New York, closing at \$2.50 to \$2.55 per 100 pounds. At Philadelphia an increase of 20 cents was noted. Red River Ohio's brought \$1.50 to \$1.55 in middle western markets.

Florida celery is increasing in movement, 64 cars being moved, compared with six the previous week. A general decline in prices is noted throughout the country, due to increased shipments.

Sweet potato prices showed no change, except Tennessee Nancy Halls, which declined slightly at Chicago, closing at \$1.25 to \$1.35 per bushel. There were 370 cars rolled during the week.

Citrus fruits and truck crops have been severely damaged in California,

because of heavy freezes and movement has been retarded to some extent.

Texas spinach has been sold to Chicago jobbers at \$1 to \$1.15 per bushel.

CYCLAMEN

We must have room and offer for one week, 2,500 2¼-in. Cyclamen, at \$10.00 per 100 \$90.00 per 1000.

3,000 2-in. Cyclamen, at \$20 and \$25 per 100
1,000 4-in. Cyclamen, at \$40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower.
PEKIN, ILL.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

PALMS

Well finished for immediate shipment, when weather permits.

Kentia Belmoreana, single plants, 4-inch, \$6.00 per doz.; 5-inch, \$12.00 per doz.; 6-inch, \$30.00 per doz.; 7-inch tubs, \$4.00 each; 8-inch, \$6.00 each. Kentia Forsteriana, made-up plants, 7-inch tubs, \$4.00 each; 8-inch tubs, \$8.00 each.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3-inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000

February Price List Ready.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

REX BEGONIAS

3-inch, \$2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots,
at \$3.50 per 100; \$35.00 per 1000.

We ship safe anywhere

Elmer Rawlings, Wholesale Grower
ALLEGANY N. Y.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Seasonable Stock

Asparagus Sprengerii, 1½ in., \$3.50 per 100, \$30.00 per 1,000; 2½ in., \$5.00 per 100, \$45.00 per 1,000; heavy 4 in., \$15.00 per 100; heavy 5 in., \$25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., \$10.00 per 100; 3 in., \$20.00 per 100; 5 in., \$75.00 per 100 specimens; 6 in., \$100.00 per 100 specimens.

Begonia, Glorie de Chatelaine, 2½ in., \$6.00 per 100; Corallina Lucerne, 2½ in., \$10.00 per 100; 2 in., \$15.00 per 100; Metallica, 2½ in., \$6.00 per 100; Argentea Guttata, 2½ in., \$8.00 per 100; M. de Lesseps, 2½ in., \$8.00 per 100; Pres. Carnot, 2½ in., \$8.00 per 100; Thurstoni, 2½ in., \$10.00 per 100.

Fern Dish Ferns, best varieties, 2¼ in., \$5.00 per 100, \$40.00 per 1,000.

Genista, Racemosus, well trimmed, 4-in., \$20.00 per 100.

Hydrangea, good French varieties, 2½ in., \$6.50 per 100, \$60.00 per 1,000; 4-in., \$20.00 per 100.

Lantanas, dwarf, eight best varieties including three wonderful reds, Craigi, Jacob Schulz and Michael Schmidt, \$5.00 per 100, \$45.00 per 1,000.

Pelargoniums, cool grown, 2¼ in. pot plants, Easter Greeting, Lucy Becker, Peter Hoser (brick red), Schwabian, Maid, \$8.00 per 100. Mrs. Loyal (Pansy Geranium), \$7.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

AMARYLLIS.

AMARYLLIS, 2½-in. stock, \$8.00 per 100; 5-in. plants, 40c each. Montgomery Gardens, Sac City, Ia.

ASPARAGUS.

Asparagus Sprenger, 1½-in., \$3.50 per 100; \$30.00 per 1,000; 2½-in., \$5.00 per 100; \$45.00 per 1,000; heavy 4-in., \$15.00 per 100; heavy 5-in., \$25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprenger, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 75c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 55th and Springfield Ave., Philadelphia, Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100, \$50.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson. \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, single and double-flowering. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

REX BEGONIAS. Fine stock plants, in assortment, 4-in., \$3.00 per doz.; 5-in., \$4.50 per doz.; carefully packed. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

BEGONIA, Chatelaine and Luminosa. R. C., \$3.50 per 100; 2-in. stock, \$7.00. Montgomery Gardens, Sac City, Ia.

Begonias, large leaved, in variety, 2½-in., \$8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Tuberous-rooted begonias and gloxinias, sizes 1½-2-in. in diameter. For prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese lily. Write for prices. American Bulb Co., 172 Wabash Ave., Chicago.

CALLAS.

CALLA BULES

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size.	Diameter	Per 100	Per 1000
1¼ to 1½-in.		\$ 6.00	\$ 50.00
1½ to 2 -in.		8.00	75.00
2-inch and up		15.00	125.00

Satisfaction guaranteed.

SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

Callas. Golden Yellow Elliotiana. For sizes and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

CALLAS GODFREY. Fine growing plants, 3-in., \$6.00; 4-in., \$15.00; 5-in., \$25.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CANNAS.

100,000 CANNAS. 2 and 3 Eye.

King Humbert, \$3.00 per 100, \$25.00 per 1000. Richard Wallace, \$1.75 per 100, \$15.00 per 1000. Cash. BUSHY FLOWER GARDEN, Bushy, Va.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1000
Matchless	\$4.00	\$35.00
Miss Teco	4.00	35.00
Nebraska	4.00	35.00
R. P. Enchantress	4.00	35.00
Winsor Cerise	4.00	35.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Enchantress Supreme	6.00	50.00
Happy Day	8.00	70.00
Edna	8.00	70.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00

Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
White Enchantress	\$3.50	\$30.00
Pink Enchantress	3.50	30.00
Ward	4.00	35.00
Matchless	4.00	35.00

WIETOR BROS.,
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100, \$45.00 per 1,000. Orders filled in rotation as received.

Montgomery Gardens, Sac City, Ia.

Carnations. Write for price list of latest varieties. F. Dörner & Sons Co., Lafayette, Ind.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100, 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

COLEUS! COLEUS!

Eight best varieties, well rooted cuttings, \$1.00 per 100. 2½-in. plants, ready for 3-in., extra fine, \$3.00 per 100, \$24.00 per 1000. Cash. KENT GREENHOUSES, Newark, O.

COLEUS. Assorted 2-in. well rooted, \$2.50 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus. Rooted Cuttings; write for prices. H. E. HERR & SON, West LaFayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolara, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonaffon, First Kind Emerita, Mrs. Tetty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1,000.

December Beauty, \$45.00 per 1,000.

Rosanda, White Surprise, Muskoka, Orange Queen, Thanksgiving Pink, \$10.00 per 100.

Caprice, Carmelite, Katherine Thompson, Mrs. Greening, Yellow, Lilac, White, Dr. Printemps, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke Billie Burke, \$8.00 per 100.

Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.

ELI CROSS,
150 Monroe Ave. Grand Rapids, Mich.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Oconto (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seidewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

	100	\$25.00
L. Doty (light pink)	\$3.00	
Buckingham (pink single)	3.00	25.00
Angelo (fine early pink)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.
Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock ready for immediate delivery.

	100	1,000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.
Wholesale Florists.
30 E. Randolph St. Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co. Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$90.00 per 1,000. 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. Some bargains for a short time. LYNDBURST FARM, INC. First Road, Hammonton, N. J.

ECHEVARIAS.

Echevarias, 3-in., \$5 per 100, if taken before March 1st. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

FERNS.

BOSTON FERNS.

Good, strong bushy stock.

5-in.	\$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.

DAVIS FLORAL CO.

Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsa, Md.

Table ferns, standard varieties, 2½-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC. Grand Rapids, Mich.

BOSTON FERNS. 3-in., 8c each; 4-in., 25c each; 5-in., 50c each; 6-in., 75c each; runners, \$2.00 per 100. Cash, please. Montgomery Gardens, Sac City, Ia.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FEVERFEW.

FEVERFEW. 2-in., \$4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

GLADIOLI.

BARGAINS IN GLADIOLI

Halley, sizes 1¼ to 2½, \$19.00 per 1,000; Ida Van, 1¼ to 2½, \$20.00 per 1,000; Mrs. Frances King, 1¼ to 2½, \$20.00 per 1,000; Mrs. Watt, 1¼ to 2½, \$19.00 per 1,000; Panama, 1¼ to 2½, \$23.00 per 1,000; Primulinus, mixed, 1¼ to 2½, \$15.00 per 1,000; Primulinus, mixed, planting stock, ½ to ¾-in., \$5.00 per 1,000; Primulinus, mixed, bublets, 60c per qt., \$14.00 per bu.; Halley bublets, 75c per qt., \$16.00 per bu. First class stock. Cash with order.

KARL E. SCHMIDT

27 Frances St. Auburn, N. Y.

GERANIUMS.

GERANIUMS. 2½-in. pots, S. A. Nutt, Buchner, \$8.00 per 100, \$50.00 per 1,000. Richard Pottevine, Hill, Presilly, Vland, Mad. Barney, Landrev, etc., \$7.00 per 100; \$85.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

Geraniums, Nutt Buchner, Ricard, Pottevine and Vland. Good short jointed plants. 2-in., \$3.50 per 100; \$35 per 1,000. Elmer Rawlings, Allegany, N. Y.

GERANIUMS.

GERANIUMS. S. A. Nutt, R. C., \$3.00 per 100; 3-in., \$800 per 100; Ivy Leaf, 2½-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

HYDRANGEAS.

HYDRANGEAS

Field-grown, one-year old, in the following varieties and sizes:

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Large Stock—None Better

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Yellow Sweet Peas. See display advertisement elsewhere in this issue. **McClenahan Greenhouses,** 40th and Phillips streets, Oklahoma City, Okla.

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Dreer's "Riverton Special" cedar plant tubs, all sizes. **Henry A. Dreer,** 714-716 Chestnut St., Philadelphia, Pa.
For everything in bulb bowls, flower vases, jardinières, write to **Brush-McCoy Pottery Co.,** Zanesville, O.
Catalogues. Large runs our specialty. Write for prices. **Regan Printing House,** 523 Plymouth Place, Chicago.
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Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. **W. J. Cowee,** Berlin, N. Y.
Greenhouse Bolders, Kroeschell Bros. Co., 452 Erie St., Chicago.
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Sheep Manure with a kick in it! That's **WIZARD BRAND** because Wizard Brand is best quality Feeding Station and Stock Yard Sheep Manure. Not leached out; air-dried western corral manure with 15% to 20% moisture.

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Insist on **WIZARD BRAND** through your supply house or write us direct.

The Pulverized Manure Co.,

32 Union Stock Yards,

Chicago

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Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein, L., New York.
Hart, Geo. B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
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No.	Diam.	Ea.	Doz.	100	No.	Diam.	Ea.	Doz.	100
10	20 in.	\$3.55	\$40.40	\$319.00	50	12 in.	\$1.05	\$12.00	\$95.50
20	18 in.	2.60	29.75	235.00	60	10 in.	.70	8.25	65.00
30	16 in.	1.85	21.00	167.00	70	8 in.	.54	6.15	51.00
40	14 in.	1.50	17.25	136.00					

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New Lines.**

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No tools required.

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Reinberg, Peter, Chicago.
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UNRIVALLED FOR
ALL GARDEN CROPS.**

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OR FROM SOLE MAKERS.**

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CLOVENFORDS, SCOTLAND

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We await your commands.

The Foley Greenhouse Mfg. Co.

3075 S. Spaulding Ave., CHICAGO

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Dreer's Peerless Glazing Points For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts. The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us. Write for samples and price.

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SIZE
No 2

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100 pound bag, \$3.00; 500 pounds, \$10.00.

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CHICAGO AND NEW YORK, FEBRUARY 4, 1922.

No. 1757

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

OFFICERS—S. S. PENNOCK, Philadelphia, Pa.,
President; SAMUEL MURRAY, Kansas City,
Mo., Vice-President; JOHN YOUNG, New York,
Secretary; J. J. HARRIS, Omaha, Neb., Treasurer.
The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held
at Cleveland, O., March 25 to April 1, 1922

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922.
OFFICERS: PHILIP BREITMEYER, Detroit, Mich.,
President; CHAS. F. FEAST, Baltimore, Md., Vice-
President; ALBERT POBELON, Detroit, Mich.,
Secretary; WM. L. ROCK, Kansas City, Mo.,
Treasurer.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Cincin-
nati, Ohio, January, 1923. OFFICERS: A. F. J.
BAUR, Indianapolis, Ind., President; HENRY W.
SHEPPARD, Cincinnati, O., Vice-President; O. E.
STEINKAMP, 3000 Broadway Ave., Indianapolis,
Ind., Secretary; F. E. DORNER, LaFayette, Ind.,
Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS: ROBERT PYLE, West Grove, Pa.,
President; F. L. ATKINS, Rutherford, N. J.,
Vice-President; JOHN C. WISTER, 606 Finance
Bldg., Philadelphia, Pa., Secretary; CHAS. H.
TOITTY, Madison, N. J., Treasurer

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition New
York, June, 1922. OFFICERS: WILLIAM A.
SPERLING, New York, President; E. C. VICK,
305 Elwood Ave., Newark, N. J., Secretary

American Carnation Society.

Annual Meeting and Exhibition, Hartford, Conn., Jan. 25-27.

OFFICERS ELECT:

A. F. J. BAUR, Indianapolis, Ind., President; HENRY W. SHEPPARD, Cincin-
nati, O., Vice-President; O. E. STEINKAMP, Indianapolis, Ind., Secretary;
F. E. DORNER, LaFayette, Ind., Treasurer.

Next Annual Meeting and Exhibition at Cincinnati, O. See Issue of January 28
for Preliminary Account of how, Reports and Portraits of Officers,
Awards, Visitors Etc.

The Business Meeting.

The thirty-first annual meeting and
exhibition of the American Carnation
Society, full account of the opening
of which appeared in last week's issue,
page 89, held at Hartford, Conn., proved
a well attended and interesting gather-
ing, with a large and magnificent dis-
play of very fine blooms.

The sessions of the convention were
held in the veteran's room of Foot
Guard Hall the opening session on
Thursday morning, January 26, at 9
a. m., being called to order by President
Howard with an attendance of 35 mem-
bers. In referring to the beautiful ex-
hibition in the hall below Mr. Howard
questioned whether the co-operative or
combined displays of the roses and car-
nations were altogether for the best in-
terests of the carnation society. It
might be beneficial occasionally but he
felt not as an annual event, year after
year. He praised the work of Vice-
President Osborn, Wallace R. Pierson,
and the Hartford Florists' Club, in the
perfect setting they had given the ex-
hibition, and the hotel arrangements and
warm welcome the members had re-
ceived. He then read his address, a
comprehensive paper, containing many
valuable suggestions looking to the wel-
fare of the society. The paper was very
well received and on motion a commit-
tee was appointed, consisting of S. J.
Goddard, Wm. Sim and Harold Patton
to consider its recommendations.

Secretary A. F. J. Baur read his re-
port and also that of Treasurer F. E.
Dorner who was unable to be present.
Both showed the society to be in a pro-
gressive and prosperous condition being

at the peak of its membership and in
good financial condition.

Telegrams were received from Wm.
Nicholson, Framingham, Mass., reading,
"With best wishes for a successful
meeting from one of the old guards,"
and from Chas. Engleman, of London,
Eng., which said, "Good luck and best
wishes from your friends across the
sea." Wm. F. Gude, of Washington,
D. C., also telegraphed best wishes and
regrets at not being able to be present.
On motion the secretary was directed to
answer Mr. Nicholson's best wishes,
with a "Say It With Flowers" telegram,
and acknowledge the others by letter.

Letters were read from the Chamber
of Commerce, of Cincinnati, O., and the
branch there of the National Flower
Growers' Association, urgently inviting
the national association to come to Cin-
cinnati in 1923. An invitation was also
given to the American Rose Society to
hold the exhibition at the same time.
S. J. Goddard at once voiced an objec-
tion to an allied exhibition, which he
thought was not for the best interest
of the carnation society. Such a meet-
ing tried out in Detroit five years ago
had been an absolute failure and at
other times since then, when other
various trade organization meetings
when called at the same time and place
as the carnation society conventions
had always been at the expense of
the carnation. Chas. S. Strout agreed
with Mr. Goddard. It had been his ex-
perience that at the best there was not
time to examine the flowers as they
should be, as to their keeping qualities
and other characteristics that are most
important to carnation growers. It
should be a carnation meeting and ex-

hibition with no side issues to interfere. The presentation of the various medals won had been features of annual carnation dinners but which interesting events were lacking at last night's banquet. These he considered an incentive to ambitious young men in the business who look forward to the time when they would be so rewarded. Chas. W. Johnson also endorsed the single meeting. After considerable discussion along the same vein, final consideration was postponed until the evening session.

Nominations for officers for the ensuing year were then taken up. Mr. Strout said the only logical candidate was the retiring secretary, Mr. Baur. This was seconded by S. J. Goddard, Framingham, Mass., who declared the society had been run so long and efficiently by Mr. Baur as secretary with the rest of the officers practically as figure heads, and as the burden of the work fell on him this honor should now be his. His nomination was then made unanimous. Henry W. Shepard, Cincinnati, O., received the nomination for vice-president. F. E. Dörner, La Fayette, Ind., was renominated for treasurer. A committee was appointed to consider various names for secretary and report at the evening session. Peter Fisher was nominated to succeed himself as director. C. W. Johnson, Rockford, Ill., asked to be relieved as a judge but finally allowed his name to be presented. Other nominees were John Hartje, Indianapolis, Ind., and Harold Patten, Tewksbury, Mass.

A. M. Herr, Lancaster, Pa., then read his extremely interesting paper on "The Carnation Industry; Past, Present and Future." James Wheeler in moving a vote of thanks, said it was one of the best papers he had ever listened to, being so full of suggestions and reminiscences. A standing vote of thanks was given and the paper placed on the evening programme for discussion. Wm. Sim suggested a change in the schedule so that more importance should be given to fragrance. This brought out considerable discussion, the consensus of opinion being that weather and atmospheric conditions had so much to do with fragrance that the schedule had best remain as it is. Most grower retailers present stated that what their customers wanted was first size and then color, while fragrance was desired but not considered necessary. Mr. Strout was strong for keeping qualities rather than size, as wide open flowers would not keep and this is the most important quality we want to insure in the carnation if we are to increase its popularity with the public.

Carnations in England.

T. W. Weston gave an interesting account of carnations in the English market. There was no point for fragrance in the English exhibition scale. Carnations were grown much more extensively there than here. One firm grew over 500,000 plants, in pots, mostly sold to amateurs for planting out and many as flowers for Covent Garden market. Many were produced under glass for cut flowers and forced all the year round. Their biggest cut is in June, after which it is light during the summer and comes strong again in October. They have great over stocks there the same as here, but these are taken care of by the costermongers of the Covent Garden market, who are always on hand for bargains, with as regular a business as store men. In fact they were so important a factor to the market that business could not be carried on without them.

Carrying carnation plants over into the second year was a real problem,

but, Secretary Baur said, to the man who gave it the necessary attention, returns were very satisfactory, as he was sure to get a much larger and higher quality crop the second season. They required constant care in free watering and syringing, the latter particularly in the evening. There was always a splendid cut from the plants in the early autumn when carnations were scarce. He had cut five high grade flowers to a plant from Enchantress Supreme, during September. Secretary Baur thought it paid to keep them over if the plants get the necessary care but not otherwise.

Carl Hagenburger, West Mentor, O., reported Merkle Bros., Mentor, O., had 10,000 Laddie carnations in for the second year with splendid results. It was declared by several growers that cuttings were obtained much more freely from these second year plants, and also that they rooted much better. In spraying to keep down spider, salt in the water was most effective. Harold Patten liked to keep Laddie growing all the time without check or cutting back, for the best results.

S. S. Skidelsky, New York, referring to street competition in the sale of flowers in large cities gave an instance of good Ward carnations bought on the street in San Francisco, Calif., at 25 cents a dozen. These were good quality flowers and had kept well. He found the same grade selling in good stores at \$1.50 per dozen and that while this situation prevailed with these and other flowers at all times, the retail shops did not mind it and said the people always came to them when they wanted something sent and were quite willing to pay the difference for the service. The secretary then read the judge's report in which it was shown that seven first year seedlings had qualified.

Wm. Sim suggested that quantities in the exhibition schedule be cut down for when the 100 classes were placed in the schedule, flowers were not nearly as large or long stemmed as they now are. It would be an encouragement to growers who had 50 choice flowers to

exhibit but who were now barred because they could not put up 100. It was also a hardship on growers who made entries in a number of the sections, as it was necessary to bring so many flowers. He thought 50 of the choice flowers of the present day, made a better vase than 100 which on account of their size had to be so crowded into a vase as to make a solid mass and that 50 selected from these would show higher quality and make a better showing. Laddie it was thought should be given a class by itself as for the present it stood head and shoulders above all other varieties. On motion these various suggestions were referred to the schedule committee. Chas. W. Johnson reported the National Flower Show carnation prize list would soon be ready.

James Wheeler called attention to a line of colored labels on which was written the names of varieties of carnations, each kind given a color which when placed in boxes or cutting beds or larger ones in rows in the field, showed at a glance the name of the kind. The meeting was then adjourned, the final session to be held in the same room at 7 p. m.

Evening Session.

The evening session was called to order at 7:30 p. m., with the room comfortably filled. As the proceedings opened Samuel J. Goddard, on behalf of the members of the society, presented Secretary Baur with a handsome gold watch as a token of the esteem in which he was held and appreciation of his great service as secretary for so many years. Mr. Baur was taken completely by surprise; he thanked the members for this mark of their appreciation which would always be one of his most cherished possessions.

The judges reported that the seedling Winter Cheer, exhibited by Lacluse & Lacluse, Blue Point, N. Y., had been awarded a certificate; also that the shippers championship had been awarded to Strouts, Inc., Biddeford, Me., with 278 points.



AMERICAN CARNATION SOCIETY'S SHOW, HARTFORD, CONN., JAN. 25-27.
Carnation White Benora, Exhibited by Patten & Co., Tewksbury, Mass.

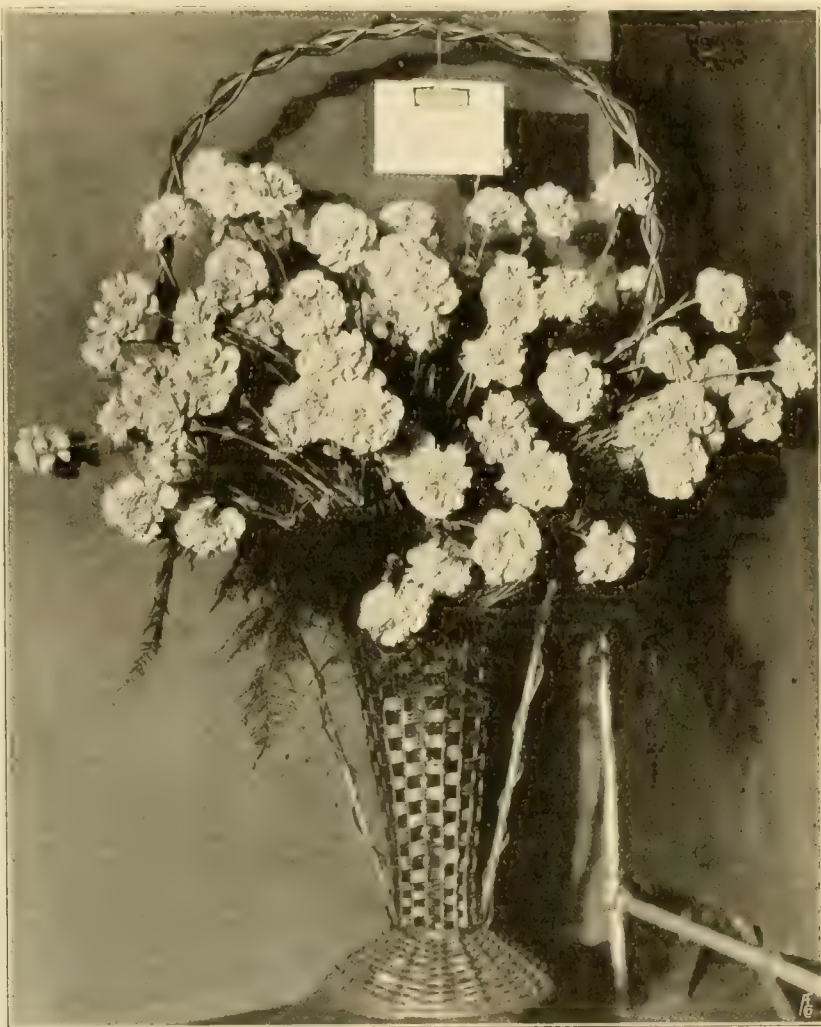
Changes in the schedule were again taken up, Mr. Sim emphasizing the smaller number of flowers to a vase, cutting out the hundreds. C. W. Johnson thought the public wanted to see the larger number. Mr. Goddard favored these large vases in the gold medal classes, while Mr. Sim thought the best vases in the show could be given the gold medals without making separate entries. T. A. Weston stated that in all the British shows 25 flowers made the standard vase. The consensus of opinion was that Laddie should be in a class by itself, there being no dissenting voice to this proposition. The shipper's championship class was discussed as being undesirable in some respects, and little if anything gained from it. All these suggestions were finally left to the judgment of the schedule committee.

Report on President's Address.

The report on the president's address was then presented by the committee. President Howard's suggestion regarding branch meetings and exhibitions was considered desirable and should be carried out. The emphasis placed on a fine showing of carnations at the Cleveland National Flower Show, by the carnation society was heartily endorsed, but changes of points in the schedule for fragrance was not thought necessary. In the suggestion of joint exhibitions of the rose and carnation societies the committee thought it was to the best interest of the latter society to meet alone and hold their meetings and exhibitions independently. A motion to accept the report of the committee brought out a most interesting discussion. By this time the room was uncomfortably crowded, many standing. All the rose, and many of the carnation men wanted to see an allied mid-winter exhibition in Cincinnati, O., in January 1923, but some of the carnation members felt that the interests of the society were being jeopardized by such allied connections and fought to have the exhibition entirely carnation.

George Asmus made an earnest plea for an allied exhibition, and thought it a great mistake when the trade watchword was co-operation, to have a separation of the rose and carnation interests when they could do so much better together. At this point he read a telegram inviting the rose society to meet in Cincinnati, which was objected to as having no place in a carnation meeting. Peter Fisher thought it a mistake to divide the carnation and rose interests as probably one-half the carnation men also grew roses. Mr. Asmus again made a strong plea for harmony; retailers were co-operating with growers in exhibitions everywhere, roses helped carnations and carnations helped roses and the allied show would be a much greater success than with carnations alone.

A. M. Campbell then asked Mr. Goddard to state the committees objections so as to get the carnation men's point of view. Mr. Goddard said the committee felt it would be very detrimental to the carnation society to continue such joint exhibitions. It costs the organization \$500 to hold the annual exhibition, and the rose society nothing. The meetings were being encroached upon with other matters, the publicity feature was being overdone and he thought it best for the carnation people to run their own meetings. C. W. Johnson said that at the morning session, when it was proposed to accept the Cincinnati, O. invitation to hold their 1923 convention and exhibition with carnations alone, there was not a dissenting voice but now there was great opposition from the rose men. In the



AMERICAN CARNATION SOCIETY'S SHOW, HARTFORD, CONN., JAN. 25-27.
Carnat on Rosalind Exhibited by Strouts Inc., Biddeford, Me.

Hartford exhibition there were 34 exhibitors of carnations and only five of roses. Mr. Sim asked what the rose society proposed to do next year; would they offer prizes, etc.? Wallace R. Pierson said that in the present show they had simply staged roses to help the carnation society make a fine mid-winter flower exhibition, that in all the preparations for that organization's meetings he had given the society all the time it had asked for and arranged the dinners, luncheons and other meetings so as not to interfere, in which Mr. Baur corroborated Mr. Pierson. The rose society's intention was never to detract in any way from the interests of the carnation society, only by their co-operation to make their exhibition better and stronger. James Wheeler could not see but what the roses would be a great help to the carnations, while Carl Hagenburger also thought the comparison with last year's Washington exhibition and the present show, in its magnificent display and enormous crowds of visitors, clearly showed the great benefits of co-operation. President S. S. Pennock, of the Society of American Florists, believed the combined shows advertised the business as nothing else would do, as unity was strength.

Co-operation and unity were the watchwords of J. F. Ammann. While the hard working carnation men who had done so much for that flower and the society, and were right in protecting its

interests, yet he felt they had more to gain than to lose in these combined exhibitions. Secretary Baur feared that in such combination, there was likely to be a loss in membership as had been the case the year following the Detroit allied exhibition, although at this time the membership was at its peak.

After Wm. Sim, W. A. Manda, Geo. Asmus and others had again spoken commending the allied exhibition and Mr. Goddard explained that he and his associates were not in any sense antagonistic to other interests, a motion to accept the invitation to hold their next annual meeting and exhibition in Cincinnati prevailed. Carl Hagenburger then moved that an invitation be extended the American Rose Society to exhibit with them jointly at that time which was passed unanimously.

New additions to the membership were pledged, 20 by James E. Wheeler, Natick, Mass., and five each by Carl Hagenburger and George Asmus. Guarantees to the Fifth National Flower Show fund of \$1,500 amounted to \$835 and the secretary desired to increase it, so the following pledged \$25 each, except A. M. Campbell, who offered \$50: S. S. Pennock, J. F. Ammann, H. L. May, A. M. Henshaw, Roman J. Irwin, James E. Wheeler, W. F. Hasting, W. J. Keimel, S. S. Skidelsky, Jos. A. Manda, Heinz & Nash, Harold Patton, Geo. Asmus, W. D. Howard, W. O. Jahn, Carl Hagenburger, A. N. Pierson, the total amounting to \$500.

The election of officers, nominated at the morning session, was then taken up. Vice-President Osborn cast the society's vote for A. J. F. Baur for president amid great applause. Mr. Baur, in thanking the organization for the honor conferred, modestly said that in his 19 years as secretary, he had not done as much as he would have liked. In his present position he would give his best efforts for the advancement of the society. The secretary cast the ballot for Henry W. Sheppard, of Cincinnati, O., for vice-president. The committee appointed to present names for secretary had agreed that O. E. Steinkamp, of Indianapolis, Ind., had all the qualifications, and the secretary cast the ballot electing him to this important office. Treasurer F. E. Dorner was re-elected, as was Peter Fisher, of Ellis, Mass., for director for five years. Two judges were to be elected from three nominated, the result being as follows: C. W. Johnson, Rockford, Ill., 31 votes; Harold Patton, Tewksbury, 28 and John Hartje, Indianapolis, Ind., 11. A standing vote of thanks was given to the Hartford Florists' Club and all those who had done so much to make the meeting and exhibition a success.

Resolutions.

The committee of condolences presented the following resolutions:

In that it has pleased Almighty God to take from our midst our fellow members, M. A. Patten, Peter Reinberg and J. F. Stewart, We, the American Carnation Society, here assembled,

Resolve that in consideration of the high esteem these gentlemen were held by the society and the good work they have done, and deeply deploring our loss that we extend to their families our condolence in their bereavement.

Resolved that a copy of these resolutions be embodied in the minutes of this meeting and a copy be sent to the families of the deceased.

A. M. HERR,
WILLIAM SIM,
A. J. F. BAUR,
Committee.

The committee on final resolutions presented the following:

Your committee on final resolutions at the thirty-first annual convention of the American Carnation Society report as follows: That the hearty thanks of the society be tendered to the Hartford Florists' Club for the very satisfactory manner in which the arrangements of the exhibition were carried out; for the entertainments tendered the visiting ladies and to all who assisted in making the stay of the visitors both pleasant and profitable and to the Hotel Bond officials for the excellent service accorded to members.

Therefore, be it resolved that this society hereby express its most sincere thanks to the several organizations for their interest and pains taken to bring to a successful completion this convention, and that these resolutions be incorporated in the minutes of the society, all of which is respectfully submitted.

ERNEST SAUNDERS,
THOS. PEGLER,
ROBERT KIFT,
Committee.

After a short discussion as to length of future exhibitions, which was referred to the board of directors, a standing vote of thanks was given the president and other officers for their efficient work and the convention adjourned.

Retailers' Exhibit.

The decorated booths of the retail florists of Hartford were most elaborate and complete. They occupied one side of the hall and were at all times the center of attraction.

George G. McClunie had a decorated space, the features of which were well filled baskets of seasonable flowers all nicely arranged in good color effects.

Lane the Florist had an elaborately trimmed booth all done in black velvet. Hanging from the top were several baskets filled with long sprays of yellow acacia, with tall standards at the sides with the same flower. The central feature was an elaborate bride's shower bunch of lily of the valley. Handsome bridesmaid and maid-of-honor bouquets flanked either side. On velvet covered mounds at each side there were artistically made Colonial bouquets of various sizes and a set of corsage bunches of the choicest flowers in combinations. All of the arrangements were elaborately trimmed with



O. E. Steinkamp, Indianapolis, Ind.
Secretary-Elect American Carnation Soc. ety.

appropriate ribbons. The whole exhibit was brilliantly illuminated with concealed electric lights.

Coombs the Florist, having two stores, had a decoration for each. One was quite elaborate, the feature being the figure of a bride, elegantly dressed and carrying an exquisite shower bunch of lily of the valley and orchids and was most striking. The background was of French window screens, decorated with green vines, palms and ferns. An elaborate maid of honor and a bridesmaid's bunch of roses were artistically arranged on both sides. There were also vases of other flowers so featured as to give an artistic setting to the whole display.

The other Coomb's booth represented a garden scene with high lattice sides against a green background, in front and on either side of which were vases of roses. At the rear of the central path was a large concealed mirror, which lengthened the effect of the wide graveled path leading through an open gate. A good sized kewpie gardener stood near a wheelbarrow of flowers. This exhibit was much admired.

Spear & McManus Co. also had a garden scene with a large, life-size terra

cotta figure of a nymph bending over a conch shell, which she was holding in her hands and from which water poured into a basin below. This was perhaps more a wood than a garden effect, although a terra cotta garden seat held a large basket of spray orchids, and another, roses. There was a tall vase of Ophelia roses on either side, and altogether it made a complete picture.

Welch the Florist had a beautiful booth, at one side of which was a large gilt frame backed with velvet in front of a background of palms. This pictured a vase of beautiful oncidiums. There were also artistically arranged baskets of flowers and a number of corsages, all so placed as to round out and give a fine finish to the exhibit. The whole was canopied with southern smilax and complete in every detail.

St. Valentine's Day was featured by J. Albert Brodrib, and we could hardly imagine a better exhibit for February. A large red velvet heart three feet in diameter was the central feature which was set against a background of cut daffodils almost across the top. Diagonally across this was a large gilt arrow and these words in gilt: "To My Valentine." On the point of the heart there were several well arranged corsages. A good sized suspended cupid held red ribbons that led to the heart. In the space below on either side and in front, there was a display of corsages of small baskets and Colonial bouquets, each with its gilt arrow. The whole effect was such as to fix the approaching event in the minds of all who buy valentines, times.

Kenneth C. Mackey made a very good showing with his nicely decorated space, the central feature being a ribbon backed gilt frame with a half vase of roses in the center. Well filled baskets, a wreath of violets and lily of the valley, vases and bowls of flowers on pedestals, with velour velvet backgrounds gave a very pleasing finish and effect.

The whole exhibition when completed and all exhibits in place, was clearly the best ever made by the American Carnation Society. While there were more carnation exhibits than for a number of years and all of superior quality, the addition of the long-stemmed choice roses added much to the decorative effect. These after the carnations had been judged, were placed amongst them at intervals all over the hall, making the whole an ideal show.

There were a number of the carnation men, however, who objected to this arrangement as dwarfing their favorite flower and at future exhibitions it is thought they will be kept separate. Not many new carnations were shown, but the old were never featured so well. Ethel Fisher, a fine red, was shown here better than ever before. Wm. Sim's Bonny pink seedling was very distinct and an entirely new shade, for which he received a preliminary certificate and also a certificate of merit.

Betty Jane, a dark pink seedling, exhibited by A. Joblinsky, Olivette, Mo., was a very promising variety, being awarded a silver medal and for Olivette a red striped kind on a light background, a bronze medal was given the same exhibitor. Virginia, a dark pink, almost red seedling, exhibited by R. E. Wadsworth, Northboro, Mass.; white seedling No. 2, by A. N. Pierson, and a dark red seedling by C. Warburton, were all promising varieties that won preliminary certificates.

The arranged baskets and vases of carnations that occupied places of honor on the platform were very well arranged and a great attraction to the visitors.



AMERICAN CARNATION SOCIETY'S SHOW, HARTFORD, CONN., JAN. 25-27.
General View of the Main Hall.

Rose Exhibits.

The vases of long stemmed roses were numerous and of the highest quality, the A. N. Pierson Co. staging 20 of 50 roses each. These and all other roses were all arranged in the American Rose Society's willow covered vases, and made a beautiful showing. The feature of this exhibit was a vase of their dark pink sport of Columbia, certainly ideal in every particular.

The Florex Gardens, North Wales, Pa., exhibited several lots of 50 roses, a vase of Butterfly being exceptionally fine. L. B. Coddington, Murray Hill, N. J., staged several fine vases, one of a light pink sport of Premier, which was very distinct and beautiful.

Coombs the Florist also displayed a dark sport of Columbia and several other standard sorts, of very good quality.

Myers & Samtman, Chestnut Hill, Pa., had a vase of superb flowers of their new Rose Celestial, a light sport of Premier.

Wendel & Kiemel, Elmhurst, Ill., showed a vase of fine Premier and another of Crusader, both appearing well after their long journey. The Frances Scott Key vase, from F. R. Pierson, Tarrytown, N. Y., contained flowers of superior quality and has never been seen in better condition. The Bedford Floral Co., Bedford Hills, N. Y., staged a vase of fine Columbias. P. M. Pierson, Briarcliffe, N. Y., exhibited a vase of American Beauties, fine flowers. The E. G. Hill Co.'s new rose, America, made an excellent showing as a distinct finished flower of great commercial value.

Wm. A. Vert's vase of well grown Sunburst attracted considerable attention. Ethan A. Coon, Rheinbeck, N. Y.,

displayed some wonderful Marie Louise violets, all of which were bunched as violets ought to be. A. L. Miller, Jamaica Plains, N. Y., had a group on either side of the platform of acacias, heather, daisies and primulas, all well flowered.

The rose vases appeared so fine that the National Flower Show Committee had them photographed to use for publicity at the coming Cleveland show.

The attendance from the opening hour was continuous, and at times in the evenings the doors had to be closed until there was room made to admit more. It is estimated that there was an attendance in the three days of 35,000 people. As all tickets were only obtained through the flower shops who sent them to their customers and given to those who came after them, it should be a splendid publicity move for the trade. The weather was clear but cold, the thermometer registering below zero every night for five days. Several consignments of stock en route were frozen, including carnations of Harold Patten, Tewksbury, Mass., and begonia plants of J. A. Peterson & Sons, Cincinnati, O. Most of the stock, however, arrived safely.

Carnations kept very well, but began to droop the final day. The varieties that looked best at the close were Rosalia, Peter Ball, Mrs. C. W. Ward, Improved Ward, Morning Glow, Rosalind, Eastern Beauty, White Benora, White Delight, Pure Delight and Cottage Maid.

Wm. Sim, who staged 2,500 carnation flowers, and A. A. Pembroke, with over 600, unpacked their flowers the night before the opening and put them in water. Then they sat up with them until morning to see that nothing happened, thus emphasizing another phase of intensive culture.

The Banquet.

The dinner in honor of the visiting members of the American Carnation Society and the American Rose Society held at the Bond hotel, Wednesday evening January 25, was attended by 400 members and guests of the Hartford Florists' Club, with many ladies in attendance. In the center of the room, on a raised platform, was the table of honor at which was seated the governor of Connecticut, Hon. E. J. Lake; W. D. Howard, president of the American Carnation Society; N. C. Osborn, vice-president of the same organization; Roman J. Irwin, president of the New York Florists' Club; J. Fred Ammann, secretary of the National Flower Growers' Association; S. S. Pennock, president of the Society of American Florists; E. K. Hubbard, president of the Manufacturers Association of Hartford; Major P. F. O'Keefe, Henry Penn, Boston, Mass.; Geo. Asmus, Chicago; Wallace Thompson; Thomas Roland, Nahant, Mass.; S. A. Anderson, John Young, secretary of the Society of American Florists and Wallace R. Pierson, toastmaster. To the left of this table at a large round table were the wives of the gentlemen who occupied the platform. At another table were seated as guests of the Florists' Club the following retired florists of Hartford and vicinity, all of whom had spent over 50 years in the business: A. N. Pierson, Cromwell, Conn.; D. A. Spear, John Coombs, Robt. Marchant and G. W. McClunie.

After the serving of an excellent menu, interspersed with selections from an orchestra, and a short programme of dancing, Toastmaster Pierson welcomed the guests with witty remarks and stories and introduced Wallace

Thompson, president of the Florists' Club, who in brief but well chosen remarks welcomed the visitors to the city. Governor Lake was then presented and at once began radiating good humor by his funny stories and description of the political campaign which won him the governorship. In a more serious vein he congratulated the florists for their calling in life which gave them the opportunity to add, with their beautiful flowers, to the joy of every occasion. He said there was no scandal or profiteering in that profession during or since the war. The governor was indeed glad to welcome such a body of men to Hartford and wished for them splendid business returns for the next decade.

E. K. Hubbard, president of the Manufacturers' Association of Hartford, first poked fun at Governor Lake, who in his college days was a famous football player, and on account of his shabby head of hair was dubbed the "human chrysanthemum." After referring to the importance of Connecticut as a manufacturing state, he praised the florists as manufacturers of flowers, saying there was no other industry in the state that could put forth such honored men, in one profession, with their 50 years' record, as sat around the veteran florists' table. The tenacity of purpose was an example that all of us should follow. In closing Mr. Hubbard said the florists' trade represented honesty, integrity and good will.

President Pennock congratulated the carnation and rose societies on their wonderful exhibits which were away beyond expectations. He had just attended the agricultural conference at Washington, D. C., where President Harding said that business of the farmers and other agricultural interests in the country required more diversified thought and energy, and yet received less compensation than any other line. The President thought intelligent organization and co-operation was their way out. Mr. Pennock stated it was much the same with the trade, which in their good co-operative organizations were being greatly benefitted. He was glad florists did not suffer from low markets like cotton, wheat and other products. He praised the slogan, "Say It With Flowers," and urged all in the trade to stand back of the society's publicity campaign which was certain to bring wonderful results.

Secretary John Young was loud in his praises of the splendid floral display and urged that such a combined mid-winter flower show be held annually in some large city. He spoke of the magnitude of the industry, which according to United States authorities, has as much money invested as has the manufacturing of steel. He asked the co-operation of all the trade in the great Fifth National Flower Show to be held in Cleveland, O., March 25-April 1. He could not begin to tell of the many favorable things now developing: the great co-operation of the people of Cleveland and the wonderful publicity already received. The building in which the exhibition will be staged is the handsomest and most commodious in the country.

Mr. Pierson said the florists of the country owe a debt of gratitude to Major O'Keefe who opened his address by referring to the florists of Hartford as live wires who had in their co-operative and publicity work made the present show such a success. In referring to the origin of the great slogan, he said, in thinking the matter over, flowers give expression to thoughts, so why

not "Say It With Flowers?" He believes the national slogan had accomplished much to tide over the troubled business of the past few years. He gave splendid practical advice in regards to advertising and finished his remarks by presenting, in behalf of the Hartford Florists' Club, Mrs. E. J. Lake, the wife of the governor, with an enormous bunch of roses, and also a corsage to her daughter.

Mr. Pierson then thanked the florists of Hartford who had done so much to make the show and meetings a success. He then adjourned the dinner and the tables and chairs were removed to make room for the dancing which was enjoyed for several hours.

Ladies' Luncheon.

There were over 40 visiting ladies who were taken in hand by a committee of the ladies of the Hartford Florists' Club, of which Mrs. T. MacManus was chairman. They were first entertained at luncheon at the Hoebelin hotel at noon, Thursday, which was a most enjoyable event, after which the visitors were taken to a matinee performance at the theatre. This, with the visit to the beautiful exhibition, the banquet on Wednesday night, and the trip to A. N. Pierson's establishment at Cromwell, Conn., which was a revelation to many, filled in most of their spare time and made their sojourn in the convention city one long to be remembered.

American Rose Society Luncheon.

There was an informal meeting of the members of the American Rose Society, who came together at a luncheon on Thursday noon, January 26, at the Hotel Bond. After the repast, Wallace R. Pierson acting as presiding officer and who is also in charge of the commercial section of rose society at the National Flower Show, appointed the following gentlemen as judges: S. S. Pennock, Alexander Montgomery, Boston, Mass.; W. J. Palmer, Buffalo, N. Y.; Philip Breitmeyer, Detroit, Mich.; Robert Miller, W. F. Gude, Washington,

D. C.; George Burton, Chestnut Hill, Pa.; J. F. Ammann, George Asmus, S. A. Anderson, A. B. Cartledge, Wilmington, Conn.; Frank Traendly, New York; P. Welch, Boston, Mass.; Emil Buettner, Park Ridge, Ill., and N. J. Weiter, Chicago.

The selection of a meeting place for 1923 was entertained and postponed after considerable discussion, until the matter of co-operation with the carnation society was settled by that body at their evening session. George Asmus presented a very interesting report of the situation that confronted the National Flower Show committee in reference to getting the use of the convention hall at Cleveland, which had been denied there by the new mayor. Mr. Asmus was happy to say that all of the mayor's objections as to danger of builder's claims, lack of money to run the building when completed, which latter important matter was being more rapidly pushed forward, had been met by a committee of bankers and other large interests who are guaranteeing the city against loss of any kind. It was said the show might have to be postponed four days but absolutely no later, and that the committee was certain it would take place perhaps on the advertised dates.

In speaking of the rose society's guarantee of \$3,000 liability towards premiums, \$1,200 had been subscribed to back this up.

J. F. Atkins earnestly advocated a larger membership amongst the trade. At first the membership was all commercial but now it is nearly all amateur, as so many of the latter class had joined. The \$3 fee of the commercial men would be a great help to the fund to get new amateurs which would greatly increase the love for flowers.

The annual meeting for the election of officers was postponed until the society's convention at the Cleveland National Flower Show. The meeting then adjourned after which the executive committee held a short session.



AMERICAN CARNATION SOCIETY'S SHOW, HARTFORD, CONN., JAN. 25-27.
Carnation Laddie, Exhibited by Coombs the Florist, Hartford, Conn.

National Flower Growers' Association.

HARTFORD MEETING, JANUARY 26.

The annual meeting of the National Flower Growers' Association was held Thursday January 26, following the American Rose Society's luncheon at the Hotel Bond. Those attending were principally delegates of the various local branches that have already been organized. President W. J. Keimel read his annual address which contained much valuable information and suggestions to benefit the association's work.

Secretary J. F. Ammann presented the financial report and spoke of the great work already accomplished, particularly in co-operative and individual publicity, there being now \$1,000 used for this purpose to every \$1 that was spent before the growers' organization was formed. He also read the report of Treasurer Wallace R. Pierson, both of which were received and filed.

Jos. Kohout, Chicago, chairman of the cut flower committee on grading, sent a letter reporting progress. Getting the support of all the growers was a matter of education some desiring to wait and feel their way along while others, convinced, were ready for immediate action. The co-operative movement was gaining steadily as all were beginning to see its benefits. Mr. Kohout strongly commended Secretary Ammann for his great work. It was hoped soon to attain uniform grading in all markets.

The various district chairmen were called on for reports. E. Allan Pierce, of the New England district, stated while they had made good progress assessments had been hard to collect. The market the past summer and autumn had been in bad shape, and to quicken sales as they could get no co-operation from the retailers, they had advertised and thrown the two growers' markets at Boston, Mass., open to the public. This had made the retailers wake up and they immediately got together, formed an organization and it is now thought are willing to co-operate with the association during times of overproduction. Plans are now under way to consolidate the two Boston markets under one organization, in a suitable building of their own, with all up-to-date facilities. These results had been made possible because of the growers' association, which was already a great power in the cut flower business of New England.

Secretary Ammann reported having received letters of protest from a committee of Boston retailers in regard to the open market, but took no action as the matter was entirely local and would be much better settled by the parties getting together themselves.

Chairman Brookings, of the Buffalo N. Y. district, made a very favorable report showing that practically 100 per cent of the growers were united. Contributions to the publicity fund had been very liberal as with only 1,000,000 square feet under glass the amount raised last year was \$10,000 and this year it would be \$15,000. Questionnaires had been sent to all members to determine supplies of various kinds used annually, stocks and amounts of same grown, all of which information would be of great value in co-operative buying and selling. On much of the standard supplies they hoped to save from five to 20 per cent to the grower, who were now willingly contributing 50 per cent to the publicity fund where before organization they paid nothing. Periodical educational trips or visits to growers' establishments on stated occasions by a number of the trade are now made and have been wonderfully beneficial, Chairman Brookings said. Their pub-

licity campaign in Buffalo was in the hands of S. Norcum who had been able to feature much interesting matter about plants and flowers in the reading columns of the newspapers, their advertising the past year having occupied 30,000 lines of space. Wallace Eiss also made a very encouraging report of the work publicity had done for the business there.

Carl Hagenburger, West Mentor, O., gave a comprehensive account of the Ohio District, in which co-operation among growers was progressing rapidly. Ten different cities and communities were already organized with a membership of 153 members, which had collected over \$3,000 and \$150 had already

Fifth National Flower Show.

Cleveland, O., March 25-April 1

Chairman George Asmus of the National Flower Show Committee telegraphed from Cleveland as follows, January 30:

American Florist Co.,
440 S. Dearborn St.,
Chicago, Ill.

Give prominent notice in this week's issue of your paper that the National Flower Show will positively be held with no change of dates. Growers of cut roses have been informed to look in your publication for this information, so that they have sufficient time to pinch their plants.

George Asmus

been saved in collective buying. Lectures on heating had been given and other interesting topics would follow. What was wanted was a live active paid secretary, who could give his entire time to the work.

An interesting report on the progress of the movement in Chicago was given by Peter Pearson. Growers now have the publicity in their own hands and retailers advertise individually, the former now willingly paying one per cent on their gross sales for publicity. A statistical report of the business was now under way and would be a great benefit to the trade. Last year \$35,000 was collected, 60 to 70 per cent of this being from growers and \$4,500 was given to the national publicity fund of the Society of American Florists. Before the National Flower Growers Association was formed not \$1 was subscribed by growers, Mr. Pearson concluded.

The secretary reporting for Missouri said that last year \$3,000 was raised. Now growers have assumed entire charge of general publicity, retailers to co-operate at times of plenty but advertise individually. That this is feasible he cited a large firm of retailers, Grimm & Gorly, St. Louis, who had purchased thousands of chrysanthemums at \$10 per 100, generally worth much more,

and sold them at 19 cents each. They had also handled immense quantities of roses in special sales at 50 cents per dozen for which they had paid \$20 per 1,000. Mr. Ammann referred to his tour of the country in the interest of the growers' association, covering many states from coast to coast, how he had been well received and found the spirit of co-operation spreading everywhere. Milwaukee, Wis., which had started this co-operative publicity was now on a two per cent basis on all sales, with all interests more than satisfied with results. New York was starting similar work among the growers, one of whom on a percentage basis, had recently turned in his first check for \$1,600. Mr. Ammann said that when the five principal states were organized the rest would quickly follow, as they would find it greatly to their interest to do so. C. H. Plumb sent a very encouraging letter from Detroit.

Secretary Ammann stated that it was now the settled conviction that the growers should alone support general publicity, using this method when growers were plentiful, and that retailers should co-operate with them, but only by advertising sales from their own stores. Growers of plants and flowers were collectively the most slipshod business men in America; they were bulls to day and bears tomorrow, which also held true for many of the grower-retailers. Very few took account of the costs of crops either in time or greenhouse space. Flowers will be much easier to sell when advertised, the secretary concluded.

Revision of the by-laws was taken up, which Mr. Ammann said was always necessary year after year, as the Society of American Florists, with its 36 years experience, was still at it. It developed here that the secretary, although allotted a salary of \$300 per month, had only drawn practically traveling expenses and could not get enough to afford an office stenographer. However, he made no complaint as his heart was in the work and he would be satisfied when the growers were all finally organized as he knew they would be.

The changes in the various articles of the constitution were not numerous or drastic. In Article Three in the attendance of representatives of district bodies, it is provided that a member could be selected to go in place of the president or vice-president if either were unable to be present. Article Four is amended so that a member selected can represent the district organization on the national board of directors, if local officers cannot be present.

In the matter of dues it was thought by some that \$2 for each member of a local district association to be paid to the national association was too little, but after discussion it remained the same, as did the provision relating to Class B members, who reside outside the cities and who pay \$10 annually direct to the national association. The amendments as presented were, with the few changes made, to be accepted for adoption at the next annual meeting.

It was proposed to have a national growers' association emblem or trade mark, which was to be used on all shipping boxes, tags and stationery. Several designs were submitted as about to be adopted by the Buffalo, N. Y. district.

The election of officers resulted in the retention of the present incumbents who are: W. J. Keimel, Elmhurst, Ill., president; Jas. W. Heacock, Wyncote, Pa., vice-president; Wallace R. Pierson, Cromwell, Conn., treasurer; J. Fred Ammann, 201 Bank building, Edwardsville, Ill., secretary.

Cincinnati, O. was chosen as place of meeting in 1923. A meeting of the executive board of the association will be held at Cleveland, O., during National Flower Show week, March 25-April 1.

OHIO DISTRICT MEETING, JANUARY 24.

A most interesting meeting of the Ohio District of the National Flower Growers' Association was held at the Hotel Deshler, Columbus, January 24, with fully 200 florists present. During the year the membership in the Buckeye state increased from 87 to 155 and there are now 2,500,000 square feet of glass represented. One of the features was a talk by Max Schling, of New York, on "Flower Arrangement and Design," in which lantern slides were used to illustrate his various points. This talk was filled with interesting features and was followed by a number of questions. Thomas D. Miller, Detroit, Mich., of the laboratory division of the Consolidation Coal Co., of that city, spoke on "Coal—How to Specify, Buy and Test for Greenhouses." He urged summer buying declaring it not only better distributed the work of mining, but made cheaper coal because of more reasonable transportation during that time of the year.

J. Fred Ammann, of Edwardsville, Ill., founder and president of the national organization spoke at length on organization work. He demonstrated the good to be derived from the state and national associations. Prof. P. L. Lehenbauer, connected with the experimental station, University of Illinois, addressed the convention on "Fertilizers." He showed the general results of the use of fertilizers. A discussion of business conditions showed that flower growing business in all parts of the state is in good shape. Plans for expansions of plants to take care of increasing business are being made at many points.

Resolutions were adopted for changes in the constitution and by-laws in regard to dues. While no definite action was taken, the consensus of opinion was that some plans for equalizing the dues of the state association should be provided and a special committee consisting of George Bate, Cleveland chairman; E. M. Embeltz, Cincinnati; J. L. Schiller, Toledo and others were named to prepare amendments to the constitution and to submit it at the next meeting to be held in Cleveland, March 25-April 1 in conjunction with the National Flower Show.

Officers for the coming year were elected as follows: Walter J. Stephens, Columbus, president; L. F. Murphy, Cincinnati, first vice-president; J. L. Schiller, Toledo, second vice-president; J. C. Vineon, Cleveland, secretary and George Schiller, Cleveland, treasurer. Mr. Stephens takes the place of Carl Haenberger, West Mentor, who has been president since the founding of the state organization.

J. W. L.

Tri-State Florists' Association.

GRAND FORKS MEETING AND SHOW.

The annual meeting of the Tri-State Florists' Association, comprising the states of North Dakota, northern South Dakota and northwestern Minnesota, was held January 26 at the Frederick hotel, Grand Forks, N. D. The full membership of the association was present with two exceptions and it was generally declared by far the most successful meeting yet held.

At the annual banquet, which was held in the Blue room of the Frederick hotel there were 30 in attendance. Interesting talks were given by Ed. Goldenstein, of Vaughan's Seed Store, Chicago; B. F. Siebrecht, of Aberdeen, S. D., and Guy French, of the American Bulb Co., Chicago.

THE EXHIBITS.

The finest feature of the occasion was the flower show, which was held in connection with the meeting. Three gold bronze medals, offered by Max. Schling, New York, were given for the best exhibits in blooming plants, cut flowers and retail work. B. F. Siebrecht won first medal on the finest display of blooming plants, with an exceptionally good display of over 100 cyclamens. The Smedley Floral Co., Fargo, N. D., received first medal on cut flowers and also for the retail work.

The following exhibitors had space: Vaughan's Seed Store, Chicago and New York; B. F. Siebrecht, Shotwell Floral Co.; Smedley Floral Co., Fargo, N. D.; J. W. Briggs, Moorehead, Minn.; E. W. Schuster, Crookston, Minn.; McElroy's Flower Shop, Grand Forks, N. D.; Chicago Flower Growers' Association; E. C. Amling, Poehlmann Bros. Co., Chicago; C. C. Pollworth Co., Milwaukee, Wis.; American Bulb Co., Chicago, Ill.; O. R. Eckhardt Co., St. Paul, Minn., and the Lindsay Floral Co., Minneapolis, Minn.

Poehlmann Bros. Co., were represented by W. Snyder and wife with the finest line of supplies yet brought here. Alan Humason & Co., Chicago, and O. R. Eckhardt Co., St. Paul, Minn., featured baskets and supplies.

The exhibition promises to be of far reaching benefit to all concerned, as approximately 1,500 persons viewed the display, which was the first flower show to be held in North Dakota and drew fine news write ups as well as editorial comments from the press. Local arrangements were in charge of T. P. McElroy, assisted by Mr. Lovell, of Lovell & Son, local florists.

Paul R. Klingsborn, of the Chicago Cut Flower Growers' Association, was in attendance, making a special trip from Chicago to meet the florists here.

The next meeting of the association will be held in Fargo on a date to be announced later, probably in June.

J. P. McE.

San Francisco.

DECIDED SHORTAGE OF CUT FLOWERS.

Not in many years has there been such an acute shortage of cut flowers. Stock has jumped to almost prohibitive prices in the wholesale market, especially for roses and carnations. In fact these two items have commanded such high prices that many of the smaller stores in the outlying districts have dropped them altogether. This serious shortage is due largely to the unprecedented spell of very cold weather, which has existed since January 1. The intense cold has been general throughout the state and in many instances has been accompanied by polar winds. Much damage to various fruit crops is reported from all quarters. Every variety of rose is extremely short. Premier and Columbia are \$3 to \$4 a dozen for the best offerings. Mrs. Chas. Russell is hard to buy at any price. Hadley, Ophelia and Butterfly bring \$8 to \$10 per 100 for the shortest stock and almost as much as the larger varieties for medium quality. Short stock of all the foregoing varieties is in great demand but very little offered by growers. There is hardly any Cecile Brunner or Ward to be had at any price. Perhaps the most sensational jump of any flower is the carnation. First grade stock is now wholesaling from \$8 to \$9 per 100, which is perhaps the highest figures that this flower has ever sold for at this season of the year, in this market. Splits and poor stock go on sight at \$4 per 100. While carnations are not as scarce as roses the shortage of the latter has made the call so strong that growers are now realizing handsome profits. Chrysanthemums from the Chinese district are now nearly at an end for this season.

Very good prices have been paid growers for this class of stock right up to the end. The weather continues to hold back the violet crop. Princess of Wales is particularly scarce and the Giant violet is being largely used. The demand is so heavy that growers are unable to take care of it. The shippers' strong buying of this flower keeps the supply here short.

NOTES.

A meeting of the Dahlia Society of California was held at the Palace hotel, January 26. Directors to serve during the coming year were elected and the auditing committee presented its yearly report. The past year has shown a steady growth in membership and the society is in a splendid position financially.

The annual meeting of the stockholders of the Wholesale Co-operative Flower Market was largely attended by growers and retailers. The report of the officers showed the corporation to be in a healthy financial condition. The progress made since the opening of the market last September has been most satisfactory and plans for expansion during the coming year were arranged.

Local newspapers have been giving much publicity to Luther Burbank's offering of novelties for the season of 1922. Among these is a new artichoke, a new strawberry, an improved variety of barley and a dwarf sunflower.

Friends of Emile Serveau will be pleased to learn that he is now enjoying better health than for a long time. He is still at his country home at Redwood City.

At the Western Evergreen Nursery several fine houses of Liliun giganteum are making a strong growth and Manager Roller says they will be used for the Easter trade. House after house of nephrolepis greet the visitor and all in perfect condition.

H. Plath says the Richmond Pottery, which is owned exclusively by plant growers of this vicinity, is being worked to capacity in order to catch up with orders.

Julius Eppstein, the St. Francis hotel florist, reports business as excellent in his shop. He is handling a fine grade of cattleyas these days and finds no difficulty in disposing of them at fancy prices.

Joseph Proietti, San Leandro, is beginning to cut daffodils from gardens on Washington avenue. He is probably one of the largest growers of narcissi and gladioli in the west for cut flower purposes. The soil here is ideally adapted to the growing of these bulbs and the mild temperature always brings them into the market very early.

One of the most attractive flower stores is the Belmont Florist, conducted by Dinucci Bros. It occupies a prominent corner at Fillmore and Washington streets and is fitted up with every modern convenience. Both the owners are always to the fore when there is any movement pending to improve trade conditions.

The Geneva Nursery, Caesare Hestani, proprietor, has become a large factor in the cut adiantum and asparagus supply of this market. His large range at 798 Geneva avenue also contains a great variety of pot plants. The aspleniums grown at these greenhouses for the Christmas trade have seldom been excelled in any market.

N. J. Ausbro is now proprietor of the Royal Florist at 1563 Polk street.

The Nelligan Sisters have disposed of their flower store on Sutter street and will retire from business permanently.

JAMES T. LYNCH.

WOODSFIELD, O.—J. M. Bishop & Son, florists, has been discontinued as a firm and the style of the business hereafter will be Bishop Greenhouses, with J. M. Bishop, proprietor.

THE S. A. F.

Additional Directors.

Owing to a misunderstanding, the official application of the Michigan State Florists' Association was not at hand when the appointees under the by-laws governing affiliation were announced, although qualifications were more than satisfactory. President Pennock, therefore, confirms the appointment of S. W. Coggan, Battle Creek, Mich., president of the association, and he takes his seat accordingly.

National Publicity Campaign.

A meeting of the publicity committee was held at the greater Bond Hotel, Hartford, Conn., January 25. Secretary Young presented a financial report of the campaign showing conditions in detail. The result was that with the amount of funds found available the committee was able to enter into contracts covering a resumption of magazine advertising for publicity for flowers. Details in regard to these contracts, giving the names of the magazines and the date of insertion of the different advertisements will be published next week.

The secretary was also authorized to publish once each month a report covering expenses and expenditures. These reports will also be printed and distributed to the members of the Society and the contributors to the fund, together with copies of the advertisements to be used under the advertising contracts closed.

Local bodies and allied associations undertaking local advertising campaigns are requested to send copies of their advertisements to the secretary, so that the work of all these bodies may be made familiar to our committee.

The following subscriptions have been paid in since last publication:

E. F. Kaubach, Haverhill, Mass., \$	10.00
Gustav Freytag, W. Orange, N. J.,	5.00
A. H. Funnell, Hittington, N. Y.,	5.00
Marion E. McGunagle, Portland, Me.,	5.00
V. H. Anderson, Belevedere, Ill.,	5.00
C. Warburton Sons, Fall River, Mass.,	25.00
A. F. Kohlmann, Tompkinsville, N. Y.,	10.00
Oscar S. Magunson, Kane, Pa.,	5.00
C. B. Johnson, Woburn, Mass.,	10.00
Rowehl & Granz, Hicksville, L. I.,	12.00
Emil H. Geschick, Philadelphia,	25.00
John W. Foote, Reading, Mass.,	10.00
Herman Timmer, W. Collinswood, N. J.,	5.00
W. W. Kennedy & Sons, Red Bank, N. J.,	20.00
Virginia Flower Shop, Philadelphia,	5.00
Bunyard the Florist, New York,	50.00
Max Fuernling, Ridgewood, N. J.,	5.00
Charles M. Weaver, Ronks, Pa.,	100.00
G. A. Carajanes, New York,	2.00
A. C. Floral Co., Arkansas City, Kans.,	25.00
South Shore Flo. Co., Speonk, L. I., N. Y.,	5.00
Richard Bros., Longkenamon, Pa.,	50.00
G. A. Halliday, Bellows Falls, Vt.,	5.00
Pike's Peak Fla. Co., Colorado Springs, Colo.,	75.00
John E. Sten, Red Wing, Minn.,	5.00
Emil Lund, Bountiful, Utah,	10.00
Harry M. Cooke, Plattsburg, N. Y.,	15.00
Matern Flower Shop, Sandusky, O.,	5.00
J. H. Snyder, Rhinebeck, N. Y.,	5.00
Harold A. Ryan, Cambridge, Mass.,	10.00
Noe & Ruzicka, Madison, N. J.,	25.00
Hugo H. Jahn, Brooklyn, N. Y.,	10.00
W. D. Howard, Hilford, Mass.,	25.00
John J. Brien, Boston,	25.00
H. Grahl, Baltimore, Md.,	2.00
D. S. Grimes Son, Denver, Colo.,	6.00
J. M. Strejcek, Cleveland, O.,	10.00
Lodi Greenhouses, Lodi, O.,	5.00
Nell's Greenhouses, Fullman, Wash.,	7.50
J. C. J. Reck, Bridgeport, Ct.,	5.00
Rhea Floral Co., Greenville, Tenn.,	10.00
Stewart Ritchie, Newport, R. I.,	5.00
Robbins & Son, Loveland, Colo.,	5.00
Carl Peterson, Hartford, Ct.,	5.00
Henry Cook, New Orleans, La.,	5.00
T. N. Trimmer & Son, Denver, Colo.,	5.00
E. Mignon, Navasota, Tex.,	2.00
Hoekins, Inc., Bismarck, N. D.,	15.00
Edw. Winkler, Wakefield, Mass.,	10.00
Henry D. Neve, Des Plaines, Ill.,	5.00
Stuppy Floral Co., St. Joseph, Mo.,	100.00
Wright's Flower Shop, Los Angeles,	25.00
McIntyre Floral Co., Nashville,	25.00
Hausmann Bros. & Son, Irvington, N. J.,	10.00
Hartje & Elder, Indianapolis, Ind.,	15.00
A. N. Kinsman, Austin, Minn.,	20.00
Emma E. Patterson, Burlington, Wis.,	10.00
Macdonald, Florist, Inc., Summit,	10.00

W. Munt, St. Clair, Mich.,	10.00
Carl Jurgens, Newport, R. I.,	25.00
H. T. Littlefield, Worcester, Mass.,	25.00
Donald McLeod, Concord, N. H.,	10.00
Victor H. Thomas, Augusta, Ky.,	5.00
The Casey Flo. Co., Melrose, Mass.,	10.00
Geduldig Green, Norwich, Conn.,	10.00
Erne & Co., Chicago,	25.00
Holznaegles, Detroit, Mich.,	25.00
Judson M. Klein, Spirit Lake, Ia.,	5.00
Anderson Flo. Co., Lebanon, Tenn.,	25.00
C. G. Hargadure, Florence, Nebr.,	10.00
Hembreiker Bros., Lincoln, Ill.,	15.00
John P. Brown, Scranton, Pa.,	10.00
Alex. Dalls, Inc., Waterbury, Conn.,	25.00
Idle Hour Nurseries, Macon, Ga.,	50.00
Columbia Flo. Co., Butte, Mont.,	25.00
W. C. Schantz, Pekin, Ill.,	5.00
The E. G. Hill Co., Richmond, Ind.,	100.00
George H. Berke, Atlantic City, N. J.,	10.00
W. H. Culp & Co., Wichita, Kans.,	10.00
Chas. W. Pfomm, Bridgeport, Conn.,	10.00
Woodlawn Gardens, Edwardsville, Ill.,	10.00
Mann & Brown, Richmond, Va.,	25.00
Willard F. Jagger, West Hampton, N. Y.,	5.00
Stephen Martensen, Southampto.,	50.00
Acme Floral Co., Inc., Tacoma, Wash.,	10.00
Neal E. Boyrie, Malden, Mass.,	10.00
Thorsted Floral Co., Oakland, Calif.,	10.00
Alfred Burton, Chestnut Hill, Pa.,	100.00
W. L. Lindsay, Tillsonburg, Ont.,	5.00
C. E. Bauman, Inc., Rahway, N. J.,	5.00
John R. Bauman, Rahway, N. J.,	5.00
Jos. G. Neidinger, Philadelphia,	100.00
Geny Bros., Nashville, Tenn.,	25.00
Marrett & Miller, Louisville, Ky.,	10.00
C. U. Liggit, Philadelphia,	25.00
W. J. Cowee, Berlin, N. Y.,	10.00
Rudolph A. Brux, Racine, Wis.,	5.00
Alfred Fisher, Chicago,	25.00
Victor I. Ridincur, Philadelphia,	25.00
W. G. Perrine, Berkeley, Calif.,	2.00
Albert Brigg, Pittsburgh,	5.00
Beckers Conserv., Cambridge, Mass.,	25.00
Valley Floral & Nursery Co., La Junta, Colo.,	15.00
A. J. Meininger, Gloversville, N. Y.,	2.50
Chas. E. Smith, York, Pa.,	5.00
Tampa Floral Co., Tampa, Fla.,	5.00
Cole Bros., Peoria, Ill.,	25.00
George Souster, Elgin, Ill.,	10.00
Aubrey A. Pembroke, Beverly, Mass.,	25.00
Goodbrad Floral Co., Mobile, Ala.,	10.00
Young & Lester, Walla Walla, C. T. Beasley & Co., Milton, Mass.,	25.00
Kemble Fl. Co., Oelwein, Ia.,	5.00
R. Harry Lee, Bel Air, Md.,	10.00
L. H. Buckendorf, Norfolk, Nebr.,	5.00
Hugh O. Martin, What Cheer, Ia.,	5.00
J. Seuberger & Co., Oakland, Calif.,	10.00
C. Peterson & Sons, Escanaba, Mich.,	5.00
John Cannon Co., Hartford, Conn.,	10.00
Wm. A. Murdock, Titusville, Pa.,	10.00
Ralph Crocker, St. Thomas, Canada	5.00
Miss Charlotte Black, Birmingham,	10.00
D. M. Goldberg, Bethlehem, Pa.,	5.00
J. P. Gadd, St. Louis, Mo.,	5.00
Schramm Bros., Toledo, Ohio,	50.00
H. W. Buckbee, Rockford, Ill.,	25.00
Park Floral Co., Denver, Colo.,	25.00
Rentschler Fl. Co., Madison, Wis.,	25.00

	\$ 2,226.50
Amount previously reported.....	\$ 7,471.00
Total	\$10,967.50

The following subscriptions have been received in response to the national publicity committee's special letter:

	For Four Years
Alfred T. Bunyard, New York,	\$ 50.00
Tipton & Hurst, Little Rock, Ark.,	10.00
George Lisburg, East Hampton, N. Y.,	10.00
Ernest Ashley, Aallentown, Pa.,	15.00
Fred E. Hollar, Highland, Ill.,	5.00
Adam Shand, St. John, N. B.,	10.00
Freitag & W. Orlano, N. J.,	5.00
F. W. Henry, St. Louis, Mo.,	5.00
Rowehl & Granz, Hicksville, L. I.,	12.00
A. F. Kohlmann, Tompkinsville, S. I.,	10.00
A. C. Floral Co., Arkansas City, Kans.,	25.00
Peirce Bros., Waltham, Mass.,	50.00
Redondo Fl. Co., Los Angeles, Calif.,	60.00
F. Dornier & Sons Co., Lafayette, Ind.,	15.00
McIntyre Fl. Co., Nashville, Tenn.,	25.00
E. Mignon, Navasota, Texas,	2.00
Rhea Floral Co., Greenville, Tenn.,	10.00
Julius Reck, Bridgeport, Conn.,	5.00
J. M. Strejcek, Cleveland, Ohio,	10.00
H. Grahl, Violetteville, Balt., Md.,	2.00
John J. O'Brien, Boston, Mass.,	25.00
H. D. Howard, Milford, Mass.,	25.00
Emil Lund, Bountiful, Utah,	10.00
H. Thomas, Augusta, Ky.,	5.00
Thorsted Fl. Co., Oakland, Calif.,	10.00
Judson M. Klein, Spirit Lake, Ia.,	5.00
Chas. W. Pfomm, Bridgeport, Conn.,	10.00
W. L. Lindsay, Tillsonburg, Ont.,	5.00
L. H. Buckendorf, Norfolk, Nebr.,	25.00
R. Harry Lee, Belair, Md.,	10.00
Kemble Fl. Co., Oelwein, Iowa,	5.00
Park Fl. Co., Denver, Colo.,	25.00
Schramm Bros., Toledo, Ohio,	50.00
J. P. Gadd, St. Louis, Mo.,	5.00
Miss Charlotte Black, Birmingham,	10.00
Ralph Crocker, St. Thomas, Ont.,	5.00
Wm. A. Murdock, Titusville, Pa.,	10.00
Hugh O. Martin, What Cheer, Ia. (for one year),	5.00
Hausmann Bros. & Son, Hilton, N. J.,	10.00
J. M. Wardell, Northfield, Minn.,	5.00

Total for four years.....	\$581.00
JOHN YOUNG, Sec'y.	

OBITUARY.

Phillip L. Carbone.

Phillip L. Carbone, florist of Boston, Mass., died at his home in that city after a long illness, January 30, age 54 years. He was educated at Derby academy, Hingham, Mass., and later took a course in horticulture at the Bussey institute of the Arnold arboretum.

Mr. Carbone's first place of business was a small flower stand which he opened in 1894, in the Women's Educational and Industrial union, on Boylston street, Boston, following this later with a small flower store on the same street and a large shop in Harvard square, Cambridge, which he operated for 10 years. After giving up this establishment he moved twice into larger quarters and had one of the finest flower shops in the country, at 338 Boylston street, Boston.

Early in life Mr. Carbone conceived the idea of importing pottery vases, baskets, etc., from Italy and other European countries, to use with flowers and plants, which proved very effective when combined with them. The business was incorporated in recent years. The wholesale department which sells the imported vases to florists and art shops the country over, is in itself a large and important business and it is no exaggeration to say that Mr. Carbone's ideas in the use of hand craft wares in conjunction with flowers practically revolutionized the flower business of the country.

William A. Lankford.

William Addison Lankford, a prominent florist of Charlottesville, Va., passed away at his home in that city, January 12, age 64 years, following a stroke of paralysis. He was born at Mason City, Md.

In 1902 Mr. Lankford purchased 30 acres of land and gradually developed one of the best known and largest wholesale greenhouse and growing enterprises in the state. Besides catering to a large and increasing patronage in cut flowers and pot plants he specialized in raising irises, peonies and gladioli for the southern and northern wholesale markets, many acres being devoted to the culture of these plants. As his business expanded, Mr. Lankford opened a branch distributing store on Main street, Charlottesville, which developed to be a center for flower lovers. He took a lively interest in civic affairs and was popular and respected in the community.

The funeral services were held from the First Methodist Episcopal Church, South, January 15, interment being in Oakwood cemetery. Besides his widow Mr. Lankford is survived by his daughter, Mrs. E. D. Campbell and three grand children.

Mrs. Julius Ludwig.

It is with regret that we announce the recent death of Mrs. Julius Ludwig, wife of Julius Ludwig of the Ludwig Floral Co. She had been ill for some time and it was decided that an operation was necessary, from which she never recovered.

Mrs. Ludwig was a member of several lodges and clubs and was known as a tireless worker in the interest of all of them. Mr. Ludwig has the sympathy of all the Pittsburgh trade in his loss.

John N. Callas.

John N. Callas, well known florist of Kansas City, Mo., died at his home in that city January 26, aged 35 years. He was born in Greece in 1886 and came to Kansas City six years ago, opening a flower shop on Twelfth street, between Main and Walnut streets.

Mr. Callas is survived by his widow, Mrs. Ruby K. Callas, a son, Nicholas, and a daughter, Katherine.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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THE second edition of the "Book of the Gladiolus," by Matthew Crawford and Dr. Van Fleet, with valuable addenda, is now ready.

THE interchangeable mileage book railroad law has passed the senate. Books good for 1,000 or 5,000 miles are to be issued.

WASHINGTON, D. C.—D. Lumsden, former horticulturist at Cornell university, Ithica, N. Y., is now with the federal horticultural board here, in the department of special permits.

THE University of Maryland, College Park, is mailing an instructive card, dealing with chrysanthemum midge, telling how the pest can be recognized and the methods to curtail its ravages. It is just the thing for the grower in the greenhouse.

Personal.

H. Plath, the well known San Francisco florist, will sail for Europe the coming summer, via the Panama canal.

Society of American Florists.

AGRICULTURAL CONFERENCE.

The Society of American Florists was represented at the Agricultural Conference in Washington, D. C., recently by President S. S. Pennock and James McHutchison, chairman of the tariff and legislative committee. The nurserymen were represented by Edw. Moon, past president of the American Association of Nurserymen. The conference was opened by President Harding, with Secretary Wallace of the Department of Agriculture as temporary chairman and Congressman Anderson, of Minnesota, as permanent chairman.

The subjects to be considered were planned by the Department of Agriculture, and general committees each with several sub-committees were arranged, the primary object being to alleviate and find remedies for the distress now existing among the farming interests. The delegates were allotted to the committees and sub-committees in advance, which gave critics reason to say that the conference was called partly to give the administration a vote of confidence by the farming interests and block the agricultural bloc in congress.

With such urgent national subjects pressing for a solution, we did not think it advisable to inject our particular grievances or problems into the conference, with the exception of demanding through the sub-committee compensation to florists and nurserymen for any stock destroyed or not allowed shipment by federal laws or regulations but this was turned down by the general committee under the plea that it was a subject for the state legislatures.

The grievances and problems of florists and the allied interests caused by federal laws are subjects for conference with the federal horticultural board and the Department of Agriculture officials, and what these men want in order to help us is constructive guidance rather than criticism.

J. M. McHUTCHISON, Chairman.
Tariff and Legislative Committee.

Parcel Post Special Delivery.

There need be little fear of the Steenerson bill providing for the withdrawal of parcel post special delivery privileges. This bill has stirred up so much opposition in the business world that members of congress have gained the impression that it is better to let the service alone and see what can be done to improve it. This information is made manifest in a statement just issued by Wm. F. Gude, national representative of the Society of American Florists.

Although still laid up with a broken ankle, Mr. Gude has found it possible to keep in touch with national affairs. On a stand at his bedside is a telephone and the line is kept busy all day either with inquiries as to his condition or in ascertaining the lay of the land. No legislation of late has attracted as much attention on the part of the florists as has this bill.

Thousands of letters have come to Washington addressed to the members of congress from all parts of the country and from men in all classes of business, protesting against the legislation. It was not the usual propaganda, but individual protests from men who knew what the result of the legislation would be insofar as their individual businesses were concerned. Mr. Gude also has been able to acquaint many of his friends with the situation and the following statement is based on his investigation:

"I have learned on good authority that there is little likelihood of further action being taken on the proposal of the Postmaster General, as carried out in the Steenerson bill, that the existing special delivery service on parcel post packages be discontinued.

"As a result of the publicity given this proposal in the several florist trade papers an avalanche of protests has swept down upon congress and was successful in blocking the consideration of the measure when it came up in the house recently. Of course, there is never any telling when legislation may be railroaded through, but I have every reasonable assurance that the bill will be permitted to stay quiet pending further investigation.

"I have been able to convey to a number of prominent members of congress the views of the florist trade and the effect a curtailment of the special delivery service would have upon it. They have agreed with me that it would be a very undesirable piece of legislation so far as they are concerned. The bill has a few friends in the house, but the florists have more, all of which leads me to believe that there will be no such legislation passed this session.

"It might be well, however, for those florists who have not informed their congressmen of their views on this subject to do so, just to show them the interest there is in this proposition, and the objections that all florists have to it."

Fallon Acquires O'Quinn Business.

The J. J. Fallon Co., of Lynchburg, Va., recently acquired the establishment of J. L. O'Quinn & Co., of Raleigh, N. C. The plant consists of 100,000 square feet under glass and growing stocks of roses, carnations, sweet peas, numerous other flowers and pot plants. The flower stores at Raleigh, Durham and Fayetteville, N. C., and numerous agencies in North Carolina and South Carolina are also included in the sales. This large addition to the facilities of the Fallon company will give them an excellent opportunity to render efficient service in the cities mentioned.

The style of the business is the J. J. Fallon Co., Successors to J. L. O'Quinn & Co.

Iris Conference and Show.

An international iris exhibition and conference is to be held in Paris, France, about May 27, to celebrate the centenary of the first varieties of garden irises raised in that country by M. de Bures. Full information can be obtained from the Secretary, Iris Commission, 84 Rue de Grenelle, Paris, which will be in session from April to July, when flowers will be examined twice each month.

Weather Forecast.

E. Bollinger, the weather seer of Lake Forest, Ill., says there will be plenty of sunshine before Easter, with prevailing winds from the south and southwest and west to north-west. The present cold wave, he thinks, will be the most severe of the season.

Indiana State Florists.

The February meeting of the State Florists' Association of Indiana, will be held with the Smith & Young Co., Indianapolis, Tuesday, February 7, at 8 p. m.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Florist and gardener; married man; state salary desired. Address
P. O. Box 70, San Antonio, Texas.

Help Wanted—Experienced man for retail store; steady position. The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.

Situation Wanted—By gardener; general inside and outside plantsman; life experience; age 48, five in family. Address
Key 820, care American Florist.

Situation Wanted — Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,
Key 822, Care American Florist.

Situation Wanted—By active young man who has had extensive experience in the New York wholesale market. Address,
A. F. F., care American Florist.
134 W. 16th St. New York

Situation Wanted—On a private, public or commercial place by an all around florist as a grower. Married man; willing and able to work; want steady position where quality is wanted. Life experience in the greenhouse business; wife can help. Address,
1509 E. Iron Ave., Salina, Kan.

SALESMEN calling on florist and general trade can secure good line staple well known goods paying good commission. Write quick.
B. M. Co., Zane Station, Zanesville, Ohio.

Situation Wanted
Grower, single, 25 years' experience. Address
Key 821, care American Florist.

Situation Wanted
Expert Designer and Decorator is open for engagement, Chicago preferred. State salary in first letter.
Key 824, care American Florist.

Help Wanted
Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.
ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

Help Wanted
SALESLADY
For new Chicago retail store.
Key 823, care American Florist.

WANTED TO LEASE
Small Greenhouses with Dwelling in lively town. Address
Key 805, care American Florist.

FOR SALE 14x16 double strength glass, \$4.50 per box; special price on 25-box lots. 4-inch flue pipe with coupling, 5c per foot. Cash with order.
Herbert Baumann, Box 81, Niles Center, Ill.

Situation Wanted.—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to
Key 825, care American Florist.

For Sale
Flower Shop, old established business at "L" station. Good location. Leaving town.
1125 Argyle Street
CHICAGO

FOR SALE
20-40 ft. lots about (2½ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltham, Forest, Woodlawn and others. Address
E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale
Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.
PHILIP R CLIPP, Williamstown, N. J.

Help Wanted
At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.
The Elizabeth Nursery Co.
Box 35, ELIZABETH, N. J.

30% NET
on your investment; more if terms, balance substantial security, modern 18 apartment building North Side, Lincoln park district. Rent \$18,870 now, mortgage \$65,000, 7 years. Price \$100,000. Terms \$35,000 or to suit.
Dr. P. B. SCHYMAN, 1619 North Robey St., CHICAGO, ILL.
Telephone Armltage 571

For Sale
Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address
Key 819, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$6.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street, Chicago, Illinois

Valley for St. Valentine's



CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18.00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

St. Louis.

STOCK MOVES SLOWLY.

The variety and quality of the stock arriving has not been equaled for many months and it moves well. Bulbous stock and cut flowers are improving right along, due to a certain extent to the mild weather of early January. Roses are the principal items and are in heavy supply. American Beauty moves slowly and Premier is the best seller, followed by Columbia Crusader, and Mrs. Chas. Russell. Milady is on the short side but sells well which also holds true for Ophelia, Sunburst and Butterfly. White Killarney is the only kind of that color on the market and the offerings are sufficient for all purposes. Carnations are arriving in excellent condition and all colors are obtainable, pinks and whites seeming to be the best. Some Laddie is obtainable bringing \$15 per 100. Lily of the valley is plentiful cleans up daily, due mainly to the demand for corsages. Cut tulips in yellows and deep reds are being displayed prominently in many of the shops, in artistic made-up baskets. Cut hyacinths are on the market in fine condition, but the pot plants are not obtainable as yet. Paper White and Soleil d'Or narcissi are gradually increasing in supply and meet with good sales. The former bring \$5 and the latter \$8 per 100. Lilium rubrum is scarce but callas appear to be easily obtainable. There is a good call for sweet peas and violets, the latter bringing 50 cents per bunch of 40 blooms, and the same can be said for calendulas and cattleyas, the latter bringing \$2 per bloom. Cypridiums are in excellent shape but do not seem to move well. Cyclamens and begonias of the Glorie de Lorraine type are plentiful and move well. The supply and quality of Primula obconica and P. malacoides is fine and they clean up

ANNOUNCEMENT

One of our representatives is leaving for South America this week to secure new items for our already large line of prepared foliages which will be offered to the trade next fall.

SEND \$2.50 FOR SAMPLE BOX

This box contains an assortment of our offerings and retails for \$5.00. A leading Chicago retail florist placed a number of these boxes on display in his windows owing to the great scarcity of cut flowers and sold over 80 during two weeks.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

daily. Cinerarias are arriving and clean up daily. Straw flowers, statice, mignonette and smilax are sufficient for the demand. Greens are in good condition and clean up well.

ORCHIDS AT MISSOURI BOTANICAL GARDEN.

The Missouri Botanical garden recently staged an orchid display. The floors of the greenhouses were covered with last autumn's leaves and stumps

Gladiolus

Grown on our Own Farms. From our Own Planting Stocks. Machine Graded. True to Name.

Our "FIRST SIZE" will as usual show a good percentage of "overs," containing a strong percentage $1\frac{3}{4}$ to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

	Per 1,000
America, first size	\$22.00
America, medium size	18.00
Augusta, first size	32.00
Augusta, medium size	25.00
Baron J. Hulot, first size	60.00
Baron J. Hulot, medium size	52.50
Chicago White, first size	30.00
Chicago White, medium size	25.00
Halley, first size	35.00
Halley, medium size	30.00
Mrs. Francis King, first size	22.00
Mrs. Francis King, medium size	18.00
Mrs. Frank Pendleton, first size	40.00
Mrs. Frank Pendleton, medium size	35.00
Niagara, first size	40.00
Niagara, medium size	35.00
Panama, first size	35.00
Panama, medium size	30.00
Schwaben, medium size	40.00

and many others

Dormant CANNA Roots.

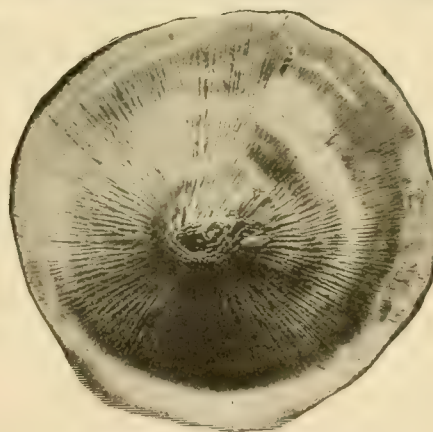
	Per 1000		Per 1000
King Humbert	\$40.00	Firebird	\$75.00
Yellow King Humbert	40.00	Florence Vaughan	27.00
Mrs. Alfred Conard	90.00	David Harum	27.00
The President	75.00	Madam Crozy	27.00
Hungaria	\$70.00		

Calla Elliotiana, $1\frac{1}{4}$ -inch, per 100

Write for prices on L. Rubrum, Album

"Book for Florists" now ready.

VAUGHAN'S SEED STORE, Chicago New York



MRS. FRANK PENDLETON.

of trees, overhung with Spanish moss, gave the show a semi-tropical setting. The cypripediums, in pots, were depressed in the leaves to such an extent that it gave the effect that the plants were growing out of the ground. Lalea-cattleyas, brasso-cattleyas, phalaenopsis, dendrobiums and many other groups were represented.

ST. LOUIS DISTRICT MEETING.

The St. Louis District of the National Flower Growers' Association held its annual meeting at the Hotel Claridge, this city, January 17, with 36 members in attendance. A change was made in the by-laws, in reference to dues. A flat rate of \$10 per year is now charged, instead of \$1 for every 1,000 square feet under glass. At the conclusion of the business session those present enjoyed automobile rides to the larger establishments in the city.

The following officers were re-elected: Walter A. Amling, Pana, Ill., president; W. J. Pilcher, first vice-president; M. Plexam, second vice-president. The secretary and treasurer will be elected at the February meeting of the executive board.

NOTES.

A beautiful window display recently featured the Fred C. Weber store. Vases of cut cyclamens, calendulas and primroses were placed on a box draped with purple and gold velvet, being illuminated at night with an electric spot light. Blooms of Cattleya trianae, gigas and Laddie carnations are popular.

Miss M. S. Newman is disposing of some excellent Laddie carnations, Sunburst roses and cypripediums. Sweet peas of all shades are seen there as well as good snapdragons.

The Foster Floral Co. recently moved from its location at 235 North Seventh street, discontinuing its former establishment.

Attractive baskets of snapdragons, Milady roses, lavender sweet peas were seen, recently at the Mullanphy Floral Co.

The Waldbart Floral Co. is displaying plants of Primula obconica, cyclamens and Scotch heathers in its windows.

A lively trade is reported by Fred G. Weber. Paper White narcissi, daffodils, and hyacinths are leaders.

Grimm & Gorly report a fine trade in begonias, cyclamens, and primulas, in pots.

A good business is reported by the St. Louis Wholesale Cut Flower Co.

The Ayres Floral Co. shop is beautiful with various colored flowers.

J. K. M.

ROSES ARE SCARCE IN THIS MARKET

But our Roses are now in full crop with extra fine quality of stock in all lengths of stem---We grow all the roses we handle and you will find it pays to

Order Direct of the Grower

 **A Trial Order Solicited.**

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Mention the American Florist when writing.

Chicago.

STOCK IS MORE PLENTIFUL.

Stock is more plentiful at this writing but is in fair demand and is cleaning up well at good prices. American Beauty roses are in fair supply and find ready buyers. Roses are good property and while prices have dropped somewhat the market is holding quite firm on this item but there appears to be a gradual weakening in sight. The quality of the roses in general is of the highest and the offerings include Premier, Columbia, Crusader, Butterfly, Sunburst, Milady, Mrs. Chas. Russell, Montrose, My Maryland, Victor, Golden Rule, Hearst, Double White Killarney, Hoosier Beauty, Nesbit, Cecile Brunner and Phantom. Carnations are more plentiful but are moving well considering the increased supply of bulbous stock arriving. Orchids are arriving in large numbers and exceptionally fine cattleyas are obtainable at attractive prices. Lily of the valley is in good supply and is selling at lower prices than for many months. Sweet peas are in heavier supply but are holding their own. Callas are seen in fair sized quantities at a few of the stores but the receipts of lilies do not appear to be as heavy. Freesias, tulips and jonquils are quite a factor in the market and while at times they appear to be plentiful they are not in any great over supply at this writing. Paper White narcissi, calendulas, stevias, pansies, snapdragon, cut hyacinths, mignonette, daisies, euphorbia, heather, statice and other miscellaneous stock is obtainable including pussy willows. Greens are in good supply. Business has been rather quiet the past few weeks but the demand is improving and is almost keeping pace with the increased supply of stock. Valentine orders are being booked and while plenty of stock is expected for this occasion it is just as well to place orders immediately.

NOTES.

The Florists' Club will hold its annual novelty show at the Hotel Randolph, Thursday evening, February 9, at 8 o'clock. Growers having new roses, carnations or other items of interest are cordially invited to exhibit and are requested to send all shipments, express prepaid, to arrive not later than 8 o'clock to Chicago Florists' Club, c/o Hotel Randolph, 175 West Randolph street, Chicago.



FLOWERS

are the most delicate, intimate
and appropriate offering

FOR A VALENTINE

IT IS THE FASHION. ADVERTISE.

MAKE THE MOST OF IT.

KENNICOTT BROTHERS CO

WHOLESALE

FLORISTS



FLORAL ART ALBUMS

Illustrating 50 desirable designs, etc. Printed one to a page on one side only on best quality of white coated paper, size 7x10 in. This album is well worth having and your customers will appreciate making their selections from same. Special price, each \$1.00.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES MCCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

SPECIALS for VALENTINE'S DAY

CATTLEYA ORCHIDS, the best, \$1.00 each.

VALLEY, none better, \$50.00 per 1000

SWEET PEAS, the finest, \$30.00 per 1000.

We also offer a large supply of Tulips, Jonquils, Narcissi, Freesias, Violets, Carnations, Roses, Calendula, Mignonette, etc., of finest quality.

"Service to swear BY, not AT."

VALENTINE'S PRICE LIST—Chicago's Finest Roses

PREMIER.		Per 100
Special		\$35.00
Fancy Long		30.00
Long		25.00
Medium	\$18.00 to	20.00
Short	10.00 to	12.00
COLUMBIA.		
Special		\$30.00
Fancy Long		25.00
Long		20.00
Medium	\$15.00 to	18.00
Short	10.00 to	12.00
MILADY.		
Special		\$35.00
Fancy Long		30.00
Long		25.00
Medium	\$15.00 to	18.00
Short	10.00 to	12.00
RUSSELL.		
Special		\$35.00
Fancy Long		30.00
Long		25.00
Medium	\$15.00 to	18.00
Short	10.00 to	12.00
BUTTERFLY.		
Special		\$25.00
Fancy Long		20.00
Long		18.00
Medium		15.00
Short		10.00

OPHELIA.		Per 100
Special		\$20.00
Fancy Long		18.00
Long		15.00
Medium		12.00
Short		10.00
SUNBURST.		
Special		\$20.00
Fancy Long		18.00
Long		12.00
Medium	\$12.00 to	15.00
Short		10.00
WHITE.		
Special		\$20.00
Fancy Long		18.00
Long		15.00
Medium		12.00
Short	\$ 8.00 to	10.00
Extra Special Roses Billed Accordingly.		
DECORATIVE GREENS		
Ferns	\$4.00 per	1000
Plumosus	.50c bunch	
Sprengeri	.35c to .50c bunch	
Coontie Leaves	\$3.00 per	100
Smilax, strings	\$4.00 per	doz.
Adiantum	\$1.50 per	100
Galax	2.00 per	1000
Leucothoe	10.00 per	1000
Boxwood	\$12.50 per	50-lb. bag
Mexican Ivy	\$10.00 per	1000
Prices subject to change without Notice.		

CURRENT PRICE LIST OF MISCELLANEOUS FLOWERS

Carnations		Per 100
Assorted	\$ 6.00 to \$	8.00
Red		10.00
Laddie	12.00 to	15.00
Orchids		Each
Cattleyas		1.00
Sweet Peas		Per 100
Winter Butterfly	2.00 to	4.00
Valley		6.00
Jonquills	8.00 to	10.00
Freesia Parity	5.00 to	6.00
Tulips, Early	6.00 to	8.00
Tulips, Darwin	10.00 to	15.00
Paper Whites	6.00 to	8.00
Roman Hyacinths	4.00 to	5.00
Violets, California, per 1000		7.50
Mignonette	8.00 to	10.00
Mignonette, ex. fcy., per doz.		2.00
Stevia		4.00
Daisies		3.00
Giganteum Lilies		25.00
Calla Lilies		25.00
Calendulas, Ball's	10.00 to	12.00
Calendulas, Orange King..		6.00
Pussy Willows	4.00 to	6.00

Mention the American Florist when writing.

W. J. Keimel and Peter Pearson have returned from the east where they attended the annual meeting and exhibition of the American Carnation Society at Hartford, Conn., in addition to visiting the leading commercial establishments in and around New York, including the Pierson range at Cromwell, Conn. They report having had a most delightful time and were royally entertained by the trade along the whole route.

Wietor Bros. are moving a large quantity of rooted carnation and chrysanthemum cuttings as well as young rose stocks. Leo Wietor is all ready to leave for Los Angeles, Calif. and if conditions are to his liking he will make his future home there.

The Ove Gnatt Co., Inc., has one of the Ligonier Refrigerator Co.'s florist iceboxes on display at its local establishment. S. Henoch, secretary and treasurer of the Ligonier Refrigerator Co. is a brother of Fred Henoch of the Ove Gnatt Co., Inc.

August Dresel, of Graff & Dresel, 2135 Clybourne avenue, had several large

orders for the Daemicke funeral. The late Mr. Daemicke was well known to the trade through his connection with the refrigerator concern that bears his name.

Poehlmann Bros. Co. is cutting more heavily in roses and will be in full crop for St. Valentine's Day. Orchids are in strong supply with this firm also and there promises to be plenty of lily of the valley to go around.

Anton Then left for a southern trip January 30, to his Alabama farm at Magnolia Springs, via Biloxi and Mobile. He will call on August Juergens in Mississippi going down, and visit Pensacola, Fla., returning.

A. L. Vaughan & Co. are supplying their customers with choice bulbous stock in addition to all other flowers in season. This firm's shipping trade is holding its own and constantly increasing.

D. E. Freres & Co. report a good demand for callas which they are handling in quantity. Jack Byers of their force is enjoying a short vacation which

some of his friends say is a honeymoon trip.

Chas. Erne, of Erne & Co., had a pleasant visit with C. M. Dickinson, formerly with the old E. H. Hunt Company. Mr. Dickinson is ranching in Montana.

Peter Reinberg, Inc., reports business as good with the outlook bright for a brisk St. Valentine's trade. Rainbow freesia are in good supply at this establishment.

Zech & Mann are moving a good supply of tulips, jonquils, freesias and other bulbous stock in addition to their usual complete line of other cut flowers.

John Michelsen is back from a business trip to California, and is again attending to his duties as manager of E. C. Amling Co.'s store.

The Joseph Foerster Co. is handling a splendid supply of stock of all kinds, particularly choice Premier roses and fancy sweet peas.

Oscar Leistner has joined the Briar Gate Golf Club.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St.,

CHICAGO

HOME-GROWN SINGLE VIOLETS

\$1.00 to \$1.50 per 100.

Mignonette, Tulips, General Pershing Freesias, Roses, Etc.

Buy Direct from the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

COLUMBIA	Per 100
Specials	\$25.00 to \$30.00
Select	18.00 to 20.00
Medium	12.00 to 16.00
Short	10.00

PREMIER	Per 100
Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	\$25.00
Select	20.00
Medium	12.00 to 15.00
Short	10.00

ROSES, Our Selection.....\$10.00 to \$12.00

Carnations	\$ 4.00 to \$ 8.00
Freesia	6.00 to 8.00
Tulip	6.00 to 8.00
Mignonette	6.00 to 8.00
Fancies, per dozen bunches	2.00
Paper Whites	4.00 to 6.00
Stevia, per bunch	0.75 to 1.00
Violets	1.00 to 1.50
Sweet Peas	2.00 to 3.00
Adiantum	1.50
Asparagus, per bunch	.35c to 50c
extra fancy	.75c
Boxwood, per bunch	.35c
Ferns, per 1,000	\$4.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

George Asmus, chairman of the National Flower Show committee, returned from the east this week, having stopped off at Cleveland to find prospects for the big exhibition, March 25-April 1, more promising than ever. Incidentally he celebrated his fiftieth birthday anniversary at the home of Frank Traendly in Brooklyn, N. Y., January 24, a large number of floricultural celebrities being present for the occasion, later calling on the Dailedouze brothers.

Allie Zech, Matt Mann, T. E. Waters and James Morton started for the smoker of the North Shore Horticultural Society at Lake Forest, the evening of January 31, in Mr. Zech's auto, but the machine broke down at Wilmette, and the party had to return.

William Snyder, of Poehlmann Bros. Co.'s supply department, is calling on the trade in the west, principally in the Pacific Coast states. J. F. Wustenhoff is now on the road for this firm with the middle western states for his territory.

Harry Conn, proprietor of the Englewood Florist Shop, 341 West Sixty-



Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co.,

LOWELL, MASS., U. S. A.
DEPT. XYZ.

third street, will have his store fronted with enameled brick as soon as the weather permits.

The J. A. Budlong Co. is supplying its trade with fancy sweet peas in addition to its regular line of stocks. Lily of the valley is a big item at this house.

The Foley Greenhouse Mfg. Co. is making very satisfactory progress in

the re-adjustment of its plant, having been favored by mild weather.

Bassett & Washburn are having their share of business this year and were fortunate in having a heavy crop of roses during the shortage.

The Chicago Flower Growers' Association is strong on bulbous flowers in addition to a complete line of all other seasonable stocks.

Place Your Orders Now For

Valentine's Day

Complete Supply of Cut Flowers

Roses, Carnations, Single and Double Violets, Jonquils, Sweet Peas, Tulips, Freesia, Rainbow Freesia, Daisies, Snapdragons, Mignonette, Valley, Lilies, Callas, Pansies, Calendulas, White and Yellow Narcissus, Etc., Etc.

Complete line of Greens including the finest Bronze Galax in this Market.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

Valentine Flowers

Complete line of Roses, Carnations, Sweet Peas, Violets, Jonquils, Freesias, Orchids, Mignonette, Valley, Tulips, Snapdragons, Stevia, Etc. Large supply of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

John Weber, who has been in the employ of Schiller's for the past four years died of heart failure at the north side store on the evening of January 31. The funeral will probably be held February 3.

Jack H. Mitchell, formerly well known grocer at Butte and Salt Lake City, was a visitor this week. He is now located in Colorado as a rancher.

Kennicott Bros. Co. report that the demand for American Beauty roses has kept the shipments well cleaned up all season.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing.

Galax, Ferns and Leucothoe

Green and Bronze Galax, \$1.00 per 1000, \$7.00 per case of 10,000. Fancy and Dagger Ferns, \$1.50 per 1000, \$6.00 per case of 5000. Leucothoe Sprays, Green and Bronze, \$1.50, \$3.00 and \$4.00 per 1000. Princess Pine, nice and green, \$1.00 per 1000.

Prompt shipment and all goods guaranteed. Reference, The Citizens Bank, Elk Park, N. C. Give us a trial.

Pine Grove Evergreen Co., Elk Park, N. C.

Mention the American Florist when writing.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Attorney Erbstein is reported considering the matter of building a commercial range of greenhouses.

Vaughan's Seed Store reports liberal seed orders from florists, who grow vegetable plants for the spring retail trade.

Visitors: S. M. Rosenfeld, representing Wertheimer Bros., New York; P. W. Peterson, Joliet.

Illinois State Florists' Association.

The Illinois State Florists' Association will hold its annual meeting and exhibition at Urbana, Tuesday, March 14, and among many matters to be taken up, there will be several important changes voted upon in the constitution, which are as follows:

Section 4 to be amended by striking out the word one and inserting the word, three, and striking out the word, ten, and inserting the word twenty-five, to read as follows: "Section 4.—The membership shall consist of annual members paying an annual fee of \$3; life members paying at one time a fee of \$25 and honorary members without fees. The fiscal year shall begin January 1 and end December 31."

Section 8 to be amended by striking out the word, third, and inserting the word, second, and striking out the word, February, and inserting the word, March and adding the word, in Urbana; striking out the words, "at which time the place of next meeting shall be decided by a majority vote of the members present," to read: "The association shall hold its annual meeting and exhibition on the second Tuesday of March in Urbana. Ten members shall constitute a quorum."

The above is considered a due and legal notice to the members of the association, the changes having been prepared by the committee on by-laws. Action on the above changes will be taken at the annual meeting to be held in Urbana, March 14.

ALBERT T. HEY, Sec'y.

Cincinnati, O.

HEAVY SUPPLY SELLS WELL.

Market conditions here the past week have been good. Stock is arriving in larger quantities and moves well, because of the unusual amount of funeral work. Roses are still the scarcest flower and range in price from \$12 to \$35 per 100 for Premier and Columbia, and from \$10 to \$30 per 100 for Ophelia, Killarney and Butterfly. Bulbous stock is in heavy supply and moves well because of its earliness. Freesia is the poorest seller in this class. Lilies of both calla and Easter arrive in limited numbers and sell readily at \$20 to \$25 per 100. Carnations are holding their own but have dropped a little in price. Sweet peas are showing the effects of a few days of sunshine and are coming in larger shipments. Miscellaneous stock, including lily of the valley, violets, primulas and forget-me-nots sell well because of their scarcity. A num-

ber of large orders for southern smilax were filled by the local wholesalers recently.

NOTES.

This city will have the honor to entertain the delegates to the annual exhibition and meeting of the American Rose Society and the American Carnation Society, as well as the convention of the National Flower Growers' Association, in January, 1923.

An excellent business in telegraph orders is reported by H. W. Sheppard, who was recently elected vice-president of the American Carnation Society.

A lively trade is reported by R. D. Ruttle, Covington, Ky., and his buyer, Jos. Grim is very active in the local market.

Window displays have attracted considerable attention at E. A. Forter's establishment, recently.

Geo. Meyers, of the Avondale Floral Co., has completely recovered from an attack of the gripe.

Choice snapdragons and Purity freesias are being received by C. E. Critchel.

J. Baer reports general business conditions good.

Visitors: Paul Berkowitz, of H. Bayersdorfer & Co., Philadelphia, Pa.; Harry Calisch, New York. G. K.

Boston, Mass.

NO IMPROVEMENT IN BUSINESS.

The market this week showed no appreciable change in regard to the amount of local business, the buying of the retailers not amounting to more than 20 per cent of the total sales at present. The bulk of the stock arriving at present, aside from bulbs, is consumed by the shipping trade and this keeps the market fairly clear and also stops much fluctuation in prices. Roses strengthened somewhat over last week's prices though this is neutralized by the sharp drop in the price of bulbs. Jonquils and freesias are not moving so freely and consequently they have declined considerably in price. In the main, business is exceptionally quiet, with buyers cautious and hesitant.

NEW ENGLAND FLORISTS' ALLIANCE.

At the meeting held at the City Club, January 28, to form a New England florists' alliance similar to that now in vogue in Chicago and other western cities, the attendance was large and apparently enthusiastic. The principal speakers were Geo. Asmus, Chicago and J. F. Ammann, Edwardsville, Ill. They certainly gave very interesting talks and also lucid and very glowing reports of what the alliance has done in the west by co-operative advertising.

The writer's personal feeling in the matter is that it will be a failure unless the growers who are strongly in favor of it take a very decided stand and force their individual commission men to also become members of the alliance. This they seemed very reluctant to do at the meeting except in a few scattered cases. It seems too bad that an opportunity of this kind can be aborted by a few selfish individuals. The formation of the alliance is expected to

Z M E A C & N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

DAISIES

PANSIES

STEVIA

JONQUILS

TULIPS

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses now that Sweet Peas are scarce.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies,
Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

**Quality
Speaks
Louder
Than
Prices.**

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

stop retail selling in the local whole-sale markets. After the adoption of the constitution, which provides for a board of directors to direct its activities and other features, the meeting adjourned.

SPRING SHOW.

The Massachusetts Horticultural Society will stage a grand exhibition of

spring-flowering bulbous plants at Horticultural hall, March 23-26. Mindful of the rapidly increasing interest of these plants, the trustees of the society have arranged to have this class of beautiful flowering plants made the special feature of the show. Premium lists may be secured from Secretary W. P. Rich, Horticultural hall, 300 Massachusetts avenue, Boston, Mass.

The annual convention of the New England Nurserymen's Association was held at the American house, January 31-February 1. Addresses by Christian Van Der Vort, Wm. N. Craig and others were features.

Philip J. Carbone, well known florist of this city died January 30, after a protracted illness. See obituary column for further particulars. E. F. S.

Raedleins Valentine Day Special Assortment



RAEDLEIN is always
ready to serve you

In All the New Spring Colors

ASSORTMENT I.—50 Cut Flower Baskets, in assorted colors, with Liners,
4 to 5 inches deep, 16 to 18 inches over all..... **\$14.75**

ASSORTMENT II.—50 Cut Flower Baskets, in assorted colors, with Liners,
4½ to 6 inches deep, 16 to 20 inches over all..... **19.40**

ASSORTMENT III.—25 Cut Flower Baskets, in assorted colors with Liners,
8 to 10 inches deep, 21 to 27 inches over all..... **16.50**

WRITE FOR CATALOGUE

RAEDLEIN BASKET CO., 713-717 Milwaukee Ave., Chicago, Ill.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

We Are Headquarters For The Following:

SOUTHERN WILD SMILAX of rich dark green. Per standard case, \$7.50.

GALAX, bronze or green, per 1000, \$2.00; per case of 10,000, \$15.00.

FERNS, fancy, the best on the market the year round. Per 1000, \$4 00, case lots.

LEUCOTHOE, green, fine long fancy stock. Per 100, \$1.00; per 1000, \$8.50.

WRITE, PHONE OR WIRE.

E. F. WINTERSON CO.,

166 N. Wabash Avenue.

Phone Central 6004. Established 1892.

Chicago, Ill.

Salt Lake City.

STOCK MOVES WELL.

The scarcity of roses here is very noticeable and is far below the supply of last year. While there are always some roses that sell more rapidly than others, the growers find no trouble in disposing of any of them now. The extreme cold weather is partly responsible for the scarcity. Sweet peas are not very plentiful, as the growers are having difficulty with dropping buds. Quite a few daffodils are now to be had and some tulips and hyacinths are now in bloom. Cinerarias and cyclamens are quite plentiful and the stock is very good. There are quantities of excellent ferns reasonably priced when considering the size and quality. Asparagus plumosus and A. Sprengeri sell very well.

This section of the country recently experienced some very cold weather, the thermometer registering as low as 11 degrees below zero.

The Miller Floral Co. of Farmington, has a large supply of good cyclamens. They are probably the best to be had in this part of the country. Frank

Robinson is traveling in the southern part of the state in the interest of the company.

J. W. W.

Kansas City.

HOSPITAL AND FUNERAL TRADE FEATURES.

The offerings of flowers do not vary much from day to day, except carnations which were very plentiful for two or three days, the best grades wholesaling at \$6 per 100. Narcissi are in liberal supply and are largely used in funeral work. Roses are none to plentiful and they clean up daily. Sweet peas are arriving in heavier quantities and the quality has greatly improved due to the bright weather. Freesias, tulips, calendulas, Liliun rubrum, callas, snapdragons and violets attract the eye of the buyers because they greatly relieve the monotony of carnations and roses. Pot plants of Primula obconica, baby primroses, cyclamens, heathers, begonias and pans of tulips are going rapidly, especially for hospital and funeral work. The wholesale market reports business brisk with shortages on some days and the retailers find a re-

markable call for hospital and funeral work.

NOTES.

It is with the deepest regret that we announce the death of John N. Callas, Twelfth street florist. See obituary column for further particulars. Shortly after his death, while Mrs. Callas was making the funeral arrangements down town, her automobile was stolen and found later in the country, burned up.

The Misses Grace and James Murray, at 212 East Tenth street, who have been in America 30 years applied for citizenship papers at the United States District court January 27. They intend to vote at the coming city election.

The annual convention of the Missouri State Nurserymen's Association, held here January 24, will be found fully covered elsewhere in this issue.

A. F. Barbee has given Lord & Burnham the contract for his new show house, 30½x122 feet, to be completed about August 1.

W. S. Puffer, of Vaughan's Seed Store, Chicago, was in the city this week, attending the nurserymen's meeting.

E. J. B.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET MOSS

Fadeless, per bag, \$3 50
Natural, " 1.75
KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

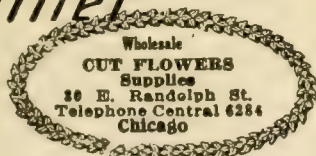
WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO
CENTRAL 679 ILLINOIS

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Tonner



Mention the American Florist when writing

SMILAX

PREPARED MAGNOLIA

Price and quality guaranteed.

DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

	Dozen	Per 100
Roses, Beauty	\$ 4.00 to \$ 8.00	
" Mrs. Chas. Russell	10.00 to 35.00	
" Butterfly	10.00 to 25.00	
" Columbia	10.00 to 25.00	
" Dunlop	10.00 to 25.00	
" Premier	10.00 to 35.00	
" Hoosier Beauty	10.00 to 25.00	
" Killarney Brilliant	10.00 to 20.00	
" White Killarney	10.00 to 20.00	
" Mrs. Geo. Shawyer	6.00 to 20.00	
" Milady	10.00 to 25.00	
" Mrs. Aaron Ward	10.00 to 20.00	
" Sunburst	10.00 to 20.00	
" Ophelia	10.00 to 20.00	
" Dble. W. Killarney	10.00 to 20.00	
" Cecile Brunner	3.00	
" Our Selection	10.00	
Calendulas	4.00 to 6.00	
Daisies	2.00 to 3.00	
Cattleyas, per doz.	18.00 to 24.00	
Valley	8.00 to 10.00	
Carnations	8.00 to 12.00	
Lilies, per 100	25.00 to 30.00	
Sweet Peas	3.00 to 5.00	
Paper Whites	6.00 to 8.00	
Violets	1.50 to 2.50	
Adiantum	2.00 to 3.00	
Ferns, per 1,000	4.00	
Galax, per 1,000	2.00	
Leucothoe	1.00	
Sprengerl, Plumous Sprays, per bunch	0.25 to 0.50	
Mexican Ivy	1.00	
Boxwood, 35c per lb., case	9.00	
Southern Wild Smilax, per case	12.00	



**THE BOOK OF
GLADIOLUS**

—
BY
**Matthew
Crawford**
AND
**Dr.
Van Fleet**

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50
AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia,
Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

NEW IMPORTATION

MINIATURE VELVET PANSIES

\$3.60 per gross

MINIATURE RED POPPIES. \$1.80 per gross
CLOTH CARNATIONS.....\$25.00 per 1000
White, Ward, Dark Pink and Red

SAM SELIGMAN

116 West 28th Street NEW YORK

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart.
Price \$1.00, prepaid.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

Here are three cut
flower items that
you will need for

St. Valentine's Day

White Lilac

Gardenias

Orchids

Depend on us for
your supply and
you will not be
disappointed.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing.

Philadelphia.

OVERSUPPLY OF STOCK.

Zero weather for several days the past week followed by a blinding snow-storm on Saturday, interfered very materially with business, so much so that the wholesalers' storage boxes were so filled that much stock had to be carried over. From the great scarcity of two weeks ago, there is now more than sufficient to supply the demand and all of excellent quality. Prices have fallen at least 20 per cent in nearly all lines, but this appears to have little effect on buyers, who say the demand is so light they are not encouraged to lay in stock. Something will have to be done soon to start things moving, as each succeeding week will add 20 per cent to the volume of the shipments.

HARTFORD VISITORS.

The members of the trade from this section who attended the carnation convention at Hartford, Conn., were S. S. Pennock, A. M. Campbell, E. J. Fancourt, Wm. Geiger, Edward N. Kroninger, John Andre, O. J. Sawyer and John F. Horn. All were delighted with the allied exhibition and their fine reception by the Hartford florists.

A fine display of cut flower arrangements in valentines, corsages, baskets, etc., is promised at the meeting of the Florists' Club, Tuesday, February 7, as a compliment to Geo. E. M. Stumpp, the prominent New York retailer, who is to address the club on "How to Sell Flowers."

J. J. Karins, of Henry A. Dreer's, J. P. McCarthy, of the M. Rice Co., and H. J. Geiger, of the Jos. G. Neidinger Co., are making western trips.

K.

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Feb. 1.		Per 100
Roses, American Beauty...	\$10.00@	\$150.00
" Russell	10.00@	20.00
" Dunlop	8.00@	16.00
" Pilgrim	10.00@	20.00
" Crusader	10.00@	20.00
" White Killarney...	8.00@	16.00
" Ward	8.00@	16.00
" Maryland	8.00@	16.00
" Hoosier Beauty ..	10.00@	20.00
" Columbia	10.00@	20.00
" Hadley	10.00@	25.00
" Premier	10.00@	20.00
" Ophelia	10.00@	20.00
" Butterfly	10.00@	20.00
" Cecile Brunner ..		3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Calendulas, per bunch...	.75@	1.00
Carnations, fancy	10.00@	12.00
Carnations, ordinary ..		8.00
Cattleyas, per doz.....		12.00
Callas	3.00@	4.00
Easter Lilies	25.00@	30.00
White Narcissus.....	6.00@	8.00
Lily of the Valley.....		10.00
Smilax, per dozen.....		6.00
Violets	1.50	
Cypripediums, dozen...	4.00@	6.00
Sweet Peas	3.00@	4.00
Stevia, per bunch.....		.75
Freesia	6.00	
Jonquils	8.00@	10.00
Marguerites	3.00@	4.00

BUFFALO, Feb. 1.		Per 100
Roses, White Killarney...	\$ 6.00@	\$20.00
" Dbl. Wht. Killarney ..	6.00@	20.00
" Richmond	10.00@	20.00
" Maryland	10.00@	15.00
" Sunburst	10.00@	25.00
" Columbia	8.00@	20.00
" Ophelia	10.00@	20.00
" Russell	15.00@	25.00
" Premier	10.00@	25.00
" Cecile Brunner	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	4.00@	6.00
Easter Lilies	20.00@	25.00
Mignonette	6.00@	10.00
Narcissus, Paper White...	4.00@	5.00
Rubrum Lilies	8.00@	1.00
Snappdragons	4.00@	8.00
Sweet Peas	2.00@	4.00
Violets	1.50@	2.00
Freestas	6.00@	8.00
Daisies	2.00@	3.00
Golden Spur	5.00@	6.00
Tulips	4.00@	6.00

PHILADELPHIA, Feb. 1.		Per 100
Roses, Beauty, special ..	75.00@	100.00
" Ophelia	15.00@	25.00
" Columbia	15.00@	30.00
" Mrs. Chas. Russell...	15.00@	35.00
" Dble. Wht. Killarney...	15.00@	25.00
" Hadley	15.00@	40.00
" Sunburst	15.00@	25.00
" Wards	8.00@	15.00
" Premier	15.00@	40.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	2.00@	4.00
Carnations	8.00@	12.00
Cattleyas	100.00@	150.00
Easter Lilies	20.00@	25.00
Lily of the Valley.....	6.00@	10.00
Smilax		.35
Snappdragons, per doz...	1.50@	3.00
Sweet Peas	1.00@	4.00
Violets, single	1.00@	1.50
Violets, double	1.00@	1.50
Callas, per doz.....	3.00@	4.00
Stevia, per bch.	.35@	.50

ATTLEBORO, MASS.—The Flower Shop, bankrupts, Howard Doland, proprietor, recently made an assignment to Attorney Martin Maguire, of this city, for the benefit of creditors.

EAU CLAIRE, WIS.—The Lauritzen Floral Co. has been incorporated with a capital of \$10,000. The incorporators are: Anton F. T. Lauritzen, Gustaf Salander and Jennie Lauritzen.

SKIP THE MIDDLEMAN

Sell your flowers under your
own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - - PA.

This Week High Grade

Roses, Sweet Peas, Violets
and Carnations

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novel-
ties in Quantity

JOS. G. NEIDINGER CO.

1809-1811 N. 2nd St., Phila., Pa.

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSHS,
CARNATIONS and SWEET PEAS.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

Pittsburgh, Pa.

CARNATION SUPPLY INCREASES.

There has been very little change in the market since last week, the only noted change being an increase in the supply of carnations and bulbous stock which brought a drop in the price of both. Business has been slow with the retailer; the principal call is for funeral work and not much of that. With the exception of short and medium roses, the wholesale houses are able to fill all orders. The weather has been extremely cold for a week, which has helped to slow up business, as the people have not come out during the cold snap. Roses in the shorter lengths are still scarce, but those willing to pay the price can usually find a few fancy ones when needed. The supply of lilies has not increased to any extent and clean up daily at \$25 per 100. Carnations are more plentiful and with a week of bright weather there should be plenty for everyone at more reasonable prices. Bulbous stock is coming in heavy and includes Paper White, Golden Spur narcissi, tulips, both single and double, and freesia, which find a ready market with the exception of Paper Whites, and these are hard to move at a decent price. Sweet peas are in demand and still command fancy prices. Calla lilies clean up daily and many more could be used were they obtainable. Yellow daisies, calendulas, baby primroses,

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
 and Greens

C. C. POLLWORTH CO.

CUT FLOWERS
 PLANTS, BULBS
 FLORISTS'
 SUPPLIES
 MILWAUKEE, - WIS.

Write For Our
Price List
On Cut Flowers
H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,

PITTSBURGH, - PA.

E. C. Amling Co.

OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

and pussy willows are arriving in quantity and sell well. Lily of the valley moves slowly, even at reduced prices. Violets are in the same class and from all reports this business here is a thing of the past. The retail stores are all preparing for a banner St. Valentine Day's business, and from all reports stock will be plentiful, and if this is the case, with the proper advertising there is no reason why it should not be as large as in former years, but it is going to take publicity to do it.

NOTES.

Gass & Grabert have opened a new seed store with salesrooms at 119 Federal street, and warehouses at 601 Gettysburg street and 525 Suisman street. Both Mr. Gass and Mr. Grabert are old seedsmen and have a large following. The trade wishes them luck in their new venture.

The A. W. Smith Co. is specializing in gold fish and canaries and is handling the largest stock of both of any firm in this section. They captured practically all the prizes at the recent aquarium show held at the North Side conservatories, in West park.

Gabriel Wessenauer, president of the Retail Florists' Association, was under the weather for several days with a severe cold recently, but we are glad to report that he is able to be around again.

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies
 Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676
 444-446 Milwaukee Street

MILWAUKEE, WIS.

Wholesale Flower Markets

PITTSBURGH, Feb. 1.	Per 100
Roses, Beauty, spl., per doz.	9.00 60.00
" " fcy., per doz.	7.50 45.00
" " ex., per doz.	6.00 25.00
" " No. 1, per doz.	4.00 15.00
" American Legion	12.00@ 35.00
" Killarney	8.00@ 20.00
" Maryland	8.00@ 20.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	8.00@ 20.00
" Russell	12.00@ 35.00
" Columbia	10.00@ 30.00
" Ophelia	10.00@ 25.00
" Hilda	8.00@ 20.00
" Premier	12.00@ 35.00
" Madam Butterfly	10.00@ 25.00
Carnations	8.00@ 10.00
Calendulas	2.00@ 4.00
Lilies	25.00
Valley	8.00
Ferns, per 1,000	3.50
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengerl, per bunch	.60
Smilax, per doz. strings	3.00
Sweet Peas	2.50@ 6.00
Violets	1.50
Baby Primrose	1.00
Stevia, per bch.	.50@ .75
Narcissus, Paper Whites	4.00@ 6.00
Narcissus, Sol d'Or	8.00
Jonquills	8.00@ 10.00
Tulips	6.00@ 10.00
Freesias	8.00
Snappedragons, per doz.	.75@ 2.00

CINCINNATI, Feb. 1.	Per 100
Roses, Premier	10.00@ 35.00
" Russell	10.00@ 35.00
" Columbia	10.00@ 35.00
" Butterfly	10.00@ 35.00
" Pink Killarney	10.00@ 35.00
" White Killarney	10.00@ 35.00
" Sunburst	10.00@ 35.00
" Mrs. Aaron Ward	10.00@ 35.00
" Ophelia	10.00@ 35.00
" Baby Doll	3.00@ 4.00
Daffodils	6.00@ 8.00
Freesias	4.00@ 6.00
Rubrum	4.00@ 8.00
Violets	.75@ 1.00
Primulas	1.00
Violets	1.00@ 1.50
Stevia, per bunch	.50
Narcissus, white	6.00@ 8.00
Narcissus, Sol'd Or.	8.00@ 10.00
Ferns, per 1,000	3.00
Galax, per 1,000	1.50
Leucothoe	5.00
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25

It is with deep regret that we announce the death of Mrs. Julius Ludwig, wife of Julius Ludwig, of the Ludwig Floral Co. Further particulars will be found in the obituary column.

E. C. T.

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

ST. LOUIS, Feb. 1.	Per 100
Roses, Premier	10.00@ 30.00
" White Killarney	6.00@ 12.50
" Columbia	6.00@ 20.00
" Crusader	8.00@ 20.00
" Ophelia	6.00@ 20.00
" Russell	10.00@ 35.00
" Ward	5.00@ 10.00
" Butterfly	8.00@ 20.00
" Sunburst	6.00@ 15.00
Carnations	3.00@ 8.00
Valley	6.00@ 8.00
Narcissus	3.00@ 3.50
" Yellow	8.00
Mignonette	10.00
Sweet Peas	1.50@ 3.00
Violets	.50@ 1.00
Callas, per doz.	15.00@ 25.00
Lilies, per doz.	4.00
Leucothoe	.75
Galax, green, per 1,000	1.50
Galax, bronze, per 1,000	1.50
Ferns, per 1,000	3.00

MILWAUKEE, Feb. 1.	Per 100
Roses, Killarney, W. Kill'n'y.	8.00@20.00
" Premier	12.00@35.00
" Ophelia	10.00@20.00
" Columbia	10.00@35.00
" Ward	8.00@15.00
" Hoosier Beauty	10.00@25.00
" Butterfly	10.00@25.00
Carnations	8.00@10.00
Hyacinths	4.00@5.00
Orchids, Cattleyas, per doz.	12.00@15.00
Orchids, Cypripedium, doz.	3.00
Lilium Rubrum	8.00@10.00
Strawflowers, bunch	.25@ .50
Sweet Peas	2.00@ 4.00
Violets	1.50@ 2.00
Wild Smilax, per case	7.50
Fancy Ferns, per 1,000	4.00
Paper Whites	4.00@ 8.00
Calendulas	4.00@ 8.00
Trumpets	8.00@10.00
Tulips	6.00@ 8.00



LARGE VALENTINE

A LARGE SUPPLY

of

ROSES

Short and medium now available

Plenty of short

Plenty of medium

ROSES

Our Salesrooms and Shipping Department

Poehlmann Br

The Largest Grower

66-72 E. Randolph Street,

SPECIAL ROSE CROP **Other Valentine Offerings** **ORCHIDS**

We will have large crops of fancy Cattleyas for "Valentine's Day."

We Guarantee Home Grown Orchids.

Small Cattleyas..each, \$0.80 Medium Cattleyas..each, \$1.00 Large Cattleyas..each, \$1.25
Large Cattleyas in lots of 50 or more.....each, \$1.00

Miscellaneous Valentines

Double Violets

Corsage Roses	Sweet Peas	Freesias
Jonquils	Calendulas	Carnations
Cecile Brunners	Tulips	Narcissus

open all day Sunday, February 12, 1922.

hershers Company

Flowers in the World

Randolph 35

CHICAGO

HARRY CHARLES, WHOLESALE FLORIST

VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street,
Phone Chelsea 8071.

NEW YORK CITY
Consignments Solicited.

New York.

BULBOUS STOCK IN GOOD DEMAND.

The cold wave of the past week, which seems to have been quite impartial in its visitations throughout this section of the country, had a rather depressing effect on business. This city escaped the severe weather that our friends up-state, Vermont and other New England states had to endure, but the thermometer got near enough to the zero mark. There was some relief in the sunshine that was general until the afternoon of January 27 but snow began to fall at noon, January 28, and the end is not in sight at this writing. On account of the clear days during the early part of the week the supply of stock was not greatly reduced but there was a falling off which was about balanced by a lighter demand. The majority of the retail stores reported funeral work as the leading feature of the trade. There was the usual steady call for roses of the shorter grades, but special stock in teas was slow. American Beauty is in light supply. Considering weather conditions it is not surprising that the prices on roses and carnations continue firm. This is not violet weather and in any event, if an occasional large order for funeral work is excepted, are slow propositions. Cattleyas continue unusually cheap for the season and are more preferable than violets for corsages. There is always a demand for carnations, but the best grade of flowers is held at \$12 to \$15 per 100 and moves slowly. Excepting roses, for which there is constant demand, the greatest activity seems to be centered in tulips, narcissi and freesias, all apparently in fair supply. As minor features, mignonettes, bouvardias, snapdragons and cut primulas are worthy of mention.

January 30.—Business is about normal for the first of the week. January 29-30 brought a heavy fall of snow, but not enough to seriously injure traffic, as 8,000 men were put to work on the streets. There is a moderate temperature and good sunshine today.

HARTFORD VISITORS.

A large delegation left the Grand Central station, January 25, for the Hartford, Conn. exhibition and convention. It included Geo. Asmus, Chicago; F. R. Pierson, Tarrytown, N. Y.; I. S. Hendrickson, Flowerfield, N. Y.; Frank Abrams, Blue Point, N. Y.; John Canning, Ardsley, N. Y.; L. B. Coddington, Murray Hill, N. J.; Anthony Ruszicka, Chatham, N. J.; Oscar Boehler, West Hoboken, N. J.; Peter Beurlein, Westwood, N. J.; Robt. Simpson, Clifton, N. J.; Leonard Barron, Garden City, N. Y.; John Young, Frank H. Traendly, Roman J. Irwin, C. W. Scott, Chas. Schwake, W. C. Rickards, Jr., Herman Weiss, Paul Rigo, Maurice Glass, A. T. Boddington, Edw. Brenner, Aubrey Nash, Jos. A. Millang, J. Speelman, Chas. H. Totty, Wm. Duckham, Henry Hession, E. J. Hession, W. P. Ford and A. E. Booth, all of this city. A. M. Henshaw left for Hartford, January 24.

NOTES.

As a diversion and a topic of interest the exhibition and convention of the American Carnation Society, the American Rose Society, Hartford Florists' Club and the National Flower Growers' Association, at Hartford, Conn., were to the front during the past week. From this city and vicinity about 50 attended,

including growers, wholesalers and seedsmen. All that have returned, at this writing, speak highly of the show, banquet and general hospitality that greeted them at that city. But if they want to see Hartford at its best they should visit it any time from June to September. Its parks, particularly the rose garden of Elizabeth park, its many fine homes and their grounds are particularly noteworthy. We learn there is talk of a movement to take the Society of American Florists' convention there in 1923. We are in hearty accord, for the convention could not go to a more suitable place.

At the M. C. Ford shop we have noticed a fine vase of the new rose, Celestial, grown by Myers & Santman, Chestnut Hill, Pa. It has large buds, short stems and is a delicate pink shade, with a pleasing perfume.

Jos. A. Millang, who was at Hartford, is so enthusiastic that he says that more New Yorkers should have gone there as they might have learned something.

There was a serious fire in the range of H. Richmond, Staten Island, January 25. The range comprised 20,000 square feet under glass and half of it was destroyed.

A. M. Henshaw was planning to sail for England, January 28, to visit relatives and take care of some business matters.

President Edward McCarthy, of James Weir, Inc., Brooklyn, is spending a month at Pinehurst, N. C.

Visitors: Geo. Asmus and Peter Pearson, Chicago; W. J. Keimel, Elmhurst, Ill.; Jos. H. Hill, Richmond, Ind.; H. C. Geiger, North Wales, Pa.

A. F. F.

Columbus, O.

ACTIVE DEMAND FOR FLOWERS.

Reports from various retailers show the floral business to be rather brisk. It is believed that trade is fully as good as could be expected under the circumstances and a general improvement is anticipated during the coming few months. Preparations have been made for St. Valentine's Day and indications point to a better business than usual. Funeral and party work has been active since the first of the year. Corsages have been selling better and the demand for loose flowers has also been lively. Roses, carnations, violets, narcissi and tulips are the principal flowers in the market at present. Roses are somewhat scarce and retail from \$4 to \$8 per dozen. Narcissi are selling around \$2 per bunch while violets bring \$2.50. Some lilies, sweet peas, tulips and other varieties are arriving for the first time and the quality is generally good.

NOTES.

The greenhouses on West Broadway, North, which were operated by Jessie C. Martin, and which were sold at a sheriff's sale some time ago, have been purchased by Miss Jessie C. Martin, the former proprietor who is operating them at this time. Miss Martin is an experienced grower and she is assured of success with the liabilities of the old concern off her hands.

McKeller the Florist had a number of table decorations at the Deshler hotel and other places, recently. Sorority dances were numerous during the latter part of January and many were held

THE BEST COLOR CHART

Arranged by F. S. Huyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

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440 SOUTH DEARBORN STREET, CHICAGO



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New York, Feb. 1.			Per 100
Roses, Beauty	\$12.00@	\$150.00	
" Premier	10.00@	40.00	
" American Legion ..	10.00@	50.00	
" Crusader	10.00@	35.00	
" Golden Ophella ..	10.00@	25.00	
" Columbia	8.00@	30.00	
" Pilgrim	10.00@	30.00	
" Hadley	10.00@	35.00	
" Dunlop	8.00@	25.00	
" Dble. Wt. Kill'ney ..	10.00@	25.00	
" White Killarney ..	8.00@	24.00	
" Aaron Ward	10.00@	25.00	
" Ophella	10.00@	25.00	
" Scott Key	15.00@	100.00	
" Sunburst	10.00@	25.00	
" Mdm. Butterfly ..	10.00@	30.00	
Adiantum Croweanum and			
Hybrid	1.00@	1.50	
Asp. Plumosus, per bch..	.25@	.75	
Bouvardia, per bunch...		.50	
Carnations	8.00@	10.00	
Carnation Laddle	12.00@	15.00	
Cattleyas	25.00@	100.00	
Gardenias, per doz.....	2.00@	5.00	
Iris, per doz.....	5.00@	8.00	
L. Rubrum	12.00@	15.00	
Leucothea, per 100.....	5.00@	7.00	
Lillies, white	15.00@	20.00	
Lily of the Valley.....	1.00@	6.00	
Mignonette, per doz.....	.75@	1.50	
Narcissus, paper whites,			
per doz.	.50@	.75	
Snapdragons, per doz....	.50@	2.00	
Smilax, doz, strings.....	1.25@	2.00	
Galax, green and bronze,			
per 1,000	1.50@	2.00	
Ferns, per 1,000.....	2.00@	2.50	
Violets	.25@	.60	
Sweet Peas	2.00@	5.00	
Callas, per dozen	2.50@	4.00	
Lilac, per bunch.....	1.00@	2.00	
Freelias	4.00@	5.00	
Tulips, per doz.....	.75@	1.00	
" Darwins, per doz.....		2.00	
Asp. Plumosus, per bch.,			
southern	.15@	.50	
Pansies, cut	3.00@	4.00	
Calendulas, per bch.....	.50@	1.00	
Violets, single	1.00		
Narcissus, yellow	.60@	.75	

Frank H. Traendly Charles Schenck

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Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the
other best products of the leading growers.
Consignments Solicited.

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121 W. 28th St., NEW YORK
Snapdragons, Roses, Carnations, Bouvardias
and Orchids
As Well As All Other Flowers in Season.
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PHONE { 2335 } WATKINS
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Fresh Cut Decorative Evergreens
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Largest stock in America. Send for illus-
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SPECIALTIES — Cut Orchids, Asparagus
Plumosus Sprays and Mistletoe and Ber-
ries. Our Orchids are grown by Carlillo &
Co., of Mamaroneck, N. Y.

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We have pleased you in the past
Remember us in the future.

Satisfactory service guaranteed. All
orders placed for Valentine's Day
will be given the personal atten-
tion of the managers in charge.

Alpha Floral Company

Northwest Corner
Wabash Ave. and Adams St.

We Are On
The Job
Night and
Day.

Members of
the F. T. D.

Johnson & Thoen's
FLORISTS

Southeast Corner
47th St. and Lake Park Ave.

Mention the American Florist when writing

at the hotels. Mr. McKellar says funeral work is especially active. Stocks, which have been rather scarce are more plentiful now.

Walter Stephans of S. F. Stephans & Son reports business at the greenhouses operated by his concern as good. The concern is now cutting narcissi, tulips, jonquils and white miniature hyacinths. Funeral work has been rather brisk. Mr. Stephans believes that trade will continue to improve.

Wm. Metzmaier, of Emil Matzmaier, a grower at 1384 South Fourth street, states a stronger demand for flowers of all kinds is noted. The company is cutting narcissi, hyacinths and tulips. Prospects are good for an excellent supply of bulbous flowers later on.

The Franklin Park Floral Co. has been quite busy during the latter part of January cutting roses, carnations, narcissi and other seasonable flowers, which sell readily.

The Riverside Floral Co., 537 North High street, reports a good trade.

J. W. L.

Nashville, Tenn.

QUIET TONE IN MARKET.

Business has been somewhat quiet the last week but flowers are none too plentiful. Roses are scarce and bring \$4 to \$8 per dozen retail. Carnations, however, appear to be plentiful and the same can be said for white narcissi. Cyclamens continue to lead in plants and primulas are arriving, being obtainable in any color. Freesias, also, are more numerous. Funeral work, at the present time, is the standby of the trade.

The Joy Floral Co. was awarded first prize on its white carnation, Thomas C. Joy, at the Hartford, Conn. show, Jan-

Red Tulips

For St. Valentine's Day

These make excellent Valentine gifts and sell readily.

6 inch— 6 bulbs.....	\$0.60 each
7 inch— 9 bulbs.....	.90 each
8 inch—12 bulbs.....	1.20 each

Primula Malacoides Townsendii

Three inch, in bloom. Buy them in this size and
make up your own pans and save money on express.
\$15.00 per 100.

THE PARK FLORAL COMPANY

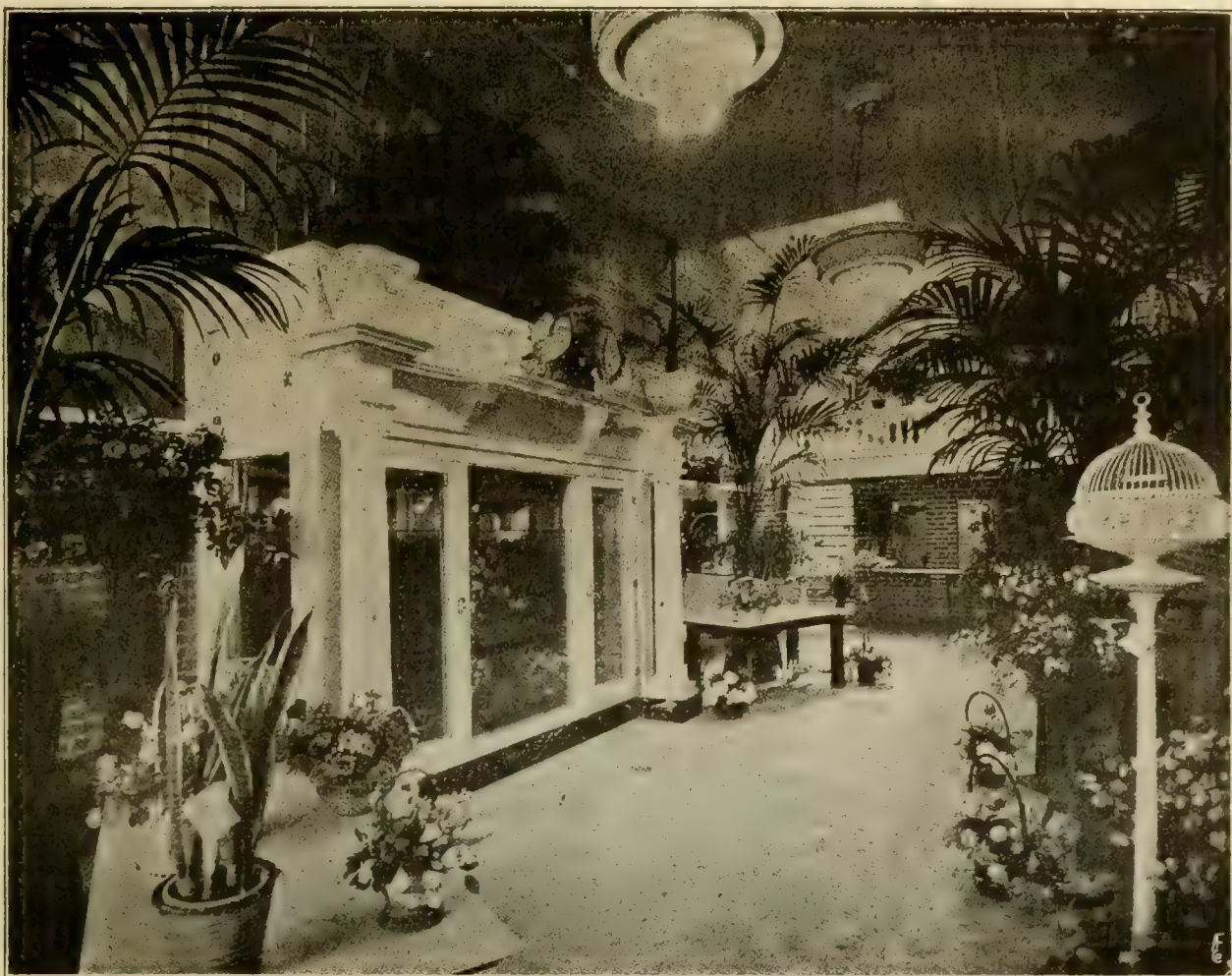
Box 665, Denver, Colorado

uary 25-27. This company now has 10,000 carnation plants on hand. Harold Joy and wife were in attendance at the meeting.

Geny Bros. filled two large orders at Wartrace and Shelbyville, cities near here, recently.

M. C. D.

ZANESVILLE, O.—The Brush-McCoy Pottery Co., of this city, is offering a remarkably handsome and varied line of novelties in florists' pottery, including jardinières, vases, bulb bowls and flower pots for the store, home and garden.



YOUR CUSTOMERS WILL BE PERFECTLY SATISFIED IF YOU

"Say it with Flowers"

ST. VALENTINE'S DAY

—THROUGH—

SAMUEL MURRAY

—FOR—

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We Give the Florist the Same High Class Service That We Do the Customer

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Send your Orders for Chicago ^{and Suburbs to}



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All orders carefully filled under the supervision of
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EXPERTS TO ARRANGE THEM.

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AROUND**

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Anderson service means fresh, sturdy stock
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The Palmer House Florist
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orders for Designs and Cut Flowers in
Michigan.

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WE ARE AWAITING YOUR ORDER.

Best Flowers, Service and Delivery

No Order Too Small or Too Large. Careful Attention to All.

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Orders from other cities receive our personal attention.

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February 7.

Aquitania, Cunard-Anchor Lines (Cherbourg-Southampton).
FROM BOSTON, Digby, Furness Lines (Liverpool).

February 8.

FROM NEW ORLEANS, Choctaw, Porto Rico Line (Porto Rico).

February 9.

Hansa, Hamburg-American Line (Hamburg).
FROM BALTIMORE, Mahopac, I. M. M. Lines (Hamburg).
FROM BALTIMORE, Nevislan, I. M. M. Lines (Liverpool).

February 10.

Elzasler, Belgian Line (Antwerp).
Egplantier, Belgian Line (Havre).
West Canon, United American Lines (Dutch East Indies).
Gustavsholm, Swedish - American Line (Gothenburg - Malmo - Stockholm - Norrkoeping-Finland).
FROM PHILADELPHIA, Eastern Crag, Cosmopolitan Line (Bordeaux-St. Nazaire).

February 11.

Vechtdyk, Holland-America Line (Rotterdam).
Indian, I. M. M. Lines (Liverpool).
Urbino, I. M. M. Lines (Liverpool).
Carmania, Cunard-Anchor Line (Naples-Alexandria).
From Portland, Vellavia, Cunard-Anchor Line (London).
San Lorenzo, Porto Rico Line (Ponce-Mayaguez-Arroya-Mayaguez-Arecibo).
FROM BOSTON, Nesslan, I. M. M. Lines (Liverpool).
FROM BOSTON, Barbadian, I. M. M. Lines (Hamburg).
FROM HAMPTON ROADS, Mahopac, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, Northwestern Miller, Furness Lines (London).

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Steamers arriving at or leaving any port can be served at a few hours' notice.

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LIVERPOOL

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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunle.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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La Crosse, Wis.—Salzer Floral Gardens.
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Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
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New York—Chatmas Florists, 2726 8th Ave.
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New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
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Omaha, Neb.—Lewis Henderson.
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Salt Lake City, Utah—Miller Floral Co.
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Seattle, Wash.—Rosala Bros.
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St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.

St. Paul, Minn.

Holm & Olson

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Seattle's Leading Flower Shop
1536 SECOND AVE.

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NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

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Bellevue Avenue, NEWPORT, R.
Summer Season.

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Madison Ave. and 76th St.

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BEST IN THE MARKET
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New York's Favorite Flower Shop

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Telegraph orders for Dayton will receive
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SONS**

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Shop
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Quality and
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Randall's Flower Shop
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Member F. T. D.

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Telegraph orders receive our usual good
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Orders will be care-
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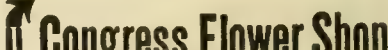
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most carefully executed.

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FLORIST

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Flowers delivered in City and State on Short Notice.

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Central Floral Co. 132 N. State, CHICAGO
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Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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Passaic, N. J.

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GEO. H. COOKE
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—OF—
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EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city
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"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York.

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FLORIST

1000 Madison Avenue

in the Heart of most exclusive residential
section.

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The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel. The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel. The next annual meeting will be held June, 1922.

A. L. ROGERS, of Rogers Bros. Seed Co., Chicago, is on an eastern trip.

F. H. HENRY, of Henry & Lee, New York, is reported on the way to Chicago.

ONION SETS in the Chicago district are firm at \$1.60 for colors and \$1.85 for whites.

ROCKFORD, ILL.—Mrs. John T. Buckbee and two daughters are in Florida for the winter.

THE February calendar of the J. C. Robinson Seed Co., Waterloo, Neb., says, "Cold cash is often the means of expressing warm sympathy."

RADISH seed crops in California have been practically destroyed by the cold weather. The second sowing rarely gives more than half a crop.

THE catalogue of Carter's Tested Seeds, New York, bears the legend "Carter's 85th year of Tested Seeds, 121st year of Thorburn's Seeds."

ASPARAGUS PLUMOSUS NANUS, under lath for seed in California, A. Sprenger, cobæa, freesias and other tender crops have been seriously injured by the cold weather.

THE United States Chamber of Commerce has voted 979 to 833 against indorsing American valuation plan in tariff, as a result of a nation wide referendum.

NEW YORK.—Peter B. Olney, referee in bankruptcy proceedings of J. M. Thorburn & Co., declared a second dividend of 10 per cent, December 30, total dividends to date 30 per cent.

PETER HENDERSON, grandson of the founder of Peter Henderson & Co., New York, is now president of the company, Howard M. Henderson, vice-president, and Allan T. MacKrell, secretary.

PRICE of bags at Chicago, February 1: Anchor, 16 oz., \$29.00 per bale, in bale lots or over; Royal River, 16 oz., \$29.00; National, 16 oz., \$29.00; Crown, 12 oz., \$24.00. Prices are inclined to be lower owing to the easier cotton market.

MRS. C. W. SCOTT, of the Yokohama Nursery Co., New York, who sailed from Baltimore January 7, on the S. S. Buckeye State for Japan, via San Francisco, is returning from the latter city. There was a fire aboard the steamer January 12, but Mrs. Scott was not injured.

MANAGER GEO. E. STARR, of the Jerome B. Rice Seed Co.'s stock seed farm, at Grass Lake, Mich., presented excellent addresses on "Commercial Seed Growing From a Gardener's Standpoint," and "The Home Saving of Garden Seeds," at the Ohio Agricultural College, Columbus, farmers' week.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade February 1 were as follows: Timothy, \$4.25 to \$6.85 per 100 pounds; Red Clover, \$14 to \$20. Car lots of country timothy seed reached the highest price for several months. Some holders are now willing to let go after carrying the seed two years.

BOSTON, MASS.—John Fottler, of the Fottler, Fiske, Rawson Co., who was injured by collision with a wagon last fall, is still confined to his home. He sits in an easy chair most of the time, not being able to use his legs. In other respects, he is enjoying good health, and will probably be able to come to the store when the weather grows warmer.

ROBT. FULTON, of Robt. Fulton & Co., Yokohama, Japan, says he does not expect Japanese bulbs will be any cheaper or more plentiful the coming season, than they were the past season. Mr. Fulton and wife are in Chicago this week, for the first time in seven years, having arrived on the Pacific Coast with their family early in January. The family is at San Diego, Calif.

VISITED CHICAGO: Chas. P. Guelf, of the Jerome B. Rice Seed Co., Cambridge, N. Y.; C. W. Scott, of the Yokohama Nursery Co., New York; Roy Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif., and wife; Geo. W. Kerr, representing the W. Atlee Burpee Co., Philadelphia, Pa.; A. Luck, representing S. M. Isbell & Co., Jackson, Mich.; Morrell Lion, of Fosgate & Lion, Mountain View, Calif.; Robert Fulton, of Robt. Fulton & Co., Yokohama, Japan, and wife.

Field Seeds.

No improvement in the demand for field seeds was noted during the second week of January and prices remained at approximately the same level. A few markets were quoting red and alsike clover 25 to 50 cents per 100 pounds higher, but others were offering these seeds at lower prices than the previous week. Timothy, redtop, and Kentucky bluegrass prices were firm but mostly unchanged.

Red clover prices continued to show a premium of about \$4 over those for alsike clover and the relative demand for each at present seems to be about equal. Some seedsmen with small stocks of red clover are averse to purchasing additional supplies until they are certain that the quantity available for exportation from Europe is small. Italy is anxious to sell stocks which have accumulated from last year, but there is not much disposition

on the part of the majority of the leading American importers to buy red clover seed from that source at this particular time. During the week ending January 14 about 110,700 pounds of red clover from Germany and 51,700 pounds of alfalfa from Argentina arrived at New York, subject to the seed importation act.

Although the white clover seed crop for 1921 was much below normal, prices are somewhat below the average because of the largest importations of this seed ever recorded. During the six and one-half months ending January 15, 1922, there was permitted entry 1,266,900 pounds, compared with only 44,100 pounds for the same period a year ago and 979,041 pounds for the 12 months ending June 30, 1913, which was the largest quantity ever imported up to the current fiscal year.

The export demand for timothy is only fair, while that for redtop and Kentucky bluegrass is fair to good. Prices for each of these were considered firmer than a week ago and some of the larger seedsmen were quoting them a little higher on their weekly price cards. In sympathy with these grasses, Canada bluegrass, orchard grass, and Italian and perennial rye grass prices are firm. Foreign correspondents indicate that surplus stocks of rye grasses are smaller than usual, but the American demand for them is not generally large. The imports of both perennial and Italian rye grass have been larger than normal and seedsmen's stocks are considered to be fully normal.

Although millets and sorgos continue to be neglected by most seedsmen, a small movement to southern consuming sections is reported and millet seed prices have become better established. In the most important jobbing centers golden millet is being offered at \$1.85 to \$2; common at \$1.50 to \$1.80; Siberian at \$1.70 to \$1.80; Hungarian at \$2.10 to \$2.75; Japanese at \$4.25 to \$4.75; and broom-corn millet at \$1.75 to \$2 per 100 pounds. Amber and orange sorgo are being quoted mostly at about \$1.75 and \$1.85 per 100 pounds, respectively. Sumac sorgo prices are the same as or five to 10c higher than those for the orange variety.

White kafir for seed purposes is being offered mostly at about \$1.50 per 100 pounds; red kafir at \$2; milo and

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALADIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea,
Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

LANDRETH

Seeds Which Succeed

Bloomdale
Farm

BRISTOL, PA

feterita at \$1.75 to \$2. Prices for these grain sorghums for feed purposes were considerably lower than the foregoing.

Rapeseed prices were fairly stable despite the arrival at New York during the week of 253,000 pounds of this seed from Holland. The imports during the past six and one-half months have been somewhat above the average and seedsmen's stocks are believed to be normal or above.

Catalogues Received.

Jerome B. Rice Seed Co., Cambridge, N. Y., vegetable seeds, wholesale; Wm. Henry Maule, Inc., Philadelphia, Pa., seeds, bulbs and plants; Jos. Harris Co., Coldwater, N. Y., seeds, bulbs and plants; Alfred Oesterling, Butler, Pa., gladioli; Moore Seed Co., Philadelphia, Pa., seeds, bulbs and plants; Brush McCoy Pottery Co., Zanesville, O., florists' pottery; Jim Young's Seeds & Plants, Aurora, Ill., seeds, bulbs and plants; Colorado Seed Co., Denver, Colo., seeds, bulbs and plants; Carters Tested Seeds, Inc., New York, seeds, bulbs and plants; I. W. Scott Co., Pittsburgh, Pa., seeds, bulbs and plants; Conard & Jones Co., West Grove, Pa., roses and cannas.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, January 14, 1922, as given by the government market reporter of January 21, 1922.

	Ky.	Blue	Red	Red
	Timothy	Grass	Top	Clover
New York.....	\$7.75	\$48.00	\$24.00	\$22.00
Baltimore.....	7.25	45.00	23.00	22.75
Richmond.....	7.75	49.00	22.00	23.00
Buffalo.....	7.25	46.00	24.00	23.50
Toledo.....	7.20	47.00		23.35
Louisville.....	7.50	47.00	25.00	23.50
Chicago.....	7.00	46.50	23.00	22.25
Minneapolis.....	6.75	50.00	25.00	24.00
St. Louis.....	7.00	60.00	24.00	22.00
Kansas City.....	7.00	50.00	24.00	23.00
Denver.....	7.00	43.00	22.50	23.50
Salt Lake City.....	7.00			22.00
Average for the United States same date.				
1921.....	\$8.00	\$28.05	\$16.55	\$22.30

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Before Placing Orders for
SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

JOHN BODGER & SONS CO.,

Contract Seed Growers

LOS ANGELES, CALIFORNIA



KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000

seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

CHAS. FROST
Kenilworth
N. J.

Mention the American Florist when writing

Canada Wheat and Potato Production.

Canada produced 300,858,100 bushels of wheat in 1921, compared with 204,189,300 bushels in 1920, according to the dominion government bulletin issued January 24. The potato crop was 107,246,000 bushels, or 36,585,400 bushels less than in 1920. The aggregate value of both crops was \$931,863,670, a decrease of \$500,000,000 from the previous year.

FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

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Dutch and French Bulbs

C. J. Speelman & Sons | Lagarde & Speelman
Sassenheim, Holland | Orlonles, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke
Box 543, San Jose, Calif.

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EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pump-
kin, Cucumber and Watermelon Seed
and Field Corn on contract.

CORRESPONDENCE SOLICITED

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TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.

SANTA ANA, CALIFORNIA

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An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

Mention the American Florist when writing.

Richard Diener Company, Inc.

Originators and Growers
of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

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Blackmore & Langdon's BATH, ENGLAND

WORLD-RENOVED Strains of Florists' Flower Seeds

TUBEROUS BEGONIA (awarded 56 Gold Medals). Double, unequalled quality, \$1.00, \$2.00 and \$4.00 per pkt. Single, plain, frilled and crested, 50c, \$1.00, \$2.00 and \$4.00 per pkt. **PENDULA**, for hanging baskets, 75c and \$2.00 per pkt.

DELPHINIUM, finest collection in existence, 50c and \$1.00 per pkt. or \$2.00 per oz.

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Return Envelopes Catalogue Envelopes Seed Packets

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FITCHBURG, MASS., U. S. A.

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BURPEE'S SEEDS GROW

Wholesale Price List for Florists and
Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

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GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington, Milford, Conn.

Mention the American Florist when writing.

N. B. A.

The above is the trade mark of The Narcissus Bulb Growers' Association of Carqueiranne, Var., France.

Do not fail to specify N. B. A. brand when ordering

PAPER WHITE NARCISSUS

of your American dealer next season. You will avoid disappointment and be sure to receive stock giving best results. **Wholesale Only.**

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway,

New York

Watkins & Simpson, Ltd.

Have mailed their annual
catalogue of

Vegetable and Flower Seeds

to all their customers.

Should any of them not
receive a copy, they are re-
quested to notify the fact to

27-29 Drury Lane

LONDON, W. C., ENGLAND

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All Seedsmen on the look-out for **PEDIGREE STRAINS** and **STOCKS** of

VEGETABLE

AND FLOWER SEEDS

of the well-known English quality
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VALLEY PIPS, Berlin pips, Hamburg pips. German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.

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GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Phoenix Roebelenii.

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RAFFIA, natural or colored, dependable brands, 25 lbs. up.

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DREER'S Special Strains of FLORISTS' FLOWER SEEDS

We offer below a few items that are wanted by every Florist, but send for our new Wholesale Price List which contains a complete list of the best of everything in Seeds, Plants and Bulbs.

Trade Pkt. Oz.

Ageratum Blue Perfection. Best dark blue bedder \$0.15 \$0.60
Alyssum Little Gem (Carpet of Snow). Very dwarf, the best for pots. Extra select stock. .15 .50
Antirrhinums. See catalogue for list of varieties.
Asters. We offer only the best kinds and in stock of choicest quality. See catalogue.

Calendula Orange King. An extra selected strain with very large double flowers averaging over 3 inches across, of bright orange-red, the finest of all. 20

Trade Pkt. Oz.

Calendula Golden King. A splendid golden yellow of good size with long stems, fine for cutting. \$0.20
Candytuft, Giant Hyacinth-flowered or Improved Empress. A very select strain of this grand large flowering white. \$0.15 .40
Centaurea Candidissima. White leaved. 1000 seeds, 40 cts. 2.00
Centaurea Gymnocarpa. White leaved. 1000 seeds, 15 cts. 50

Trade Pkt. Oz.

Cobaea Scandens. Purple \$0.10 \$0.30

Didiscus Coeruleus. A very pretty annual with lavender-blue lace-like flowers, quite popular for cutting. 30 1.50

Dracaena Indivisa. The popular centre plant for vases, etc., long narrow graceful foliage 10 .30

Heliotrope. Lemoine's Giant. Very large heads of bloom. 40 2.00

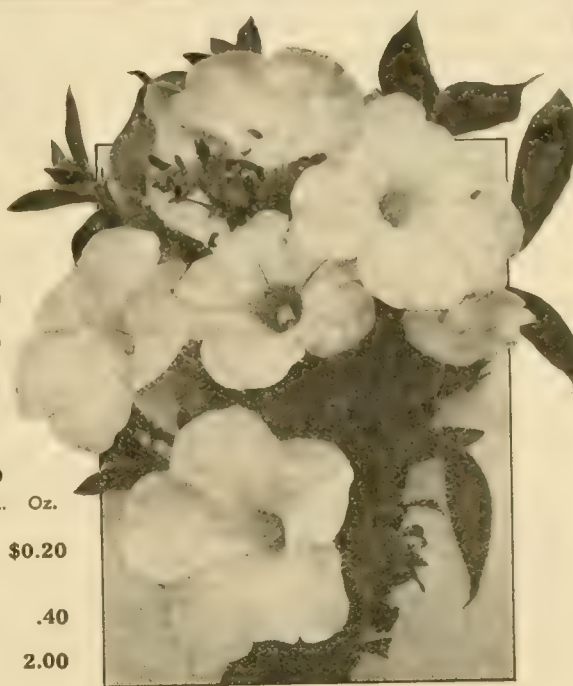
Lobelia. Crystal Palace Compacta. Best dwarf, dark blue, dark foliage. 40 2.00

Petunia. Superb Double Fringed. Our own unrivaled strain. Mixed colors. 75 cts. per 500 seeds; \$1.50 per 1000 seeds.

Petunia. Superb Single Fringed. Saved from the finest large fringed flowers. Mixed colors. Our stock this season is of extra-fine quality. 50 cts. per trade packet; 1/16 oz. \$1.50.

Petunia Howard's Star. A very useful striped variety 40 2.00

Petunia Rosy Morn. The most popular of all for bedding, filling boxes, vases, etc. .50 2.50



Bedding Petunia Rosy Morn.

Trade Pkt. Oz.

Petunias. For complete list of varieties see catalogue.

Salvia Splendens America. This is the earliest, freest and longest blooming of all. Plants not over 18 inches high and of remarkable even growth. \$0.50 \$4.00

Solanum Capsicastrum Fra Diavolo (Jerusalem Cherry). A new variety of dwarf, compact growth, with smaller foliage and fruit than the type. 20 .60

Sweet Peas. Orchid-flowered. We offer only the best sorts. See catalogue for varieties and prices.

Verbena Mammoth, Pink shades 30 1.50

Verbena Mammoth, Blue shades 30 1.50

Verbena Mammoth, Purple shades 30 1.50

Verbena Mammoth, Scarlet shades 30 1.50

Verbena Mammoth, Pure White 30 1.50

Verbena Mammoth, Finest Mixed, All colors .25 1.00

Vinca Rosea. Rose, with darker eye. 25 1.00

Vinca Rosea. Alba. White, with rose eye .25 1.00

Vinca Rosea. Alba Pura. Pure white. .25 1.00

Vinca Rosea. Mixed. All colors. 20 .75

Zinnias. Now very popular. See catalogue.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Asparagus Plumosus Nanus

Grown under glass, guarantee for highest germination, true type, 10,000 seeds, 1650 Marks; 1000 seeds, 170 Marks, postage paid. We accept dollar notes at the rate of exchange on arrival.

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Flower Seed Grower, NAUMBURG, S. GERMANY
Agents Wanted.

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Get the benefit of our 72 years' experience
All Seasonable Varieties.
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You can utilize our success to increase your own.

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17 BATTERY PLACE

NEW YORK

BULBS

BULBS

Mention the American Florist when writing.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

MILWAUKEE, WIS.—C. B. Whitnall has been appointed secretary of the city land commission here, at a salary of \$300 per month.

THE citrus fruit belt of California had temperature as low as 10 above, freezing oranges solid in some sections, the damage averaging 25 per cent.

FRESNO, CALIF.—The Central Nursery was recently incorporated with a capital of \$20,000. T. Kimura, N. Kobayashi and I. W. Nielsen, all of this city, are the incorporators.

THE New York State Nurserymen's Association will hold its annual convention at the Power's hotel, Rochester, Thursday, February 9. C. J. Maloy, 209 Linden street, Rochester, is secretary-treasurer of the organization.

DEEP RIVER, CONN.—H. J. Zack & Co. is the name of a new firm recently organized by Harry J. Zack, a forester and landscape gardener, with his father, Abraham Zack, the other member of the concern. A tract of eight acres has been purchased and the company is planning to erect two greenhouses for propagating nursery stock. The forestry and landscape work will be continued.

Western Association of Nurserymen.

KANSAS CITY MEETING, JANUARY 25-26.

The thirty-second annual convention of the Western Association of Nurserymen was held at the Hotel Baltimore, Kansas City, Mo., January 25-26, with an attendance of more than 100 members. After calling the meeting to order, President E. H. Smith, of York, Neb., stated that he did not anticipate any general reduction in prices for nursery stock, due principally to importation being cut off from Europe since the war and a scarcity of root stocks. "The Immediate Future of the Nursery Business," was ably handled by Henry Chase, of Chase, Ala. Chas. Sizemore, traffic manager of the American Association of Nurserymen, Louisiana, Mo., spoke of "Transportation, Overcharge, Loss and Damage Claims," and was followed by John Watson, Princeton, N. J., who delivered an instructive paper on "The Small Orchard versus the Commercial Orchard."

At Thursday's sessions "Renewing Land, Cultivation, Labor Saving Tools, Etc.," was presented by Homer Reed. Other papers read were: "The Future of Orcharding," by G. C. Marshall, Arlington, Neb.; "How We Handle Our Retail Orders," by E. M. Sherman, Charles City, Ia.; "Average Number of Marketable Fruit Trees Produced in Proportion to Number of Stocks and Grafts Planted in the United States Outside of the Pacific Slope," by Bert Lake; "How an Agent Can be Optimistic and Sell the Goods When His Customers Are Pessimists," by M. R. Cashman, Owatonna, Minn.; "Co-operation Between Nurserymen," by E. H. Balco; "Home Made Fruit Trees," by Lloyd Stark, Louisiana, Mo.; "Grades

and Proper Packing of Nursery Stock," by E. S. Welch, Shenandoah, Ia.

A very interesting report of the latest developments in propagating American grown fruit tree seedlings was presented by J. H. Skinner, Topeka, Kans. The concluding address on the programme was presented by C. W. Carman, Lawrence, Kans., taking for his subject: "Should the Nurserymen Handle Nursery Stock Through the Farm Bureau and County Agents?"

After Secretary-Treasurer Holsinger's report had been presented and Kansas City chosen as the city for holding the next meeting of the organization, the following officers were elected for 1922:

C. W. Carman, Lawrence, Kans., president; H. L. Merkle, Des Moines, Ia., vice-president; Geo. W. Holsinger, Rosedale, Kans., secretary-treasurer.

Illinois State Nurserymen's Ass'n.

At the annual meeting of the Illinois State Nurserymen's Association an account of which appeared in our issue of January 28, page 128, held at the Congress hotel, Chicago, January 19-20, the following resolution was unanimously adopted:

Realizing that men and firms are held together in co-operative plans and endeavors by close association, and that the trade papers of the nursery and florist industries are doing much to bring the nurserymen into closer relationship both in social and business relation—

Therefore be it resolved by the Illinois State Nurserymen's Association in convention assembled that we heartily thank these publications for their untiring zeal on behalf of the nurseries of the country and that we urge all our members not only to subscribe for the various trade journals, but also to give them financial support by use of advertising space.

Be it further resolved that we aid our trade publications by furnishing items of interest concerning activities in the vicinity of our nurseries so that all may be informed of the close co-operation of members of the Illinois State Nurserymen's Association.

J. A. Young, Sec'y.

Missouri State Nurserymen's Ass'n.

ANNUAL MEETING JANUARY 24.

The Missouri State Nurserymen's Association was held at the Hotel Baltimore, Kansas City, January 24. President Fred A. Weber in the chair. After the reports of the secretary-treasurer had been read the following resolution was adopted:

Resolved, That the Missouri State Nurserymen's Association co-operate in every way possible with the Missouri State Horticultural Society in its efforts to encourage fruit growers

throughout the state, to do more thorough spraying, and otherwise rid their orchards of San Jose scale and other diseases, and that it urges the society to make this a special feature of its work.

We indorse the activities of the Missouri State Horticultural Society in its educational work and in its offering of premiums on fruit and other horticultural products.

The following officers were re-elected for 1922: F. A. Weber, St. Louis, president; Paul Stark, Louisiana, vice-president; George H. Johnston, Kansas City, secretary-treasurer.

After deciding upon Kansas City as the next place of meeting, the convention adjourned.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Some Excellent Stock

	Per 100	1000
50,000 2 in., Geraniums; Ricard, Poitevine, Nutt, Montmort, Perkins, Viald, Buchner, etc.	\$5.25	\$50.00
2 1/4 in., Heliotropes, 3 varieties	4.00	38.00
2 1/4 in., Marguerites, 3 varieties	5.00	45.00
2 1/4 in., Stocks, 2 varieties	3.25	30.00
2 1/4 in., Calendula Orange King	3.00	28.00

Also abundance of other stock.
Liberal extras for early orders.

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THAT SELL THE SEED

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LAWN

BIRD

GARDEN

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THE BEST VARIETIES FROM ALL SOURCES, FOREIGN AND AMERICAN INTRODUCTIONS

The best quality of roots, both as to vitality and size of divisions. Every order filled with fresh cut roots which must not be confused with roots cut, packed and stored months before delivered to you. They cost a trifle more but are worth considerably more. Every 100 roots we supply will with reasonable treatment, produce 200 or more pot plants.

The subjoined list contains the names of free, large flowering, vigorous growers, any of which will please you and your customers. Order now and say when you want them shipped to you.

Price \$5.00 per 100, \$40.00 per 1,000; except where otherwise noted.

- BEACON**—Free flowering dwarf, bright red.

CHEERFULNESS—Beautiful variegated orange and scarlet with golden border. The florets are medium sized, but very freely produced.

CITY OF PORTLAND—A wonderfully attractive rose-pink. Excellent upright habit and free flowering. \$15.00 per 100, \$125.00 per 1000.

DR. E. ACKERKNECHT—The bronze foliage blends pleasingly with the carmine rose trusses. Vigorous and free.

DUKE OF MARLBORO—An old favorite with deep crimson flowers.

EUREKA—The best white Canna. A very strong grower blooming freely. The flowers are large and become pure white in the full sun. \$8.00 per 100, \$75.00 per 1000.

FANAL—Exceedingly free flowering, deep bright red. A most effective bedder.

FEUERMEER—Another excellent old sort with a profusion of dazzling orange-scarlet flowers.

GAITY—Wonderfully effective. Deep orange suffused with scarlet and bordered with yellow. A brilliant bedder.
- GOLDEN GATE**—Vigorous and free. A unique combination of yellow and golden shades, blending into rose as the flower matures. \$6.00 per 100, \$50.00 per 1000.

KING HUMBERT—The most popular Canna of this generation. The large orange-scarlet flowers and particularly the very deep bronze foliage make it one of the most useful.

LOUIS REVERCHON—The flowers are brighter and more freely produced than on King Humbert, while the foliage is a greenish bronze.

MRS. ALFRED CONARD—Magnificent trusses of large salmon-pink flowers. Unique and very ornamental. The stock of this variety is very scarce. We have a limited quantity and advise early ordering. \$15.00 per 100.

MRS. KARL KELSEY—A tall, majestic, vigorous grower surmounted by great trusses of large orchid type flowers. Orange-scarlet, streaked and mottled with rose.

RICHARD WALLACE—A well known pure yellow.
- THE GEM**—A seedling of Hungaria, more vigorous, with a profusion of large cream-colored flowers dotted with carmine. Very unusual and attractive. \$7.00 per 100, \$60.00 per 1000.

THE PRESIDENT—The greatest red Canna in commerce. Very heavy, vigorous growths surmounted by great trusses of immense florets of bright scarlet. We heartily endorse this as the greatest Canna introduction of recent years. \$8.00 per 100, \$75.00 per 1000.

WYOMING—We know of no other Canna as effective as this for large plantings. A giant in growth. Extremely vigorous with its deep bronze foliage as an ideal background for large bright orange-colored flowers of the orchid type. It makes an ideal subject.

YELLOW KING HUMBERT—A sport from King Humbert to which it occasionally reverts. Green foliage with yellow flowers, dotted with scarlet. \$8.00 per 100, \$75.00 per 1000.

We have good stocks of many other varieties, prices on which will be quoted on application. Order now for delivery in February and March.

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA. THESE PRICES ARE INTENDED FOR THE TRADE ONLY

HILL'S SPECIMEN EVERGREENS



NOTE: Many Florists are having great success selling Hill's Specimen Evergreens. On any vacant space around your grounds you can heel in a good assortment and easily sell them to customers driving by. No trouble at all to handle. Profits unusually good. The following selected varieties are strong, thrifty and well formed, suitable for the very best trade. Now is the time to cover your needs for Spring planting. Write for information.

Hill's Specimen Evergreens are always worth the price you pay for them; and will be found the most economical in the long run.—D. HILL.

Abies (Fir)				Juniper (Continued)				Taxus (Yew)			
	Size				Size				Size		
	Feet	Each	10		Feet	Each	10		Feet	Each	10
Concolor	.2 -3	\$5.50	\$50.00	Counarti	.2 -3	\$4.75	\$42.50	Canadensis	.1 -1½	\$3.50	\$32.50
Douglassi	.2 -3	3.00	25.00	Counarti	.3 -4	6.00	55.00	Cuspidata	.1 -1½	3.75	35.00
Douglassi	.3 -4	4.00	35.00	Elegants Lee	.2 -3	6.50	60.00	C. Brevifolia	.1 -1½	4.25	40.00
Hemlock	.2 -3	3.00	27.50	Scottii	.2 -3	4.00	35.00	Thuya (Arbor Vitae)			
Hemlock	.3 -4	4.00	35.00	Glaucia	.2 -3	4.00	35.00	Occidentalis	.2 -3	1.75	15.00
Juniperus (Juniper)				Picea (Spruce)				Occidentalis	.3 -4	2.50	20.00
Canadensis	.1 -1½	2.25	17.50	Alba	.2 -3	3.50	30.00	Globes	.1¼x1¼	3.50	30.00
Canadensis	.1½-2	2.75	22.50	Alba	.3 -4	5.00	45.00	Compacta	.1¼x1¼	3.00	27.50
Pfitzeriana	.2 -3	6.00	55.00	Canadensis	.2 -3	4.50	40.00	Pyramidalis	.2 -3	2.75	25.00
Pfitzeriana	.3 -4	8.00	75.00	Canadensis	.3 -4	6.00	55.00	Pyramidalis	.3 -4	3.75	32.50
Procumbens	.1 -1½	4.00	37.50	Excelsa	.4 -5	2.50	30.00	Siberica	.2 -3	4.25	37.50
Procumbens	.1½-2	5.00	45.00	Pinus (Pine)				Woodwardi	.1¼x1¼	3.00	27.50
Tamariscif'a	1 -1½	4.00	37.50	Austriaca	.2 -3	3.00	25.00	SHRUBS AND DECIDUOUS TREES			
Tamariscif'a	1½-2	5.00	45.00	Mugho Comp.	1 -1½	2.25	20.00	Large assortment of choice varieties for lining out.			
Virginiana	.2 -3	3.00	25.00	Mugho Comp.	1½-2	3.00	25.00	5 of same variety and size at 10 rate.			
Virginiana	.3 -4	3.50	30.00	Strobus	.4 -5	2.50	20.00				
				Strobus	.5 -6	3.25	25.00				

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill. EVERGREEN SPECIALISTS. LARGEST GROWERS IN AMERICA.

Tennessee State Nurserymen's Ass'n.
The annual meeting of the Tennessee State Nurserymen's Association was held at Nashville, January 25, with an excellent programme. After the convention had been called to order by President Willis Shadow, Winchester, who spoke on "Improved Methods in Growing Nursery Stock." Secretary-Treasurer G. M. Bentley, Knoxville, read his report, showing the organization to be in a very good financial condition.

Other instructive papers were presented at both the morning and afternoon sessions and the question box proved of interest to all. Many exhibits of fruit, shade trees and ornamental shrubs were staged, as well as nursery supplies.
The Tennessee State Bee Keepers' Association, held its meeting, January 26, and proved of interest to the nurserymen and horticulturists attending their conventions, for it brought out the relation of bees to their work.
M. C. D.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kalns.
342 pages, illustrated. Price, \$2.25.
American Florist Co.
440 S. Dearborn St., CHICAGO

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

STOCKBRIDGE, MASS.—Geo. H. Breed is erecting greenhouses here and planning to grow vegetables.

THE canteloupe item in this column last week at Kingston, Tex. should have been located at Kingston, Tenn.

Greens Poisoning.

Cambridge, Ida., January 26.—Chas. W. Tuttle and five members of his family, died from botulinus poisoning, caused by eating preserved greens, it is said. Eight other persons, of this city, are seriously ill from the same malady.

Prices of Indoor Fruits and Vegetables.

Chicago, January 31.—Cucumbers, per crate, \$7 to \$8; head lettuce, per crate, \$3 to \$5; carrots, \$3.50 to \$6 per barrel; cabbage, \$2.75 per 100-pound sack; turnips, \$2.50 to \$3 per barrel.

New York, January 27.—Cucumbers, Boston, \$1 to \$2.50 per dozen; mushrooms, per three-pound basket, \$1 to \$1.50; radishes, 100 bunches, \$3 to \$7; tomatoes, per pound, 20 to 55 cents; lettuce, one dozen bunches, \$1 to \$1.75; beet tops, per basket, \$2.

Vegetable Movement.

WEEK OF JANUARY 23-28.

Potato prices have declined in most markets. Wisconsin, Michigan and Minnesota stock at shipping points falling off five to 20 cents per 100 pounds, closing at \$1.60 to \$1.80. Maine stock has been sold to New York and Boston jobbers at \$2.25 to \$2.50, a loss of five to 10 cents. Shipments amounted to 1,972, with Maine, as usual, leading.

Cabbage movement from the south is rapidly increasing, 326 cars having been rolled from that section compared with 192 of old northern stock. New Texas flat type brought \$25 per ton in producing sections and Florida kinds sold at \$1 to \$2 per 1½ bushel container.

Onion values have increased considerably due mainly to a falling off in movement of 25 per cent. A gain of 25 cents to \$1.25 per 100 pounds was noted on No. 1 Globes in eastern markets, bringing \$7.50 to \$8.25. Markets in the middle west, with less rapid advance, closed firm at \$6.50 to \$7.50 for red varieties.

Boxed apples continue to occupy an important place in the market, Washington having shipped 512 cars. Due to the light movement of barreled stock No. 2½ Baldwins advanced 50 cents to a range of \$7 to \$7.25 per barrel. Extra fancy Spitzenburgs have been sold to New York jobbers at \$3.25 to \$3.50 per box.

Sweet potatoes, although showing a falling off of 87 cars in movement, did not gain in price. Tennessee Nancy Halls moved slowly in middlewestern cities at \$1.25 to \$1.40 per bushel.

Celery from California has registered a sharp advance of \$2 per crate at New York, closing at \$10 to \$11, due to the heavy frosts, recently in that state.

Texas spinach has been sold at \$1.25 per bushel at Chicago.

CYCLAMEN

We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at \$10.00 per 100
\$90.00 per 1000.
3,000 2-in. Cyclamen, at \$20 and \$25 per 100
1,000 4-in. Cyclamen, at \$40.00 per 100.
Ask for our prices of Easter Greeting
Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower.
PEKIN, ILL.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

English Ivy

Good, bushy plants, tied to three foot stake,
\$4.00 per dozen, \$25.00 per 100.

HARDY

Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in
our February price list. 2-inch, \$2.75 per 100,
\$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will
be shipped without pots, and will require a larger
size to be potted in when received.

Boston, Scottii and Holly, 4-inch, \$3.60 per doz.,
\$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100;
6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3 inch
stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

February Price List Ready.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

REX BEGONIAS

3-inch, \$2.00 per dozen.
GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poltevine, Vland
Good short jointed plants from 2-inch pots,
at \$3.50 per 100; \$35.00 per 1000.
We ship safe anywhere

Elmer Rawlings, Wholesale Grower
ALLEGANY N. Y.

STAR BRAND ROSES

"American Pillar" and nearly
every other good hardy climber.

Send for our list.

The CONARD &
JONES CO.
Robert Pyle, Pres.



WEST GROVE
PENNA.
Aat. Wintzer, Vice-Pres.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Seasonable Stock

Asparagus Sprengerii, 1½ in., \$3.50 per 100, \$30.00 per 1,000; 2½ in.,
\$5.00 per 100, \$45.00 per 1,000; heavy 5 in., \$25.00 per 100;
heavy 6 in., \$30.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., \$10.00 per 100; 3 in., \$20.00
per 100; 5 in., \$75.00 per 100 specimens; 6 in., \$100.00 per 100
specimens.

Begonia, Glorie de Chatelaine, 2½-in., \$6.00 per 100; Corallina Lucerne,
2½-in., \$10.00 per 100; 2-in., \$15.00 per 100; Metallica, 2½-in.,
\$6.00 per 100; Argentea Guttata, 2½-in., \$8.00 per 100; M. de
Lesseps, 2½-in., \$8.00 per 100; Pres. Carnot, 2½-in., \$8.00 per
100; Thurstoni, 2½-in., \$10.00 per 100.

Coleus, Beckwith Gem, Her Majesty, Defiance, Crescent, Golden Crown,
Trailing Queen and Verschafelti. Rooted cuttings at \$1.50 per
100; \$12.00 per 1,000; 2¼-in. pot plants, \$3.50 per 100; \$30.00
per 1,000.

Fern Dish Ferns, best varieties, 2¼-in., \$5.00 per 100, \$40.00 per 1,000.

Genista, Racemosus, well trimmed, 4-in., \$20.00 per 100.

Heliotrope Centefleur. Best of all purples, 2¼-in., \$4.50 per 100; \$40.00
per 1,000.

Hydrangea, good French varieties, 2½-in., \$6.50 per 100, \$60.00 per
1,000; 4-in., \$20.00 per 100.

Lantanas, dwarf, eight best varieties including three wonderful reds, Craigi,
Jacob Schulz and Michael Schmidt, \$5.00 per 100, \$45.00 per 1,000.

Pelargoniums, cool grown, 2¼-in. pot plants, Easter Greeting, Lucy Becker,
Peter Hoser (brick red), Schwabian, Maid, \$8.00 per 100. Mrs.
Loyal (Pansy Geranium), \$7.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

AMARYLLIS.

AMARYLLIS, 2½-in. stock, \$8.00 per 100; 5-in. plants, 40c each. Montgomery Gardens, Sac City, Ia.

ASPARAGUS.

Asparagus Sprenger, 1½-in., \$3.50 per 100; \$30.00 per 1,000; 2½-in., \$5.00 per 100; \$45.00 per 1,000; heavy 4-in., \$15.00 per 100; heavy 5-in., \$25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus nanus. Grown under glass; guarantee for highest germination. 10,000 seeds, 1650 marks; 1,000 seeds, 170 marks. E. Fromhold Co., Naumburg, S. Germany.

Asparagus Sprenger, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 55th and Springfield Ave., Philadelphia, Pa.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100, \$50.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson, \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias. Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 50 Park Place, N. Y.

REX BEGONIAS. Fine stock plants, in assortment, 4-in., \$3.00 per doz.; 5-in., \$4.50 per doz.; carefully packed. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

BEGONIA, Chatelaine and Luminosa, R. C., \$3.50 per 100; 2-in. stock, \$7.00. Montgomery Gardens, Sac City, Ia.

Begonias, large leaved, in variety, 2½-in., \$8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberoses, Japanese Lily. Write for prices. American Bulb Co., 172 Wabash Ave., Chicago.

CALLAS.

CALLA BULBS
Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.
Size. Diameter Per 100 Per 1000
1¼ to 1½-inch.....\$ 6.00 \$ 50.00
1½ to 2-inch.....8.00 75.00
2-inch and up 15.00 125.00
Satisfaction guaranteed.
SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CALLAS GODFREY. Fine growing plants, 3-in., \$6.00; 4-in., \$15.00; 5-in., \$25.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CANNAS.

100,000 CANNAS. 2 and 3 Eye.
King Humbert, \$3.00 per 100, \$25.00 per 1000. Richard Wallace, \$1.75 per 100, \$15.00 per 1000. Cash. BUSHY FLOWER GARDEN, Bushy, Va.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS
Well rooted stock from sand. Now ready.
100 1000
Matchless\$4.00 \$35.00
Miss Theo 4.00 35.00
Nebraska 5.00 40.00
R. P. Enchantress.....4.00 35.00
Winsor Cersle 4.00 35.00
Enchantress 4.00 35.00
Ward 4.00 40.00
Enchantress Supreme 6.00 50.00
Happy Day 8.00 70.00
Edna 8.00 70.00
Harvester 8.00 70.00
White Wonder 5.00 40.00
Bernice 5.00 40.00
Aviator 5.00 40.00
Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.
Our high quality stock needs no introduction to the trade and is big value at the prices quoted.
100 1000
White Enchantress\$3.50 \$30.00
Pink Enchantress 3.50 30.00
Ward 4.00 35.00
Matchless 4.00 35.00

WIETOR BROS.,
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100, \$45.00 per 1,000. Orders filled in rotation as received.
Montgomery Gardens, Sac City, Ia.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100, 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

COLEUS! COLEUS!
Eight best varieties, well rooted cuttings, \$1.00 per 100. 2½-in. plants, ready for 3-in., extra fine, \$3.00 per 100, \$24.00 per 1000. Cash. KENT GREENHOUSES, Newark, O.

COLEUS. Assorted 2-in. well rooted, \$2.50 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus. Rooted Cuttings; write for prices. H. E. HERR & SON, West LaFayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS
Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonnafton, First Kind Emerita, Mrs. Betty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1,000.
December Beauty, \$45.00 per 1,000.
Rosanda, White Surprise, Muskoka, Orange Queen, Thanksgiving Pink, \$10.00 per 100.
Caprice, Carmelite, Katherine Thompson, Mrs. Greening, Yellow, Lilac, White, Dr. Printemps, \$50.00 per 1,000.

POMPONS.
Vivian Martin, Mary Pickford, Marguerite Clarke Billie Burke, \$8.00 per 100.
Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.
ELI CROSS,
150 Monroe Ave. Grand Rapids, Mich.

CHRYSANTHEMUMS.
Strong, healthy rooted cuttings, ready for immediate delivery.
100 1000
Chas. Razor (white).....\$3.00 \$25.00
Richmond (yellow).....3.00 25.00
Roman Gold (yellow).....3.00 25.00
Pink Chieftain (pink).....3.00 25.00
Intensity (maroon).....3.00 25.00
Marigold (yellow).....3.00 25.00
Oconto (white).....3.00 25.00
Early Frost (white).....3.00 25.00
Seidewitz (pink).....3.00 25.00
Rose Perfection (pink).....3.00 25.00
Smith's Ideal (white).....3.00 25.00
Golden Queen (yellow).....3.00 25.00
White Chieftain (white).....3.00 25.00
Thanksgiving Pink.....5.00 50.00

POMPONS.
L. Doty (light pink).....\$3.00 \$25.00
Buckingham (pink single).....3.00 25.00
Angelo (fine early pink).....3.00 25.00
Godfrey (late pink).....3.00 25.00
H. Canning (bronze).....3.00 25.00
Volunteer (yellow).....3.00 25.00
White Gem (white).....3.00 25.00

WIETOR BROS.
Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

CHRYSANTHEMUM CUTTINGS.
Clean, healthy stock ready for immediate delivery.
100 1000
Marigold\$5.00 \$40.00
White Chieftain 5.00 40.00
Halliday 6.00 40.00

PETER REINBERG, INC.
Wholesale Florists.
30 E. Randolph St. Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co. Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$30.00 per 1,000. 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. Some bargains for a short time. LYNDHURST FARM, INC.

First Road, Hammonton, N. J.

ECHEVARIAS.

Echevarias, 3-in., \$5 per 100, if taken before March 1st. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

FERNS.**BOSTON FERNS.**

Good, strong bushy stock.

5-in. \$0.40
6-in. 75
7-in. 90
10-in. 2.00

Packing charges free.

DAVIS FLORAL CO.

Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsa, Md.

Table ferns, standard varieties, 2½-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

BOSTON FERNS. 3-in., 8c each; 4-in., 25c each; 5-in., 50c each; 6-in., 75c each; runners, \$2.00 per 100. Cash, please. Montgomery Gardens, Sac City, Ia.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FEVERFEW.

FEVERFEW. 2-in., \$4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

GLADIOLI.**BARGAINS IN GLADIOLI**

Halley, sizes 1¼ to 2½, \$19.00 per 1,000; Ida Van, 1¼ to 2½, \$20.00 per 1,000; Mrs. Frances King, 1¼ to 2½, \$20.00 per 1,000; Mrs. Watt, 1¼ to 2½, \$19.00 per 1,000; Panama, 1¼ to 2½, \$23.00 per 1,000. Primulinus, mixed, 1¼ to 2½, \$15.00 per 1,000; Primulinus, mixed, planting stock, ½ to ¾-in., \$5.00 per 1,000; Primulinus, mixed, bublets, 60c per qt., \$14.00 per bu.; Halley bublets, 75c per qt., \$16.00 per bu. First class stock. Cash with order.

KARL E. SCHMIDT

27 Frances St. Auburn, N. Y.

GERANIUMS.

GERANIUMS. 2½-in. pots. S. A. Nutt, Buchner, \$6.00 per 100, \$50.00 per 1,000. Richard Poitevine, Hill, Presilly, Viand, Mad. Barney, Landrey, etc., \$7.00 per 100; \$65.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., \$3.50 per 100; \$35 per 1,000. Elmer Rawlings, Allegany, N. Y.

GERANIUMS.

GERANIUMS. S. A. Nutt, R. C., \$3.00 per 100; 3-in., \$800 per 100; Ivy Leaf, 2½-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.**HYDRANGEAS**

Field-grown, one-year old, in the following varieties and sizes:

Henry Lambert, Wm. Pfitzer, Lily Mouliere., Mme. Petrick and Mme. Riveraine. 3 to 6 branches.....35c each
6 to 9 branches.....40c each

ANTON SCHULTHEIS

316 Nineteenth St. College Point, N. Y.

IMMORTElLES.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. C. J. Speelman & Sons, 470 Greenwich St., New York.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100, \$25.00 per 1,000; 3-in., \$3.75 per 100, \$35.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsa, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1,000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1,000; \$16 per 500, \$8 per 250. H. N. Brums, 3032-42 W. Madison street, Chicago.

Clumps 5x5, \$18.00 per 100. LYNDHURST FARM, INC., First Road, Hammonton, N. J.

NURSERY STOCK.

10,000 Water Oaks, all sizes; 1,000 Oriental Plane, 12-ft. up; 650 Deutzia, 4 to 6 ft.; goodly number Weigelia, Forsythia, Althea, Spirea, Magnolias, Conifers; 150 Purple Lilac; 50,000 Amoor River Privet, (south), 2 to 3 ft. All this stock is ready to ship. Will make attractive prices for spring delivery. Satisfaction guaranteed. THE CURETON NURSERIES, Dept. 54, Anstell, Ga.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-8 ft., 6-8 ft., 8-10 ft., 10-12 ft. Grape Vines, 1 and 2-year; Spirea Van Houttei, 12-18 in., 18-24 in., 2-3 ft., 3-4 ft. Write for prices. T. W. RICE, Geneva, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

Select Giant Flowering Pansy seedlings. 40,000 now ready, per 100, \$4.00; 4,000, \$15.00; prepaid. HILLCREST GARDENS, Albert Lea, Minn.

PELARGONIUMS.

Pelargoniums, Easter Greeting, Lucy Becker, Joy, three best sellers for Easter and spring sales. Strong, clean stock. 2½-in., \$8.00 per 100; 4-in. Greeting, strong spaced plants, ready for 6-in., 20c. Cash. Satisfaction assured. O. B. ULERY, 1325 Maiden Lane, Springfield, O.

PRIMULAS.

Primula obconica, 2½-in., good strong plants at \$6.00 per 100; \$55.00 per 1,000; 4-in., at 25c; 6-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Primula Malacoides Townsendii, 3-in., in bloom, per 100, \$15.00. The Park Floral Co., Box 665, Denver, Colo.

PRIVET.

Amoor River Privet, (South), one-year, very fine, 2-3 feet, \$30 per 1,000; 3-4 feet, \$40 per 1,000 in car lots or less. California Privet, one-year, very fine, 2-3 feet, \$20 per 1,000. Crepe Myrtle, deep red and purple, one-year, 18-24 inches, \$50 per 1,000; 12-18 inches, \$40 per 1,000. No finer stock grown. THE S. R. McKEE ROSE GARDENS AND NURSERIES, Jacksonville, Tex.

PUSSY WILLOWS

Pussy Willows for Forcing. Select stock full of buds, \$1.00 per 100, \$8.00 per 1,000. L. MOSBACK, Askov, Minn.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
\$35.00 per 100; \$300.00 per 1,000
CHARLES H. TOTTY CO.
Madison, N. J.

ROSE PLANTS—2½-INCH
Large Stock—None Better
100 1000
Columbia\$9.00 \$85.00
WIETOR BROS.
Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEEDS.
New crop, live vigorous seeds, of Nanus type. Will make quick-growing, profitable plants. Satisfaction guaranteed.

1,000 seeds	\$ 1.50
2,000 seeds	2.50
5,000 seeds	5.50
Per pound	10.00

ASPARAGUS SPRENGERI SEEDS.
1,000 seeds\$1.00
2,000 seeds 1.75
5,000 seeds 5.00
Per pound 7.00

SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

Established in 1856. Seeds suitable for the most critical market garden trade. Submit your list of requirements. We will return with special prices.
GREGORY'S HONEST SEEDS
Marblehead, Mass.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000.
S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Salvia, new crop. Petunia, new Giant Ruffled. For varieties and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrier Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

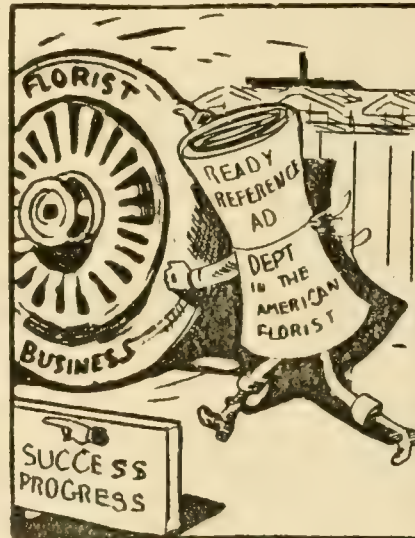
SEEDS.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbenia in variety. Waldo Rohnert, Gilroy, Calif.



It Puts Its Shoulder to the Wheel.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS. Fine flower; pansy a specialty. Write for catalogue. Frederick Roemer, Quedlinburg, Germany.

SEEDS.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

STOCKS.

Stocks. Beauty of Nice, 2½-in. pots, \$7.50 per 100, \$65.00 per 1000. White, lavender, shell-pink, rose-pink, lilac and purple. ROMAN J. IRWIN, 43 W. 18th St., New York.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

VINCAS.

Vincas, variegated, bushy, 2-in., \$4.00 per 100; 4-in., \$12.00 per 100. Carefully packed in corrugated cartons. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$8.50. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

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Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

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TRADE IS QUIET.

Trade has been rather quiet the past two weeks and the cold weather has affected some of the stock arriving, but not to the extent of making it unsalable. *Lilium Harissii* is very plentiful and a few callas are arriving. Sweet peas are obtainable, although the stems are short and the quality only fair. There are large offerings of yellow and Paper White narcissi, tulips, daffodils and freesias. The supply of carnations is limited and the quality fair. Roses are still on the short side and due to so many cloudy days they are not up to standard. Columbia and Ophelia appear to be better than the rest. Lily of the valley is plentiful but cattleyas, cyripediums and orchids are scarce. Bulbous plants, of all kinds, move well and no shortage is reported.

NOTES.

The employees of Geo. T. Boucher's store and greenhouses had a sleigh ride and dinner dance, January 17, the latter taking place at Avon inn, Avon, N. Y. There were 26 in attendance. Mr. Boucher is selling good cinerarias, primroses, freesias and cyclamen in pots.

Geo. O. Havill featured an attractive window display recently, of yellow narcissi, daffodils, etc., arranged in a fountain design. Cibotium ferns formed the background.

Salter Bros. have a fine display of forsythia at their East Main street store.

H. E. Wilson is now growing cattleyas at his greenhouses on Hudson avenue.

Miss Hattie Ellis was confined to her home last week, with a strained back, having slipped on a narcissi stem.

Apple blossoms and wild smilax in huge quantities formed the decorations at the auto show, January 17-21.

Felix Alberts is making a feature of baskets of spring flowers.

Visitor: M. Blackshaw, of Morris Cohen, Inc., New York. CHESTER.

Evansville, Ind.

PRICES HOLDING FIRM.

The florists report that trade has been very good during the past week. Funeral work has been especially active but party decorations have not been numerous. The call is running largely to loose flowers and corsages aside from funeral pieces. Roses, sweet peas, carnations and violets are the leaders at the present time and the prices are holding up well and the supply has been equal to the demand. St. Valentine and Easter holidays are expected to swell the volume of business of the local firms. Florists say that there is no indications of reductions in flower prices in the near future as they now are paying their help practically the same wages that were paid them during the war. A good many weddings have been scheduled for this section during the months of February and March and these will help the business to a large extent. General trade conditions are improving and collections are holding their own very well.

C. L. Niednagel, of the Niednagel Floral Co., has been appointed to some

Best Books for Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price \$2.50.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price 90 cents.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants, illustrated. 325 pages. Price, \$2.00.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$7.50.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing 262 pages, freely illustrated. Price, \$1.75.

Chrysanthemum Manual.—By Elmer D. Smith. Fourth Edition. Profusely illustrated. Price, 60 cents.

Mushroom Culture.—By E. M. Duggar. 260 pages, fully illustrated. Price, \$2.00.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 338 pages. Price, \$2.25.

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How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$2.25.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$2.25.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, \$5.35.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 69 pages, illustrated. Price, 50 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 616 pages. Price, \$1.25.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.50.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.

Insects Injurious to Vegetables.—By F. B. Chittenden. 163 illustrations in the 262 pages. Price, \$1.75.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, \$2.50.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price \$3.25.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.

The Goldfish.—By Hugo Mulertt. 100 pages. Handsomely illustrated. Price, \$2.00.

Landscape Gardening.—By Sam'l Maynard. 238 pages, 165 illustrations. Price, \$1.75.

How to Grow Roses.—By Robert Pyle. 125 pages. Illustrated. Price, \$1.00.

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business has been exceptionally good since the first of the year and they look for a fine spring business. They say that their supply has been ample to take care of the demand. W. B. C.

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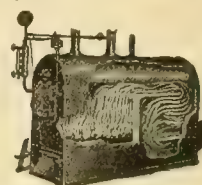
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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LVIII.

CHICAGO AND NEW YORK, FEBRUARY 11, 1922.

No. 1758

THE AMERICAN FLORIST

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Fifth National Flower Show.

The Fifth National Flower Show will be held
at Indianapolis, Ind., March 25 to April 1, 1922

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FIFTH NATIONAL FLOWER SHOW

Transferred From Cleveland O., to Indianapolis, Ind.

No Change in Dates, March 25-April 1.

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The Fifth National Flower Show will
be held at Indianapolis, Ind., March 25-
April 1, due to the fact that the audi-
torium, at Cleveland, where the exhibi-
tion was originally planned to be staged,
will not be completed in time. Because
of the change the National Flower Show
committee immediately notified the
State Florists' Association of Indiana
and a joint meeting was held at the
Chamber of Commerce rooms, Indianap-
olis, February 7.

The meeting was opened by President
S. F. Hitz, of the state association, who
handed the gavel to Geo. Asmus, of Chi-
cago, chairman of the National Flower
Show committee. Mr. Asmus briefly
outlined the reasons and causes for
bringing the show to Indianapolis and
assured the association of the personal
support of the national committee as
well as the committee appointed in
Cleveland. He submitted a report of
the expenditures and receipts estimated
by the executive committee of the show
to be held in Indianapolis and told of
the various plans that the committees
in Cleveland had outlined. The posters,
stickers, and other work accomplished
by them were presented for considera-
tion. Mr. Asmus was very optimistic as
to the location of Indianapolis for hold-
ing the exhibition and endeavored to en-
lighten all those present on any doubt-
ful points.

President S. S. Pennock, of the So-
ciety of American Florists, was present
and on behalf of the society assured the
state association of the untiring sup-
port of the committees already ap-
pointed and the help of every officer of
the society. Herman P. Knoble, a mem-
ber of the national committee, in an in-
teresting talk, greatly helped to clarify
the matter of finances. Treasurer J.
J. Hess, of the Society of American
Florists, assured those present that the
finances of the show would be well

taken care of and spoke of the guaran-
tee fund. W. H. Duckham, Madison,
N. J.; Frank H. Traendly, New York;
A. F. J. Baur, Indianapolis, and Jos.
H. Hill, Richmond, Ind., were other
members of the committee who gave
brief talks. Secretary John Young, of
the national society, was present and
will make his headquarters at Indianap-
olis, about February 17, to remain until
after the show. Upon a motion made by
Jos. H. Hill and passed unanimously, it
was decided to hold the exhibition at the
State Fair grounds, on the original
dates.

John B. Reynolds, secretary of the
Indianapolis Chamber of Commerce,
spoke on behalf of that city and as-
sured those present that the chamber
would do all in its power to make the
show a huge success and would fully
co-operate with the local committees,
offering the services of the members of
the chamber, its rooms, records and
general assistance in all matters.

Mr. Asmus then appointed Irwin Ber-
termann, 241 Massachusetts avenue, In-
dianapolis, executive chairman of the
local committees and by a unanimous
vote the appointment was confirmed by
the state association. The general
meeting adjourned and a special meet-
ing, comprising the members of the na-
tional committee, officers of the asso-
ciation and Mr. Bertermann was held,
the purpose being to appoint chairmen
for the various working committees, un-
der Mr. Bertermann.

The following is a list of the chair-
men: Publicity, Fred Millis; admissions,
Claude Wallin; decorations—exterior,
Walter Bertermann; interior, H. S. Wie-
gand; local exhibits, Henry Rieman; re-
tail exhibits, Fred G. Heintz, Terre
Haute, Ind.; transportation, Jos. Mc-
Gowan; information, Oscar Carlstadt;
concessions, Len Elder; lectures and
school gardens, E. E. Temperly; music,
L. E. Hitz, Madison, Ind.; nurserymen,
Harry Hobbs; out-of-town exhibits, E.

H. Mann, Richmond, Ind.; printing, O. E. Steinkamp; special premiums, Fred H. Lemon, Richmond; special features, C. R. Green; club committee—composed of the five Indianapolis dinner clubs as follows: Rotary Club, Kiwanis Club, Optimists' Club, American Club and Chamber of Commerce.

M. M.

What Babson Says.

Roger Babson, who makes a specialty of statistical information and market forecasts, claims there are 12 periods in each business cycle, as follows:

1. Every cycle begins at the peak of prosperity, accompanied by large profits and high wages.

2. This is followed by a period of inefficiency, accompanied by declining bond prices.

3. Next we have the period of dishonesty and profiteering, accompanied by declining stock prices.

4. Then comes the periodical crime wave, with declining commodity prices.

5. Lack of confidence is then everywhere apparent, which results in general unemployment.

6. People must then cut down living expenses, families double up, all of which results in declining real estate prices. This is the end of the general decline and improvement usually begins at this point of the cycle.

7. Thrift becomes more evident and this results in declining interest rates, allowing banks to loan money to start new building and again set the wheels of industry moving.

8. The unemployment period always results in greater efficiency, which is evident at this point in the cycle. Increasing bond prices are noticeable at this time.

9. People become more honest, fairer prices are asked by both merchants and labor. We get a dollar in value whether buying merchandise or labor, which we did not get during the period of prosperity.

10. Renewed religious interest is now evident, resulting in restored confidence and greater buying, with the strengthening of commodity prices.

11. This followed by great activity in all lines, with labor fully employed.

12. The cycle has been completed; extravagance and waste are again in evidence with high money rates.

Mr. Babson's opinion is that we have now reached No. 6 and the improvement is at hand.

DETROIT, MICH.—The Indian Village Greenhouses was recently incorporated, capital, \$6,000. Michael Bloy, Geo. R. Doemling and Walter Walters are prominent stockholders.

OLMSTED FALLS, O.—John Klink, formerly located at Chicago, O., (now Willard), intends to start again in the greenhouse business here, and is looking up information on greenhouse building.

AMARILLO, TEX.—The Amarillo Florist is the name of a new retail establishment to be opened here, about February 10, by A. Alenius, at 419 Polk street. He will continue to operate the Amarillo Greenhouses at Fourth and Jackson streets, this city.

BEATRICE, NEB.—E. W. Dole, for 20 years president of the Dole Floral Co., recently sold his interests in the concern to Peter Durham, G. M. Johnston and his nephew, Walter S. Dole. Mr. Dole is planning to move to Peru, Neb., in March, where he will establish a 45-acre nursery on his property there.

PLANT NOTES.

Antirrhinums.

The grower of antirrhinums has an opportunity now to select the best plants from which to propagate the stock for another year, as the plants are now producing fine spikes and it is possible to select the best types. Those that have fine large flowers set closely together on the stem, and yet not close enough to crowd, are to be preferred. The earliness of blooming is another matter to take into consideration. It will be found in raising these plants from seed that there is little difference in their time of blooming, and for winter flowering the earliest that there are of good type should be chosen. There are plenty of good cuttings to be obtained now, for the laterals which grow from the axil of each leaf make the best cuttings and the flower is enlarged by their removal. Plants that are in bloom will be benefitted greatly from now on by feeding either with liquid manure or a strong mulch, and the next growth thinned to eight or 10 shoots, which will insure a much better crop for spring cutting than to allow all the small shoots to grow. Keep the plants tied erect all the time, for it takes but a few hours' sun to draw the tip up from a stem that leans away from the center with the result that a crooked stem is formed, which greatly impairs its appearance. These spikes of bloom should be handled very carefully, especially the long sprays, for they are very brittle and break easily. It is better not to cut too many at once. When cutting hold

them with the heads hanging down, and when there are as many as can be easily held in the hand, cut, take them at once to the flower room, trim off all surplus growth and tie the stems a dozen in a bunch, then loosely tie strings around the center and toward the top of the bunch, and place the stem in a deep jar of water. This prevents crooked stems so often seen, for the plant continues its growth after being cut, and if allowed to hang away from the jar the blooms grow crooked.

Pelargoniums.

While all the plants so well known as geraniums are pelargoniums, yet it is the show of fancy type called by many Lady Washington geraniums that are generally known under this name. The plants that are wanted in bloom in April and May will now be in their blooming pots and beginning to show their blooming growths, but for June and July flowering the plants should now be shifted to the blooming pots, five or 6-inch as the plants may require, except large specimens, of which few are now seen. They like a turfy, coarse loam, to which may be added one-fourth well rotted manure, and if the soil is heavy a liberal amount of sharp sand to keep it open, and the plants should be potted very firmly. A cool, well-ventilated house should be selected for growing them, and until the days grow warmer and brighter, they should be watered sparingly. In early spring, when they are well covered with foliage and the blooming shoots begin to grow, more water will be needed. A little stopping may be necessary if the plants send forth strong, long growths, to make the plant shapely, but care and judgment should be used in this opera-



GENISTA RACEMOSA BUSH FORM.

tion, which should cease upon the appearance of the bud shoots, which are easily distinguished by the different manner of growth. Do not attempt to take any cuttings at this time, for after the plants are through blooming is the best time for propagation, and any cuttings taken now are pretty sure to rob the plants of the bloom. These plants are very subject to attacks of both red spider and green fly, and should be fumigated or sprayed regularly. As the extremely hot, dry days of summer approach a slight shade will be found very beneficial to both the plants and flowers.

Verbenas.

The verbenas makes a very satisfactory bedding plant if properly grown, but the thin, spindly plants produced from late grown seed and planted in flats and baskets as closely together as is possible in order that they may be sold at a cheap price, seldom make any showing in the beds until very late in summer. The seeds should be sown early enough that the plants may be stopped and branched and grown in pots, and one plant so grown will make more showing during the season than half a dozen of the poor plants so freely offered at the spring sales. It is really better to buy the rooted cuttings of selected varieties that are advertised at this time than to sow seed after the middle of February. Seed sown up to this date, however, can be grown on to make fine plants. Care must be exercised in the germination of the seed, which is often blamed for the carelessness or lack of knowledge of the grower, for the seed damps off very easily when it germinates, being very sensitive to any change in temperature in moisture. Until they begin to make growth, the plants should be watched carefully, never allowed to become dry, or exposed to any draughts.

Genistas.

The plants of genistas should now be making their flowering growth and no further pinching will be necessary except in the case of long, strong growths which sometimes break from the stem and thereby spoil the symmetry of the plant, and these should be cut back as soon as they grow beyond the other flowering shoots. They can now be bloomed in succession by moving some into a warmer house, but those that are wanted at Easter are still better left in a cool house, one with a temperature of 45 degrees being the one that will produce the best results. These plants are never partial to great heat, reveling in a cool atmosphere, and often when taken into the warm living rooms where the air is extremely dry will soon drop their leaves. Those that are being grown to certain shapes, such as the balls, pyramids or baskets, will doubtless require some pinching back yet, but this should be done with great care or the flowering buds will be removed. A close examination of the tip of the shoot will clearly show whether the buds are forming and when this occurs all pinching must be immediately stopped. Any blind wood or extra strong growths that are cut out may be made into cuttings and young stock obtained. These will root much better in a cool propagating bench than in one where the bottom heat is confined. When the plants are full of bloom they will require heavy watering, and do not place them in a dry, warm location for any great length of time.



GENISTA RACEMOSA. STANDARD FORM.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

There is nearly always the need of a little quickening to the business and most of the time the pressure should be good and strong. To be satisfied to stand idly by and see flowers go to waste, or carry such a meager stock that would-be customers go out because they do not see what they want, fits in with the phrase "There is not much doing" and there never will be in a store where the business has to be forced on them by the customers.

The wide awake retailer by his progressive methods creates and invites business; he is always busy or if he thinks there is a lull coming is at once on the job to ward it off with additional attractive features that call attention to his stock and suggests its use in all the affairs of life.

KEEP CUSTOMERS AND PROSPECTS INFORMED.

It is safe to say that but 50 per cent of retail florists ever send a line to their customers or prospects. Some few of these perhaps do get out a Christmas or Easter card or invitation, thinking that is sufficient. Publicity in all its

ramifications is the mainspring of the busy store. First, there is the outside or front of the store decoration that is neglected by at least 75 per cent of the shops. The nature of the business is such that the flower shop should always, with its decorated exterior, stand out and be more conspicuous than any other establishment in the block. This feature is then to be backed up by the window display, which should have a bright attractive story to tell every day. Then the pleasant inviting interior with its featured stocks has its compelling power on all who see it. These, however, in the course of a day are comparatively few.

The store at its best must have a more or less continuous stream of customers which to secure and maintain, one will find the greatest efficiency in printers' ink. The columns of the newspapers are expensive but if used intelligently always featuring flowers in connection with this or that current event, weddings in spring and autumn, or a special box of flowers at a price, always something specific, results are certain to come when the cumulative value of the repeated advertising begins to work. To get the best results there should be a well planned campaign for at least nine months in the year. Returns may seem disappointing for a time, but the cumulative value of last

year's work will extend into the new year and add greatly to the new publicity.

Direct to customer advertising by postal cards and leaflets is an immediate and sure method of carrying the store's news and invitations to patrons and prospects when feature sales are being used to put new life into the business. When every one of two, three or 5,000 people, all flower buyers, receive such a notice in their morning mail satisfactory results are certain to follow, particularly if, when calling at the store, they always find something of interest, which is a matter that is most important, as advertising must always be backed up with the goods.

Do your bills go out regularly on the first of the month? This is most important. Many customers pay immediately on receipt of the account and others on the tenth when they are generally all received. It is a very important matter where there is not a regular bookkeeper, to look the order sheets over every night and see that all prices have been carried out correctly. It furthers the work to make out bills at spare moments and add the later purchases if any on the last day. When a bill rendered has gone out twice, it is time to give the account special attention. A polite request will generally bring results, but if not after 10 days, follow with another. Every dollar lost in bad bills amounts to the profit on \$10 worth of trade and should always be looked at from this angle.

SPRING BOXES OF FLOWERS POPULAR.

The market is now full of flowers all of splendid quality, most of which can be sold at moderate prices. Sweet peas are at their best and should be featured in every possible way. Daffodils are plentiful and these two with a few others will make fine spring boxes of cut flowers that can be pushed successfully at this time.

The store's facilities should now be working overtime in making the most of the business of St. Valentine's Day. Those who have faith in its demand and make a bid for the business, with well arranged baskets, corsages and other features as well as decorated pot plants, all given a valentine flavor with arrows, ribbons, mottoes, etc., will have about all they can do. The demand for valentines is not nearly what it might be if the trade were united in pushing flowers for valentines and making it the general custom for all classes of people.

Proprietors who have learned the art of approaching and selling customers and the many little courtesies that can be used to such advantage, should take every opportunity to impart this information to their young men and women learning the business, and thus increase their efficiency.

Mission of the Flowers.

The progressive retailer who is deeply interested in increasing the popularity of flowers should be full of suggestions as to the many uses to which they may be put, and in every way possible keep these constantly before the eyes of his customers. The made-up box of flowers, the artistically arranged basket, the little cradle, the commencement bunch, and many other arrangements in window display, all with explanatory cards calling attention to their various uses, will often bring to the mind of the observer a transpiring event that otherwise would have been forgotten, or flowers are shown to be more appropriate than something else in mind.

The following list of every day events in life for all of which the sending of

flowers are most appropriate, if printed in leaflet form, could be enclosed in boxes of flowers or other packages and all postal matter, which distributed without expense would provide the best form of direct publicity:

"Flowers are just flowers to many while to others they are full of life and have a language all their own that carries the message better than the written word. They are the jewels of the summer garden and landscape which they enrich and beautify, while in the warm atmosphere of the greenhouse, defying the winter storms, their summer glory of bloom is continuous.

"When the stork leaves his gift your message to the little stranger is best said with flowers.

"To express best wishes and many happy returns for the birthday nothing is more appropriate than flowers.

"There is no gift like flowers with which to pay an obligation.

"To brighten and bring cheer to the sick room there is nothing so acceptable as cut flowers or a beautiful blooming plant.

"One of the important events of life is the commencement. The memory of the flowers received at this time will be everlasting.

"In the spring time of life when hearts beat in unison, flowers reign supreme, their beauty and fragrance being far more expressive than words.

"The flowers for the corsage are the finishing touch to the costume.

"Flowers are a medium that express sentiment better than mere words.

"When the public man takes up the

reins of office, congratulations should be voiced in flowers, and recognition of his achievements made in the same manner on the occasion of his birthday.

"As a bon voyage gift flowers are charming, while the welcome home box on the return of the tourist is certain to be appreciated.

"There is no more acceptable place for flowers than the dinner table, where with their beauty and fragrance, they add a refining influence that is most enjoyable.

"Flowers are especially fitted to carry your message of condolence to the bereaved and nothing could be more appropriate than a cluster of choice blossoms as a last tribute to the deceased friend."

MINNEAPOLIS, MINN.—Rice Bros. are embarking in the greenhouse business, and will grow a general line of stock.

MEMPHIS, TENN.—W. C. Johnson, of Johnson's Greenhouses, and wife, have been calling on the trade of Chicago and Springfield, O. This firm planted 10 acres of peonies last fall, and expect to extend the acreage of these plants in the near future.

COLUMBUS, O.—The resignations of S. W. Moore, chief horticulturist of Ohio for eight years, and Chas. McIntyre, chief agriculturist, have been accepted by Dr. H. S. MacAyeal, director of the state department of public welfare. The two positions, each of which paid a salary of \$3,000 annually, will be combined in the interest of economy.



VALENTINE FLOWERS AND PLANTS.

Small Vase Basket of Assorted Flowers and Valentine Chiffon.

THE ROSE.

General Care of Plants.

At this writing, February 10, we have had three clear days in the last 20, some rose weather, and one is fortunate to be able to keep the foliage on the plants under these conditions. However, the grower must take a chance now and then and do a little syringing or the plants will become so infested with red spider that they will be beyond recovery. We usually syringe about twice a week, rain or shine, and, in order to dry off the houses, we turn on a number of pipes and ventilate quite freely. After syringing, which is done quite early in the morning, we beat off the surplus moisture with a piece of hose about two feet in length, tapping the plants lightly near their base, and with the extra amount of tempered air, there is seldom enough moisture left on the plants by night to do any harm, care being taken to see that the night temperature does not drop below 60° after syringing on a cloudy day. We have been applying a light mulch right along through the winter about every six or eight weeks apart, about as much as can be taken out of a box with both hands, placed at the outside edge of the bed between each plant and washed out immediately, using a nozzle that cuts the manure rapidly and flows same evenly over the bed. This should be followed up with a good sprinkling of air slaked lime in the walks and around through the base of the plants. Be sure that the lime is absolutely dry, otherwise the good effects are lost as with the lime in the proper condition, it will create a fog throughout the house. By strictly adhering to the above methods, we have our plants free from spider and black spot, and although not blooming profusely, owing to so much dark weather, they are in excellent condition and ready to go to work with the aid of a little sunshine.

We have not removed any great amount of wood for cuttings up to this time, only enough stock taken from the plants at different times to keep the plants in good shape, as one has had to use great care in not stopping down the plants too much by removing the wood. Then again, with roses bringing top notch prices, the grower on the small range can perhaps realize more from the flowers than from the amount of young stock he could sell, particularly, if it was detrimental to the plants to remove much wood, which in our case it would have been so. We are only propagating for our own requirements, and as our plants are now in fairly good shape to give us some good wood for propagating this month, we feel justified in going slow with the cuttings up to this time. Mulching is a very important part of the work for February, and from February 15 until March 1 will be a good time to apply the mulch, which can be used a little heavier perhaps than the mid-winter applications. Still, one should use care at all times when feeding, and it would not be advisable to mulch a house where the plants are carrying very little foliage, as there is practically little or no root action under such plants, and they should be let run a little on the dry side, syringed frequently, and not given any extra feeling until they make new growth. The plants that will be benefited by the mulching are the ones that have not received a check. They will stand the feed, water and air at all



CORSAGE BOUQUET OF VIOLETS AND SWEET PEAS.

times. Be sure to wash out the mulch as fast as it is being put on the beds, and not to leave any of the mulch unwatered overnight, or the ammonia may and will do considerable harm if the manure is of any account and even when watered in, we would suggest leaving a crack of air on the houses for the first night, unless there is a strong wind blowing outside, when it will be hardly necessary.

The young stock should receive the most careful attention at all times. Give the young plants a sunny location; the best place in the range is none too good, and see to it that the house is not a draughty one. They should be set up on raised benches that have been covered with an inch of finely screened soft coal ashes which should be given a good soaking and packed firmly. Never plunge a rose pot in the ashes, but keep them on top. Put a very careful employe in charge of the young stock and caution him about spotting out the dry plants here and there before giving them a general watering, and remember that they must be sprayed frequently and with plenty of force in order to keep them free from spider, etc. Therefore, they should be set up carefully, and if the bed should be too wide to let the pots finish snugly against the sides, a

strip should be tacked inside to remedy this fault, and then the trouble of upsetting the plants when syringing them will be avoided. Fumigate frequently and keep the smell of sulphur around, nearly all the time, and when it comes time to shift them (which should be after one growth has been made), pot firmly and drain anything from a ¾-inch pot, up. Also avoid crowding.

E.

TROY, N. Y.—H. W. Gordinier, president of the H. W. Gordinier & Sons Co., died recently. The business will be continued by J. G. Leverage, George Gordinier, and C. H. Gordinier, all of whom have been connected with the company for more than 20 years.

SCHENECTADY, N. Y.—Benj. Grote, formerly with the Park Floral Co., Denver, Colo., recently purchased a one-half interest in the store and green houses, of A. C. Kopper, this city, and will assume the management of the greenhouses the last of January.

SANTA ROSA, CALIF.—C. M. Leopold recently succeeded to the business of Leopold & Chappell, retail florists. Mr. Chappell, the retiring member of the firm, will devote his entire time to his greenhouse establishment on Sonoma avenue.

WITH THE GROWERS

Henry A. Dreer, Riverton, N. J.

The Henry A. Dreer greenhouses at Riverton, N. J., are interesting at all seasons and to the storeman and grower, particularly so during midwinter when the immense palm and fern ranges are filled with their growing stocks. Although the firm has just had an unusually large fall sale, which culminated with their early December deliveries of palms, ferns, fancy crotons and other ornamental foliage plants, there seemed to be not a foot of empty bench space in any of the houses, all being filled to the doors with growing or marketable stock.

The immense palm ranges which comprise more than half the place, contain a wonderful stock of which Wm. Taplin, in charge of this department, is justly proud. *Kentia*, *Belmoreana* and *K. Forsteriana*, in seedling boxes, flats and in 2½-inch pots, are seen by the hundreds of thousands, while there is house after house of stock in three, four and 6-inch pots and in tubs in various sizes from seven to 12 inches and some larger, all wonderfully well grown, mostly from seed sown on the place.

As this firm had before the war been large importers of palms they have since then been compelled to look elsewhere, and have found the out-door California stock a fairly good addition to their home grown. While palms make a quite rapid growth in California, yet during the dry season they are greatly troubled with red spider, which at times is so thick that its accumulation on the trunks of trees is such as to turn them red. Very fine plants of the various *Phoenix* are grown there, but freight charges on such stock are heavy, and they are from fifteen to twenty-four days on the way.

Keeping up their stock of various sizes for their regular trade has been reduced to a system by selections in all sizes, many blocks being marked reserved for making up, and others under number for growing on into larger sizes. While there are quantities of single specimens, made-up plants are also very popular. These are started in 6-inch pot sizes. Most made-up plants consist of four palms each, two large and two small about a year's growth apart, which is continued up into the larger sizes. The leaves of the taller plants are tied together when being made up as there is at times considerable soil removed from the roots and they are apt to sag if not tied up, and in their recovery remain in this undesirable shape.

The temperature in all the growing on palm houses is 56 to 58 degrees night, as at much below this they are apt to remain dormant. Newly potted or made-up stock is kept at 60. All the pot stock, 3-inch pots and below, is plunged in ashes on slate tables which keeps them moist and holds them erect while being syringed. It would be hard to find a more healthy and even lot of palms in their various sizes than can be seen here.

Areca leutescens is a quantity stock, as is *Cocos Weddleania*, which latter is started three seeds in a 2-inch pot. This palm makes a long tap root which in the small pots follows the curve and is easily transplanted without breaking.

FOUR NEW DRACAENAS INTRODUCED.

Dracaenas are a specialty, four new ones being introduced this year that are worthy of note. *Juno* is broad leaved with a rose pink variegation on the green, a strong and vigorous grower. Mrs. Andre might well be called a glorified *D. terminalis* having much broader and if anything much brighter colored leaves than this popular variety. It is very striking. *Harmony* is green and white with a bead-like edge of pink, which coloring also runs into the body of the leaf. It colors well in a 3-inch pot size. Mrs. Scott is a bronze green, edged with reddish pink, it has a fine habit with well balanced growth and a very pretty variety.

In the fern ranges *Cyrtomium Rochfordianum compactum*, which originated here, is grown by the housefull.



H. W. Sheppard, Cincinnati, O.

Vice-Pres.-Elect American Carnation Society.

a most dependable florists' fern. *Asplenium viridescens*, with its bright green fronds, is another headliner. There are quantities of that most valuable decorative variety, *Cibotium Scheidei*, which was first grown here commercially. *Adiantum Farleyense* has given way to *A. Mooredrecht gloriosum*, or commonly known as the *Glory fern*. It closely resembles *A. Farleyense* but is stronger and produces freely from seed which gives it a great advantage as a commercial fern. In spite of its apparent easy reproduction from seed, it is in such constant demand that little is now on hand except small seedlings that will not be much of a factor until next summer. Hundreds of thousands of little fern dish ferns pricked off in flats fill several houses.

A new bougainvillea called *Crimson Lake* on account of its color, will make a sensational Easter plant when it gets in the hands of some of the Easter plant growers. Its brilliant coloring is remarkable.

NO FOREIGN ROSE PLANTS AVAILABLE.

In view of the fact that no foreign rose plants are available the stock of budded roses as seen here is remarkable. There are at least 300,000, all to be sold in five and 6-inch pots, into which they are now being potted as

fast as a trained force can do the work. These are all strong field grown stock which when potted are cut back to about eight inches to a foot above the pot. One hundred and fifty frames outside, each 6x150 feet are all filled, and a large range 150x200 feet will have its ground floor entirely covered with three and four tiers of 6-inch pots, set pot against pot. The list of varieties contains all the newest and best, amongst them a quantity of Paul's Scarlet Climber, the most brilliant of all roses.

At the firm's River View greenhouses, crotons are a feature showing a luster and brilliance of foliage that makes them most effective in decorative work. An immense quantity of French hydrangeas are now going out from these ranges to different parts of the country to be grown on for the Easter trade. They are exceptionally strong, well budded plants.

A. N. Pierson, Cromwell, Conn.

One of the most pleasant features of the American Carnation Society convention and mid-winter flower show, at Hartford, Conn., was the visit on Friday, January 27, to the immense establishment of A. N. Pierson, Inc., Cromwell, Conn. About 100 of the visiting craft accepted the invitation and were taken by special trolley cars starting from the Hotel Bond and landing directly at the greenhouses an hour later.

A view from the hill as one approaches shows a veritable sea of glass made up of 700,000 square feet in various ranges, one consisting of seven ridge and furrow houses, each 34x500 feet. This section was entirely filled with forcing roses. The largest house on the place, also filled with roses, is 80x800 feet. When the frame work of this house was about two-thirds completed, and fortunately before any glazing had been done, a violent windstorm blew it down. Immediately an additional force was engaged, repairs started and the work was finished in almost record time.

Roses are the chief specialty, some 300,000 plants being grown for cut flowers. The stock in all the ranges was in splendid condition. Premier, Columbia, Ophelia, Butterfly, Double White Killarney, Cecile Brunner, Pilgrim and Hadley are grown in large quantities. A dark pink sport of Columbia, which originated here, looked good to all who saw it. This certainly is an ideal flower and is being quite extensively grown. A house of *Priscilla*, as seen here, appeared fine enough for any market but while it has paid very well, they are not going to send it out. A number of new varieties were being tried out, amongst them Montgomery's 9,199, a fine full dark pink, a strong grower that seemed most promising to the rose experts. Hill's America was also observed in fine form.

The grafting house was very interesting; here 50 men are employed grafting roses from the last week in November, when the manetti stocks arrive, and then continuously for a period of three months, turning out about 1,000,000 plants, mostly for indoor forcing stock. Of these 100,000 are grafted on Japanese multiflora, in garden rose varieties for outside planting. Several houses are filled with roses to furnish eyes for grafting which later are lifted and potted for spring sales. Chrysanthemums are a quantity item, 250,000 plants being grown for cut flowers and later 1,000,000 cuttings are rooted for distribution to commercial growers all over the country. All the newest and up-to-date kinds are to be found here.

INTENSIVE USE OF SPACE.

Intensive use of greenhouse space is a feature. Following the earliest chrysanthemums, or before they were cut out, freesia was planted between the rows and furnished a crop, the first cutting being made at Christmas. Easter crops will now follow the freesia, which in some of the houses was already cut out. Easter lilies are a feature the year round and particularly at Easter for which 40,000 bulbs, all in 5-inch pots, were being forced for cutting. There were also large blocks of pot roses, hydrangeas, heather and other like stocks for the holiday.

A large range was filled with palms in florists' sizes, all in fine condition. Houses were devoted separately to gardenias, ardisias, lily of the valley, adiantums for cutting, and A. Lemkesii, which latter closely resembles A. Farleyense and which it has succeeded, as it is much easier to propagate. Flowering begonias and cyclamens are also largely grown. They have a large clientele of New England retail florists to which their stock is sold direct through regular orders.

At the No. 2 or hill range, a short distance from the main plant, there are 300,000 square feet of glass in very well built and splendidly situated houses, filled mostly with chrysanthemums and carnations. Seventy-five thousand carnation plants are seen here in an ideal state of cultivation. Varieties are Ruth Baur, Mrs. C. W. Ward and Hope Henshaw in pink; Matchless, White Wonder, Crystal White, White Enchantress, Harvester, White Delight and Thomas C. Joy, in whites. Aviator and Ethel Fisher are reds, showing up extremely well. Enchantress Supreme was a quantity kind with a good showing of Benora.

An immense propagating house was filled with cuttings of carnations and chrysanthemums, many ready for potting. Stock chrysanthemums, geraniums and other bedding plants, and several houses of asparagus for cutting filled the balance of this well kept section. Landscaping has become an important branch. An immense stock of evergreens, ornamental trees, shrubbery and herbaceous plants for the adornment of private grounds, are planted out in the large acreage surrounding the greenhouses. All the mechanical work on the place is done by their own employees, even to the building of greenhouses, there being blacksmith, machine and carpenter shops with all the necessary machinery. There are 340 employees engaged in the various departments.

The heating plant is interesting, as is the method in getting coal shipped by water in barges, which is cheaper and more dependable than by rail. There is a large ice house filled from an adjoining pond to supply ice for shipping purposes. These are just a few of the leading features of this remarkable place which was built up entirely in a single lifetime by A. N. Pierson, ably seconded by his son, Wallace R., who has grown up with and is now in his great energy an important factor in the business.

After a thorough inspection the visitors partook of a bountiful repast in the home house of the employees. A. N. Pierson is still in the harness and greeted the visitors most cordially, shaking all by the hand and greatly appreciating their visit.

ST. PAUL, MINN.—E. H. Goldenstein, of Vaughan's Seed Store, Chicago, is calling on the trade here this week.

Society of American Florists.

NATIONAL PUBLICITY COMMITTEE.

A meeting of the national publicity committee was held at the Greater Bond Hotel, Hartford, Conn., at 2:30 p. m., January 25. There were present: Chairman Henry Penn, Boston; George Asmus, Chicago; J. F. Ammann, Edwardsville, Ill.; President S. S. Pennock, Philadelphia; Secretary John Young, New York; Major P. F. O'Keefe, Boston; E. J. Fancourt, Philadelphia, and Wallace R. Pierson, the latter formerly a member of the committee, all by invitation. Treasurer J. J. Hess, Omaha, Neb., was absent through illness, and Mark Mills, Philadelphia, sent regrets at his inability to attend. The minutes of the last meeting held in Toronto, Ont., were read and approved.

Major O'Keefe reviewed the recent advertising of the committee and explained the necessity for using small advertisements throughout the series, which was due to the small amount of money available for contracts. He also referred to the controversy to which considerable space had been devoted in "Printer's Ink" in regard to the origin of the slogan, "Say It With Flowers." While the statements published were wholly incorrect, he considered the matter was good publicity for the slogan. He proposed, he said, to place a page advertisement in that publication at his own expense in refutation of the claims made, and read a letter which he would use as copy to be signed by him and also by the original members of the publicity committee, if no objections were offered by the committee. There being none, he was given authority to proceed as suggested.

Mr. Pierson referred to his resignation from the committee, explaining that he considered his course wise in view of the fact that he had been appointed to the National Flower Show committee, on which he believed his services would be more valuable. He, however, pledged his support to the publicity committee whenever needed. A report by Mr. Ammann, who had been appointed a committee of one to dispose of the billboards in storage, was presented, and showed that 152 billboards had been distributed over a wide expanse of territory. Upon motion of Mr. Asmus, the report was received and Mr. Ammann was voted the thanks of the committee. Mr. Ammann advised that before the paint on signs commenced to peel, owners should paint them once or twice a year with a dressing composed of turpentine and linseed oil in equal parts.

Mr. Asmus made a lengthy report on the local publicity situation in New York, and expressed his belief that the situation in that city would ultimately work out satisfactorily as far as regarded relations with and support of the national campaign. He also stated that assurance had been given that the Florists' Telegraph Delivery Association would arrange that its appropriation to the campaign fund of \$2,500 for 1921 would be forthcoming, although through a misunderstanding it was not voted at that association's last annual business meeting in Toronto, Ont. In a lengthy discussion, the importance of carrying along and supporting the national publicity movement through the magazines was emphasized. Chairman Penn referred to the national publicity campaign as the hub, and the local publicity campaign as the spokes of a publicity wheel.

Secretary Young presented the financial report of the campaign to Decem-

ber, 1921, showing the balance of the fund at the beginning of 1922 to be \$1,628.36. The secretary also submitted a progressive report as of date January 24, 1922, which showed the total amount then available for advertising to be \$13,824.77. This amount included the 1921 appropriation of the P. T. D.

A long discussion was entered into concerning the progress of the campaign. There seemed to be a desire, it was reported, on the part of contributors to the campaign for detailed information as to the conduct of the campaign, both financially and as to the advertising engaged in. Major O'Keefe was requested, and he agreed to furnish a sufficient number of copies of all advertisements appearing in the magazines for distribution to all subscribers to the campaign and members of the Society of the American Florists. Secretary Young suggested that in addition he be authorized to publish with his letters to the trade papers a memo of the disbursements made each month, so that everyone interested might know just how the funds were being disbursed. The secretary was asked to request all allied associations to send copies of their advertisements both to him and the secretary of the National Flower Growers' Association.

On motion of Mr. Asmus, seconded by Mr. Ammann, an appropriation of \$10,000 was made to the P. F. O'Keefe Advertising Agency, to be used for magazine advertising in April, May and June, on a schedule prescribed by Major O'Keefe, which was as follows:

American Magazine.....	170 lines.....	1 time
Cosmopolitan.....	170 lines.....	1 time
Red Book.....	170 lines.....	1 time
Sunset.....	170 lines.....	1 time
McLean's.....	170 lines.....	2 times
Literary Digest.....	1 column.....	2 times
Life.....	152 lines.....	2 times
Outlook.....	152 lines.....	2 times
Collier's.....	170 lines.....	2 times

The following have doubled their subscriptions for 1922:

Acme Floral Co., Inc., Tacoma, Wash.
C. I. Beasley, East Milton, Mass.
Heiss Co., Dayton, O.
E. G. Hill Co., Richmond, Ind.
A. N. Kinsman, Inc., Austin, Minn.
Susan Margrave, Hiawatha, Kans.
A. A. Pembroke, Beverly, Mass.
J. M. Sten, Red Wing, Minn.
Valley Fl. & Nurs. Co., La Junta, Col.
Young & Lester, Walla Walla, Wash.

For four years	
Wrights Fl. Shop, Los Angeles, Calif.	\$ 25.00
T. N. Trimmer & Son, Denver, Colo.	5.00
D. S. Grimes' Son, Denver, Colo.	5.00
H. H. Jahn, Brooklyn, N. Y.	10.00
Geduldig Greenh., Norwich, Conn.	10.00
The Casey Fl. Co., Melrose, Mass.	10.00
W. H. Culp & Co., Wichita, Kans.	10.00
George H. Berke, Atlantic City, N. J.	10.00
Erne & Co., Chicago.....	25.00
Alexander Dalls, Inc., Waterbury, Conn.	25.00
Chas. P. Mueller, Wichita, Kans.	50.00
C. Peterson & Sons, Escanaba, Mich.	5.00
Alfred Fischer, Chicago.....	25.00
J. Seulberger & Co., Oakland, Calif.	10.00
Ernst Wienhoeber Co., Chicago.....	50.00
Fred Burki, Gibsonsia, Pa.	25.00
W. W. Edgar Co., Waverley, Mass.	25.00
H. Plath, San Francisco, Calif.	25.00
E. McCarron, Providence, R. I.	10.00
H. E. & C. W. Krebs, Cedar Rapids, Ia.	10.00
Podesta & Baldocchi, San Francisco.	50.00
Paul M. Halbrooks, Newark, O.	10.00
John Held, St. Louis, Mo.	5.00
Doswell Floral Co., Ft. Wayne, Ind.	10.00
Hollywood Gardens, Seattle, Wash.	25.00
Total.....	\$471.00

The following subscriptions have been received in response to the national publicity committee's special letter:

Theo. Kernper & Son, Irvington, N. J.	\$ 5.00
E. G. Reimers & Son Co., L'ville, Ky.	25.00
Haeger Floral Co., Chattanooga, Tenn.	10.00
T. Bonham, Macomb, Ill.	5.00
Greenes Fl. Shop, Indianapolis, Ind.	5.00
Miles Melndam, Appleton, Wis.	5.00
Peter Murray, New Bedford, Mass.	10.00
C. M. Ustick, Rocky Ford, Colo.	3.00
Henry Stein, Warren Point, N. J.	10.00
Petersen Bros., Omaha, Neb.	10.00

Total.....\$33.00

The following is a list of subscriptions obtained by members who are making subscription book canvass:

	For four years
By Guy French, Chicago.	
Stuber & Richardson, Bryn Mawr, Wash.	\$20.00
Thomas Wylie, Seattle, Wash.	10.00
Total	\$30.00
By Lloyd C. Bunch, Kansas City, Mo.	
Pall Clapier, Topeka, Kans.	\$5.00
Truitt's Greenh., Chanute, Kans. (one year)	5.00
By A. L. Miller, Jamaica, N. Y.	
George W. Keyser, Babylon, L. I.	\$ 5.00
K. Van Bourgondian & Sons, Babylon.	10.00
Total	\$15.00

The following subscriptions have been paid in since last publication:

Allied Fl. Assn., New York, N. Y.	\$ 620.42
Harris & Lever, Niag. Falls, N. Y.	10.00
E. L. Dunn, St. Catharines, Ont.	10.00
State Floral Co., Takama, Wash.	10.00
American Bulb Co., Chicago	50.00
F. E. Bonham, Macomb, Ill.	5.00
A. Alost, New Orleans, La.	5.00
Greene's Fl. Shop, Indianapolis, Ind.	5.00
E. A. Fetter, Detroit, Mich.	50.00
Podesta & Baldocchi, San Francisco	50.00
Archias Floral Co., Sedalia, Mo.	10.00
H. E. & C. W. Krebs, Cedar Rapids	10.00
Paul M. Halbrooks, Newark, O.	10.00
Chas. Eble, New Orleans, La.	5.00
Riverbank Co. (B. Cumming) Geneva, Ill.	20.00
Fottler Flske Rawson Co., Boston	25.00
Hugo Busch, Jefferson City, Mo.	20.00
Schmaus Bros., Paducah, Ky.	10.00
J. W. Ross Co., Centralia, Ill.	10.00
J. H. Thompson & Son, Kennett Square, Pa.	50.00
Gallivan Bros., Holyoke, Mass.	30.00
The Inlay Co., Zanesville, O.	10.00
Robt. D. Ruttle, Covington, Ky.	5.00
Eugene McCarron, Providence, R. I.	10.00
Thomas Wylie, Seattle, Wash.	19.00
John E. Sten, Red Wing, Minn.	10.00
Ernst Wienhoeher Co., Chicago	50.00
W. W. Allabough, Silverdale, Pa.	5.00
M. W. Farr, Reading, Mass.	10.00
Henry Stein, Warren Point, N. J.	10.00
Fred A. Danker, Albany, N. Y.	25.00
M. Rice Co., Philadelphia	75.00
John Feiden, Jr., Great Falls, Mont.	5.00
K Van Bourgondien & Sons, Babylon, L. I.	10.00
T. Walter Gray, Catonsville, Md.	5.00
Hans Plath, San Francisco, Calif.	25.00
Peterson Bros., Omaha, Neb.	10.00
W. W. Bonn, Wernersville, Pa.	10.00
John Held, St. Louis, Mo.	5.00
Wm. W. Edgar Co., Waverly, Mass.	25.00
A. R. Weissgerber, Chicago	10.00
Fred Burkl, Gibsonia, Pa.	25.00
C. B. Whitnall, Milwaukee, Wis.	5.00
R. G. Bowersox, Lewiston, Pa.	5.00
C. M. Ustick, Rocky Ford, Colo.	3.00
Doswell Fl. Co., Ft. Wayne, Ind.	10.00
Peter Murray, New Bedford, Mass.	10.00
Miles Meldam, Appleton, Wis.	5.00
T. Kemper & Son, Irvington, N. J.	5.00
Swan-Peterson Co., Rockford, Ill.	5.00
The Flower Shop, New Orleans, La.	10.00
Susan Hargrave, Hiawatha, Kans.	5.00
Frank Mosmiller, Richmond, Va.	25.00
Haeger Fl. Co., Chattanooga, Tenn.	10.00
Sunnyside Fl. Co., Fayetteville, N.C.	15.00
M. J. Brunton, Christiana, Pa.	10.00
Abele Bros., New Orleans, La.	10.00
C. Loveridge, Peoria, Ill.	\$25.00
Topeka Floral Co., Topeka, Kans.	5.00
Truitt's Greenhouse, Chanute, Kans.	5.00
Walsh & Son, Malden, Mass.	10.00
Allied Fl. Assn. of Ill., Chicago	750.00
Edw. Towill, Roslyn, Pa.	25.00
M. H. Baumann, Park Ridge, N. J.	10.00
E. H. Blamenser, Niles Center, Ill.	10.00
Owen McDowell, Washington, Pa.	5.00
Tri State Flts' Assn., Fargo, N. D.	50.00
John Scott, Huntsville, Ala.	15.00
H. C. Primrose, Baltimore, Md.	10.00
Aschmann Bros., Philadelphia	35.00
Mary C. Rich, Philadelphia	5.00
Hart Floral Co., Blackwell, Okla.	2.50
Mrs. Annie J. Dunlap, Ennis, Tex.	5.00
John Canning, Ardley, N. Y.	10.00
Chas. E. Thomas, Kansas City, Mo.	15.00
Miss McCarron, Lynchburg, Va.	10.00
Casper Floral Co., Casper, Wyo.	10.00
Geo. Rye, Fort Smith, Ark.	5.00
Peter Fisher, Ellis, Mass.	25.00
C. A. Benson, Denver, Colo.	10.00
Patrick Welch, Boston	100.00
A. A. Hinz, Tacoma, Wash.	10.00
Clara Brown & Co., Jackson, Mich.	25.00
Grohman, The Fl., Saginaw, Mich.	25.00
Alfred Holm, Corsicana, Tex.	4.00
G. A. Carajanes, New York City	20.00
Godfrey Aschmann, Philadelphia	20.00
C. E. Holbrook, Brighton, Mass.	5.00
Windmiller Co., Mankato, Minn.	5.00
Cole Bros., Peoria, Ill.	50.00
Tampa Floral Co., Tampa, Fla.	5.00
Eiche Floral Co., Lincoln, Neb.	25.00

Amount previously reported..... \$ 2,842.93
Total \$13,810.43

JOHN YOUNG, Sec'y.

National Flower Growers' Association.

CINCINNATI GROWERS.

The regular meeting of the Cincinnati branch of the National Flower Growers' Association, Ohio District, was held at the establishment of Jos. Imholte, February 1. It was encouraging to note that the interest and enthusiasm which was displayed at our January meeting has not died out, but on the contrary is developing more keenly as time rolls on.

It is needless to say that all were anxious to know if any more subscriptions to the advertising fund had been secured, and while they are few, these came practically unsolicited: Julius Baer, \$50; C. E. Critchell, \$50; Cincinnati Cut Flower Exchange, \$25; P. J. Olinger, \$25; Peter Weiland, \$25; L. H. Kyrk, \$10, and Gus Adrian, \$5, per month. It will be noticed that some of the wholesale as well as the retail men have come to the front and are assisting with some very nice sub-



The Late Benjamin Dorrance.

scriptions. We believe that the benefits to be derived through advertising are understood by all and that the rest of them will be heard from before long. The constitution and by-laws committee were reluctant in handing in their report on the constitution and by-laws as proposed by them for fear they were too severe, for instance: "Any member failing to attend any regular meeting, regardless of cause, will be fined \$1." But everyone thought that was the proper spirit. It was decided to hold the next meeting March 1, at the plant of Murphy Bros.

JOS. IMHOLTE, Sec'y.

Tennessee State Horticultural Society.

NASHVILLE MEETING, JANUARY 24.

The eighteenth annual convention of the Tennessee State Horticultural Society was held at Nashville, January 24, President Robert L. Morris, of Ridgeway, in the chair. The president, in his opening address said the members were dealing primarily with pomology, or the science of fruit growing and that the society also covered expert gardening, such as growing strawberries, grapes and sweet potatoes. He pointed out that N. D. Peacock was the salaried general agent and representative of the organization and exercised a general supervision throughout the state and his work was warmly commended. President Morris stated that there were at present 75 members

and that a membership drive would be started at an early date for new additions as well as to increase interest in fruit growing.

P. P. Claxton, former United States commissioner of education, in an able address, urged the use of home grown products instead of the increasingly popular canned goods. While head of a canning company in Alaska, he said that the cost of the tin for each can was six times as much as the value of the fish that went into it. Mr. Claxton brought out that the money expended for spraying and other attention to orchards was much below the cost of canned products. Capt. John Fuller, of the state department of agriculture, spoke of the possibilities of the state as a fruit growing section and urged the employment of scientific methods in the care of fruit trees. "The Fruit Growers' Relation to the Farm Bureau," was handled by S. N. Varnell, who told of the bureau's efforts in forming a strawberry association in his county, which had pledged 600 acres to strawberries and will endeavor to market advantageously other products.

"The Southern Horticultural Trend," was the subject of Geo. E. Murrell, of Washington, D. C., horticulturist for the Southern railroad. He said that Tennessee could be made one of the greatest fruit growing sections of the country. J. D. Ellis, Dayton, spoke of "Late and Early Apples for the State," and "Orcharding in Western North Carolina," was taken care of by Henry B. Cornish, Saluda, N. C. "Soil Management in the Apple Orchard," by N. D. Peacock, was full of instructive data. Other subjects of importance were discussed, with profit to all present. The meeting was closed with a banquet at the Commercial Club, members of the Tennessee State Bee Keepers' Association and the Tennessee State Nurserymen's Association who were in Nashville, to attend their conventions being present. M. C. D.

NEWTON, KANS.—The Newton Floral Co. reports already on hand more orders than can be filled for its new E. H. Kunze geranium.

SASKATCHEWAN, SASK.—The University of Saskatchewan has established a department of horticulture, with C. F. Patterson, Ph. D., in charge.

SALINA, KANS.—The Tatro Greenhouses were severely damaged, recently, when fire partially destroyed one of the houses and the firm's auto truck, the loss being considerably over \$1,000.

MIAMI, FLA.—The Exotic Gardens report a greater volume of business for the 1921 Christmas than was the case of the previous year, with prices fully maintaining former levels. In cut flowers, excellent roses, gladioli, sweet peas, narcissi were plentiful enough to supply the demand, but orchids and sweet peas were on the short side. Bulbous offering were of good quality and went well. Plants, although in fine condition, did not sell as well as the previous year.

PEORIA, ILL.—B. Juerjens reports that the volume of business for the 1921 Christmas declined 20 per cent compared with the previous year, with a reduction in prices on individual items amounting from 15 to 20 per cent. An increased demand was noted for pot plants but little call was had for made-up baskets and fancy containers. The bulbous offerings, which were of good quality, were sufficient for all purposes. Roses were much better in quality than in 1920 and were sufficient to go around, but carnations and violets, which were inferior to the offerings of last year, were not equal to the demand. The florists realized the necessity of artistic displays and many windows presented an elaborate appearance.

OBITUARY.

Dr. W. Van Fleet.

Dr. W. Van Fleet, plant breeder of the United States Department of Agriculture, bureau of plant industry and one of the greatest rose specialists in the country, died at Miami, Fla., January 26, following an operation, aged 64 years. Dr. Van Fleet was born at Piermont, N. Y., and in early life entered Hahnemann Medical college, Philadelphia, Pa., graduating in 1880 and later completed a post graduate course at the Jefferson Medical college, the same city, in 1887. Following his profession only two years, he developed a deep interest in horticulture.

Upon embarking in his life work Dr. Van Fleet purchased a farm near Alexandria, Va., where he conducted experiments for many years, later becoming associated with the Conard & Jones Co., West Grove, Pa. After a sojourn in Tennessee of two years he moved to New York city, where he was connected with the Rural New Yorker, as editor. During his 20 years' association with the publication he was the company's vice-president for eight years.

In 1910 Dr. Van Fleet entered the service of the Department of Agriculture and was immediately given charge of the United States plant introduction garden, Chico, Calif., where he gained considerable prestige during the two years of his stay there. It was at Bell Station, Md., however, where Dr. Van Fleet was transferred after he returned from California, that he achieved his most notable success as a hybridizer. The George Robert White medal was conferred upon him in 1918, by the Massachusetts Horticultural Society for eminent services in horticulture.

Dr. Van Fleet's long continued and untiring efforts in the improvement of outdoor roses produced many very fine varieties. In addition to his work in the investigation of economic drug and perfume plants he was always actively engaged in experiments for the betterment of hardy roses suitable for every garden. For the common dooryard garden he found hybrid teas, as a whole, not satisfactory, a number of the choicest kinds not having the stamina to withstand our rigorous northern winters. In 1916 Dr. Van Fleet returned temporarily to the government plant introduction garden, at Chico, Calif., where he made over 600 crosses of roses. Banksian, Cherokees and Mac Cartneys were used, with varieties, resulting from his crossings, while stationed there in 1911 and from which had developed noteworthy kinds. One of his famous introductions is Silver Moon, a cross between *Devoniensis* and *Cherokee*, and this later with *Safrano*. Other varieties that gained prominence are *Miss Mary Wallace*, named after the daughter of the Secretary of Agriculture and which was entered as a contestant for the American Rose Society gold and silver medal and a medal offered by Portland, Ore., for the best kind of rose, at that city in 1921; *American Pillar*, a garden variety; Dr. Van Fleet, named by others in honor of him; *Birdie Bly*, an ever-blooming climbing kind; *Beauty of Rosemawr*; the *Lovetts*—*Bess*, *Alida* and *Mary* and many other rugosas in the gardens at Bell Station, which were never introduced.

In other channels of horticultural activity Dr. Van Fleet displayed untiring energy. To develop a blight resistant pear, while at Chico, Calif., crosses were made with the native pear of China, a very strong grower, free from disease, but the fruit of which is not edible. After exhaustive experiments a variety, bearing fruit of very large size, was developed. Strawberries came in for his close attention and among other

varieties *Early Jersey Giant* is one of his noteworthy additions to the commercial world. *Chinkapins* and chestnuts also attracted his interest, and at the time of his death, Dr. Van Fleet had a large orchard comprising a cross between the two which shows great promise as a commercial variety.

Dr. Van Fleet gave considerable attention to gladioli, two of his best known varieties being *Principes* and *Mastodon*, introduced by Vaughan's Seed Store, and assisted the late Matthew Crawford in the preparation of the only book on the gladiolus, the second edition of which has just been issued.

Dr. Van Fleet is survived by his widow, formerly Miss Sarah Heilman, whom he married in 1883. The burial was at Watsontown, Pa.

AN APPRECIATION.

President S. S. Pennock of the Society of American Florists offers the following in appreciation of the great



The Late Dr. W. Van Fleet.

esteem in which Dr. Van Fleet was held by all who knew him:

"In this morning's mail I received a letter from Prof. L. G. Corbett, of the Department of Agriculture, telling of Dr. Van Fleet's sudden death. This comes as a great shock to all those who knew him, particularly to those who knew him intimately, as some of us who have been associated in the American Rose Society with him for the past few years.

"His death is a distinct loss to horticulture. In roses he has made wonderful advances in their breeding, probably the most distinct success along these lines of anyone who ever hybridized roses. *American Pillar* and Dr. Van Fleet roses, that are known the world over, and many others of equal merit, we have him to thank for, giving us climbers that were better than existing varieties. One of his many ambitions was to produce an ever-blooming climber, and it would have been only a matter of a few years when he would have had something startling to give us along these lines.

"In visiting him at the experimental grounds and at his home at Belle Station, Md., one always felt a day, or part of a day, spent with him was a day added to one's life—a day full of interest and full of close intimacy that was not gotten in any other way. He was retiring and modest to a fault—a man that one loved to be with and loved to be counted as a friend, in fact, a real

rich privilege to be numbered among those who were close to him.

"To Mrs. Van Fleet our very deepest sympathy goes out in her loss, and not only her loss, but a loss to the whole horticultural world."

Benjamin Dorrance.

Benjamin Dorrance, former president of the American Rose Society and a prominent rose grower died at his home at Dorranceton, Wilkes-Barre, Pa., January 23, of apoplexy, age 75 years. Mr. Dorrance was born on a farm near Kingston, Pa., August 14, 1846, and when 19 years old entered Princeton university. Upon graduation the degrees of A. B. and A. M., were conferred upon him and in 1871 he was admitted to the bar. He followed the profession of a lawyer until 1885, when because of failing sight he found it necessary to retire.

Like many others prominent in the trade Mr. Dorrance built his first greenhouse for amusement, in 1882, but upon retiring from the bar he decided to devote his energies to commercial floriculture and in 1884 erected his first rose house at Dorranceton. His work was most successful and in a few years he had nearly 200,000 square feet under glass devoted to the culture of roses, with an occasional attempt to do carnations in the best style. In his long experience as a grower Mr. Dorrance often asserted that the main secret of success was constant watchfulness and a good memory for failures.

Mr. Dorrance was a life member of the American Rose Society, member of the Society of American Florists, Sons of the Revolution, Society of Veterans of Foreign Wars and the Princeton Club of New York. He was the founder of the borough of Dorranceton, named after his family and at the time of his death was president of the Wyoming Commemorative Association.

Besides his widow, Mr. Dorrance is survived by two daughters.

Mrs. Emily Reed Reck.

It is with deep regret that we announce the death of Mrs. Emily Reed Reck, wife of Carl C. Reck, proprietor of John Reck & Sons, florists, of Bridgeport, Conn., February 1, at her home, 162 Oak street, that city, following a brief illness. Mrs. Reck was widely known there and throughout the state for her activities in organizing Republican women and was a member of the Republican town committee of the Sixth district, playing a prominent part in the recent municipal election. Due to her untiring efforts many women became affiliated with the Sixth District Women's Club.

The sympathy of the trade is extended to Mr. Reck in his irreparable loss. Two children also survive, a son, Thomas and a daughter, Cornelia.

E. D. Sturtevant.

E. D. Sturtevant, a well known horticulturist of Hollywood, Calif., died recently at his home in that city. His collection of water lilies, which had been developed by years of painstaking effort was justly famed throughout that section of California. Other plants were also the subject of his interest and care, many of the specimens being especially noteworthy. Mr. Sturtevant was well versed in horticulture and he took much pleasure in imparting the results of his experience to others. Mr. Sturtevant's collection of aquatic plants first became known at Bordentown, N. J.

IRONWOOD, MICH.—R. Lutey is making a Detroit trip this week.

MEXICO CITY, MEX.—The Forest Society of Mexico is inaugurating a plan to establish a tree day, when trees will be planted throughout the country.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER.

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NICOTINE prices have been reduced.

THE Cleveland trade has our sincere sympathy in the loss of the National Flower Show, after giving such a large amount of time, effort and money, and planning for its success in that city.

PETER F. HEMER, wandering greenhouse man, at home from the Narrows of the St. Lawrence to the Gulf, was punching the clock near Mt. Vernon, N. Y., February 2. He is now 51 years of age.

WE are in receipt of the preliminary premium list of the ninth annual spring show of the Horticultural Society of New York, and the New York Florists' Club, to be held at the Grand Central Palace, New York, March 13-19. Copies may be had on application to John Young, secretary, 43 West 18th street, New York.

THE Indiana florists deserve the highest commendation for taking over the work of the Fifth National Flower Show, which has been transferred from Cleveland, O., to Indianapolis, Ind., and should be given the unstinted support of the trade everywhere. This is a huge task, and the time at the disposal of the exhibition workers very limited, the dates remaining as before, March 25-April 1.

Federal Horticultural Board.

PROF. FRANK A. WAUGH ON ITS ACTIVITIES.

It is a very curious fact that this "horticultural" board is presided over by an entomologist. This seems to be the situation in reference to state boards generally. The first object of all such boards seems to be to find some insect to describe and some pest to inspect. The protection and promotion of horticulture, while theoretically uppermost in their minds, seems to receive little attention.

"I feel that the activities of this board, and all similar boards, are excessive, in a large degree unnecessary, and in many cases distinctly detrimental to the interests of practical horticulture. I believe that in general their activities should be greatly curtailed, and their policies largely changed. It would seem to be a good principle fundamentally to place horticultural interests under the supervision of a horticulturist. Entomologists and pathologists might be employed incidentally when necessary under proper direction.

"If Secretary Wallace or anybody else can bring about reforms along these lines I shall be very grateful."

[Prof. Waugh is in charge of the Horticultural Department, Massachusetts Agricultural college, Amherst.—Ed.]

Cornell University.

DEPARTMENT OF FLORICULTURE.

Carleton Fontaine, of the Lord & Burnham Co., New York, gave two illustrated lectures on "Greenhouse Construction," one at 10 a. m., and the other at 2 p. m., January 23, before the students of floriculture. His talks were very interesting and practical, and he answered a great many questions on all phases of greenhouse construction. A number of the students attending the winter course are practical florists, or contemplate entering the business shortly after they finish their course at Cornell, so this talk was very timely. Mr. Fontaine's address was the last of a series of lectures given by practical men of the trade on various phases of the floriculture work during the past semester.

The winter course in floriculture ends with the annual farmers' week. From the inquiries which have come in concerning the programme it is anticipated that there will be a large attendance. The New York Federation of Horticultural Societies and Floral Clubs have arranged for a programme for the commercial florists of the state, Thursday, February 16. The date of its meeting has been advanced two days, as in previous years it has conflicted with the St. Valentine's Day business of the florists. It is hoped that by this arrangement a larger number of florists will be able to attend than formerly.

Sand, Soil and Earth Importation.

FROM PORTO RICO AND HAWAII.

The Secretary of Agriculture has information that dangerous insect pests, including *Phyllophaga* spp. (white grubs), *Phytalus* sp., *Adoretus umbrosus* var. *tenuimaculatus* (Japanese rose beetle), and several species of termites new to and not heretofore widely prevalent or distributed within and throughout the continental United States, exist in the territories of Porto Rico and Hawaii, and that there is danger of introducing these and other insects in sand, soil, or earth with plants or otherwise from the territories named.

It appears necessary to consider the advisability of quarantining the terri-

tories of Porto Rico and Hawaii in accordance with the plant quarantine act of August 20, 1912, as amended by the act of congress approved March 4, 1917, and to prohibit the movement from these territories to the continental United States of sand, soil, or earth, with plants or otherwise. If such quarantine action is taken, it will involve the inspection by inspectors of the federal horticultural board at mainland ports of arrival, particularly of plants, to determine freedom from sand, soil, or earth.

Notice is therefore given that a public hearing will be held at the Department of Agriculture, Washington, D. C., Room 11, federal horticultural board, at 10 a. m., March 7, in order that any person interested in the proposed quarantine may appear and be heard, either in person or by attorney.

Have You an Idea?

Next to character, a new idea is the most valuable thing in the world. A new idea is something that anyone, rich or poor, young or old, can get. Every progressive employer will cheerfully pay for a new idea. The best way to get an increase in salary is to bring your employer a new idea. New ideas are the only things that have made money for me; new ideas are what every one makes money with. I have yet to hear of a person who carried a good idea to his or her employer and did not get rewarded for it. All of us can cash in something on every worth-while new idea.—Roger W. Babson.

American Dahlia Society Bulletin.

The bulletin of the American Dahlia Society, dated January 1922, has been received. It has a neat appearance, the coverpiece featuring a basket of flowers presented to Marshall Foch when he was in this country recently, by Boston admirers. President Richard Vincent, Jr., Geo. W. Kerr, W. W. Wilmore, Prof. Norton, Dr. Marshall C. House, curator of Bronx Park Botanical garden, New York, and A. W. Davidson, a former president of the society, are all contributors. The publication is an interesting compendium of dahlia lore.

Hildenbrand Acquires Young Business.

The wholesale firm of John Young & Co., of the Eighteenth street market, New York, was recently dissolved by the retirement of John Young, whose time is altogether taken up with his duties as secretary of the Society of American Florists. George Hildenbrand, who has conducted the business for several years, will continue it under his own name. He has had many years' experience and is popular in the trade and deserving of patronage.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, time, date and place of meeting.]

Chicago, February 16, 8 p. m.—Commercial Flower Growers of Chicago at Hotel Randolph. Otto H. Amling, Maywood, Ill., secretary.

Des Moines, Ia., February 14, 6:30 p. m.—Des Moines Floral Arts Club at Younker's Tea room. Harold J. Parnham, 3990 University avenue, Des Moines, secretary.

Helena, Mont., February 18, 8 p. m.—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, Helena, secretary.

Lancaster, Pa., February 16, 8 p. m.—Lancaster County Florists' Association at the Chamber of Commerce. Albert M. Herr, R. F. D. No. 8, Lancaster, Pa., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Seed clerk in a Chicago seed store. Address

Key 826, care American Florist.

Help Wanted—Florist and gardener; married man; state salary desired. Address

P. O. Box 70, San Antonio, Texas.

Help Wanted—Experienced man for retail store; steady position. **The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.**

Situation Wanted—By gardener; general inside and outside plantsman; life experience; age 48, five in family. Address

Key 820, care American Florist.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,

Key 822, Care American Florist.

Situation Wanted—By active young man who has had extensive experience in the New York wholesale market. Address,

A. F. F., care American Florist, 134 W. 16th St. New York

Situation Wanted—On a private, public or commercial place by an all around florist as a grower. Married man; willing and able to work; want steady position where quality is wanted. Life experience in the greenhouse business; wife can help. Address,

1509 E. Iron Ave., Salina, Kan.

SALESMEN calling on florist and general trade can secure good line staple well known goods paying good commission. Write quick.

B. M. Co., Zane Station, Zanesville, Ohio.

Situation Wanted

Grower, single, 25 years' experience. Address

Key 821, care American Florist.

Situation Wanted

Expert Designer and Decorator is open for engagement, Chicago preferred. State salary in first letter.

Key 824, care American Florist.

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

FOR SALE 14x16 double strength glass, \$4.50 per box; special price on 25-box lots. 4-inch flue pipe with coupling, 5c per foot. Cash with order.

Herbert Baumann, Box 81, Niles Center, Ill.

Situation Wanted.—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to

Key 825, care American Florist.

For Sale

Flower Shop, old established business at "L" station. Good location. Leaving town.

1125 Argyle Street
CHICAGO

FOR SALE

20-40 ft. lots about (2½ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Walthelm, Forest, Woodlawn and others. Address

E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

Help Wanted

At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.

The Elizabeth Nursery Co.

Box 35,

ELIZABETH, N. J.

30% NET

on your investment; more if terms, balance substantial security, modern 18 apartment building North Side, Lincoln park district. Rent \$18,870 now, mortgage \$65,000, 7 years. Price \$100,000. Terms \$35,000 or to suit.

Dr. P. B. SCHYMAN, 1619 North Robey St., CHICAGO, ILL.
Telephone Armistage 571

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F. Shipping Labels



Actual size of leaf 2½ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

San Francisco.

UNPRECEDENTED SHORTAGE OF STOCK.

The unprecedented shortage of cut flowers in this market still continues and prices have shown a further advance. The cold weather continues and the first snow fell last week in 25 years. A buyer for one of the largest retail shops said that stock has never been so scarce and high priced in his 35 years' experience here. Premier, Columbia and Mrs. Chas. Russell roses, best grades sell at \$4 per dozen; second, \$2.50 to \$3 and shorts, \$2. Butterfly, Ophelia and Hadley are also bringing good figures. A heavy demand is also reported for carnations, Laddie bringing \$15 per 100. Growers of bulbous flowers are receiving the highest price yet known in this market. For instance Paper White narcissi sell at \$2.50 per 100; out door grown daffodils bring \$1 per dozen and the stock is of poor quality at that. Tulips are \$1 per dozen and Dutch hyacinths are snapped up quickly, \$2.50 per dozen spikes. Romans are about finished for the season. Even at the figures above mentioned more bulbous stock could be used if obtainable. A strong call is had for violets, whose growth has been retarded by the severe cold weather. *Lilium giganteum* is arriving and goes readily. *Acacia Baileyana*, which in former years brought 25 cents per bunch, is now wholesaling at \$1. Freesias have a fine call at \$1.25 per bunch. Anemones bring \$4 to \$5 per 100 and gailardias move at \$4 to \$6. There is a liberal supply of cut *Erica melanthera*, but sweet peas are scarce and high and few gardenias are obtainable at any price. Lily of the valley is fairly well maintained. Azaleas and cyclamens are the principal flowering plants offered and sell readily. All foliage plants are in great demand, due to a switching of the call from cut flowers to this class. Shippers are unable to fill all orders.

NOTES.

Garibaldi Bros., who have been identified with greenhouse, building in this locality, have embarked in the growing of cut flowers. They have purchased a block of land and have erected six greenhouses 200 feet long. These are now planted with snapdragon and early vegetables, but will be devoted to cut flowers entirely, next season.

Angelo J. Rossi, of Pelicano, Rossi & Co., has tendered his resignation to Mayor Rolph as a member of the playground commission. His recent election to the Board of Supervisors of this city has made this step necessary, as the charter provides that two positions may not be held at the same time by one person.

At the greenhouses of E. Schwerin there are thousands of hyacinths and tulips growing for spring flowers. A large amount of this stock is grown outdoors, as Mr. Schwerin found several years ago that his soil is peculiarly adapted to the growing of bulbous stock of every description.

L. Garibaldi has opened a nicely equipped flower store in the Richmond district at 12th avenue and Clement street. He has hitherto engaged in the growing end of the business and is well known as a dahlia specialist.

The nursery and propagating department of Golden Gate park is being removed to larger and better quarters near the buffalo paddocks. A large public stadium will be built on the site of the old nursery.

G. Rossi & Co. are handling a fine grade of *Acacia Baileyana* these days. Prices are very much higher than in former years, due to the extremely cold weather experienced since the first of the year.

Frank P. Roach, of the Lynch Nursery Co., of Menlo Park, was a trade visitor last week. He has accepted the Democratic nomination for sheriff of San Mateo county.

Martin Poss, owner of the Floral

City Greenhouses at San Mateo, says the demand for plants of all kinds for spring planting is much better than last year.

Henry Avansino is making a decided success as a rose grower and is supplying this market with some excellent stock from his greenhouses at San Lorenzo.

Manuel Roller, proprietor of the Western Evergreen Nursery, has been critically ill at the Lane hospital. Late reports seem to indicate that the worst is over.

The Retail Florists' Association will hereafter hold all meetings at Native Son's Hall, instead of the Co-operative Flower Market.

Thos. Holmes, of C. C. Morse & Co.'s retail store on Market street, reports a steady call for roses and fruit trees.

John A. Carbone is sending in a steady cut of cattleyas from his orchid range at Berkeley.

JAMES T. LYNCH.

Baltimore, Md.

HEAVY SNOW DEPRESSES BUSINESS.

"Oh my, what a storm!" Everyone has been using this expression the past few days and they have had reason for it. One of the worst storms since 1899 visited our city and state, covering this entire section with 26 inches of snow. All city traffic was at a standstill and residents of the rural districts were snowbound. Growers experienced great difficulty in getting their flowers to the market, while the retailers had trouble in delivering. What was the result? A great slump in business for several days, for the public had very little use for flowers. So far there has been only one report of a cave-in and this resulted in very little damage to stock. Local market conditions seem to be somewhat improved. There is a good supply of everything except roses, and the prices high for the quality of the stock offered for sale. Spring flowers are plentiful.

ARTISTIC WINDOW DISPLAY.

As one travels through the streets with ice under foot, snowbanks six to eight feet high, a chill cutting breeze striking one in the face, he suddenly pauses. Behold, right before him a florist window is a picture, the name which might be called spring. In the foreground is a pond of water with goldfish gaily splashing here and there and a background of pussy willows reflecting their silver catkins in the mirrored surface below; here a cluster of varied colored hyacinths, there a cluster of orange tulips with pansies and forget-me-nots forming borders. Right on the edge of the pond is a row of freesias intermixed with violets whose petals almost touch the water. Such a picture can be seen in the window of one of the local stores. It is indeed a breath of spring. The passerby catches the note of spring and pauses. Unconsciously he has caught the message of the flower. He passes on. You, Mr. Florist, have accomplished something. You have painted a picture on his mind; he is thinking, perhaps, of some sick friend; a birthday; a newcomer to this world; a departed friend—he turns back and enters the shop to send his message of hope, of cheer, of congratulation, or sympathy on its way.

FLORIST' CLUB MEETING.

Everything is in readiness for the next Florists' Club meeting, and ladies' night, Monday, February 13. Do not make any engagements for this date. S. S. Pennock is the speaker. Refreshments? Come and see. Our genial president reports a heavy fall of snow down on the "neck." He seems to be a trifle worried about the next meeting. Let us show him that we are all behind him and everyone be pres-

ent for this occasion. He deserves the support of us all.

NOTES.

In a locality of this kind, where a snowstorm of this type so seldom visits us, everyone is so unprepared to meet such an emergency. Sleighs and snowploughs are very hard to find. A local concern, a public servant, called upon many times in an emergency, met the present situation admirably. They visited every old stable and auction place in the city and hauled out every old sleigh they could find, some of them all broken and ready for the fire. Nevertheless, they got them out, fixed them up and placed them on their emergency fleet.

St. Valentine's Day will soon be here. Are you prepared for it? This day has grown to be a big red letter day in the florist business. "Hearts and Flowers." Nothing can express the sentiments of the heart as well as flowers.

This severe cold weather has hurt the market business. In passing through one only sees wax artificial flowers fastened to the ends of laurel sprays; a poor substitute for the real thing.

Thos. Stevenson is still enjoying the warm southern winter, at Miami, Fla. He attended W. J. Bryan's bible class, 3,000 being in attendance.

The firm of Sieck & Glick report that they have secured the following shippers: The Akehurst Co., roses, and Mr. Siegart, orchids.

Representatives of Henry A. Dreer Co., S. S. Pennock Co. and Wertheimer Bros. Co., Philadelphia, Pa., visited this city last week.

The new concern of Glick & Guerth report business good. They are handling some excellent roses and freesias.

James Glass has some fine primulas and his cyclamens are also very good.

ROBERT W. JOHNSTON.

Boston, Mass.

PRICES HOLDING FIRMLY.

The market this week held firm and steady and all theories advanced that it will break from day to day are of no avail against the fact that stock cleans up well at good prices. At the beginning of each week predictions are made that prices will take a drop before the week end, but up to the present there has not been any day when trade has been poor. Roses, of course, are the leaders and while they are not at all plentiful, all things considered, are bringing a good price. Carnations are inclined to fluctuate a trifle but it is hardly noticeable. Jonquils, sweet peas and violets are increasing quite rapidly, but they hold up well in price. Orchids, lily of the valley and gardenias while not meeting any great demand are not arriving plentifully enough to cause a break in the market.

NOTES.

Wm. Gibson, sales manager for Thos. Roland, Nahant, died at his home February 2. He had been ailing a long time with chronic bronchitis, although the direct cause of his death was pneumonia.

The annual meeting of the New England Nurserymen's Association was held at the American house, January 31-February 1, a full account of which appears in the nursery department.

The funeral services of the late Philip L. Carbone, an account of whose death appeared in our issue of February 4, page 145, were held at Mt. Auburn chapel, February 2. See obituary column for further particulars.

Geo. H. Bean, of West Medford, died at his home January 26 from cancer.

E. F. S.

LOS ANGELES, CALIF.—Floral offerings were numerous at the Taylor funeral held here February 7, and practically everyone of importance in the film world was represented.

The Fifth

National Flower Show

Will be Held Original Dates

MARCH 25--APRIL 1

IN THE

**Manufacturers' Building
and Convention Hall Building
INDIANAPOLIS, IND.**

**All local requirements definitely arranged for, no
change in schedule. Two rates for Trade Exhibits \$1.50
and \$1.00 per square foot exclusive of any equipment.**

For additional information communicate with

JOHN YOUNG, Secretary or IRWIN BERTERMANN

43 West 18th Street

NEW YORK

241 Massachusetts Ave.

INDIANAPOLIS

NATIONAL FLOWER SHOW COMMITTEE

Pompon Chrysanthemums



A selection of varieties made after extensive trials, with a view of selecting the best for outdoor cultivation, for which purpose we recommend every variety offered.

Price, except where otherwise noted:

85c per doz; \$6.00 per 100; \$55.00 per 1000.

A. Barham. Early, aster-flowered bronze.
Adironda. Early, aster-flowered golden bronze.
Anna L. Moran. Midseason, large button, orange-scarlet, \$2.00 per doz.; \$15.00 per 100.
Autumn Glow. Aster-flowered, deep carmine-rose.
Bright Eyes. Late, miniature button, white when fully open, while developing, the reverse of the inner petals show an orange apricot, \$1.25 per doz.; \$8.00 per 100.
Captain R. H. Cook. Early midseason, very large button, clear deep rose, \$1.75 per doz.; \$12.00 per 100.
Cometo. Aster-flowered, seedling of Lillian Doty, very free, of compact habit, dark rose shaded mauve.
Comoleta. Early, aster-flowered, excellent yellow.
Cranfordia. Early midseason, large aster-flowered, deep golden yellow.
Edina. Early, aster-flowered, splendid rose-pink.
Excelsior. Early midseason, aster-flowered bright yellow.
Fernridge. Midseason, single, large bright red, \$1.50 per doz.; \$10.00 per 100.
Frank Wilcox. Late, aster-flowered, splendid bronze, \$1.50 per doz.; \$10.00 per 100.
Harrie. Early, aster-flowered, rich yellow.
Hilda Canning. Midseason, medium sized button, light bronze.
Idolf. Very early, aster-flowered, salmon-pink.
Indian. Aster-flowered, good-sized Indian red.
Iva. Button shaped, handsome light bronze.
Juliana. Midseason, large yellow button.
La Garonne. Early, aster-flowered deep flesh rose.
Lillian Doty. Medium early ball-shaped light rose.

Little Dot. Midseason, small deep bronze button.
Marie Dupont. Very early, dwarf, large white aster-flowered.
Mimico. Midseason, tall growing lavender-pink, seedling of Lillian Doty.
Minta. Midseason, small pink button.
Miramar. Midseason, bronze aster-flowered.
Mme. D. L'Argentage. Early midseason, aster-flowered bluish white.
Model of Perfection. Midseason, small white button.
Mrs. F. H. Bergen. Midseason, fine pale-pink aster-flowered.
Mrs. H. F. Vincent. Late, good bronze aster, \$1.25 per doz.; \$8.00 per 100.
Mrs. Nellie Kleris. An improved Lillian Doty, better in both color and habit, \$1.75 per doz.; \$12.00 per 100.
Nellie Blake. Early, red-orange aster-flowered, \$1.75 per doz.; \$12.00 per 100.
Nio. Midseason, pretty small pink button.
October Gold. Early, aster-flowered rich orange-yellow.
Ouray. Midseason, very bright reddish bronze large button.
Romaine Warren. Late, rich bronze.
Soleil d'Or. Midseason, rich orange aster-flowered.
Tink of Gold. Early, glorious golden-yellow aster, \$1.50 per doz.; \$10.00 per 100.
Uvalda. Early, a fine white aster-flowered.
Viola. Midseason, violet-rose medium sized button, \$1.75 per doz.; \$12.00 per 100.
Wanda. Midseason, a fine large white aster-flowered.
White Doty. Early, pure white ball-shaped flower.
White Midget. Late, miniature pure white button, \$2.00 per doz.; \$15.00 per 100.
William Sobey. Midseason, a fine yellow aster-flowered.
Zelia. Early, fine aster-flowered yellow, \$2.00 per doz.; \$15.00 per 100.

Price. Any of the above except where noted.

85c per doz.; \$6.00 per 100; \$55.00 per 1000.

HENRY A. DREER, 714-716 Chestnut Street, Philadelphia, Pa.

THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY.

Pittsburgh, Pa.

BULBOUS STOCK IS PLENTIFUL.

The past week brought the long expected increased supply all along the line, from the top to the bottom of the list, which naturally caused a slump in prices, but even with an increased supply there was no surplus until the latter part of the week, when carnations and bulb stock began to pile up, and for the first time for many weeks the wholesale houses had some stock left to carry over Sunday. The retailers all report that if it were not for the funeral work there would be very little doing. The bright days have hurried up the rose crop and improved the quality, but there are still too many fancy ones in proportion to the short and medium grades. Carnations are on the increase and the quality is of the best, but the end of the week found them bringing just about half of what they brought at the beginning. Easter lilies are still cleaning up daily, while callas are more plentiful and seem to drag at times. The heavy cutting of bulbous stock is really the cause of the oversupply and includes jonquils, tulips, both single and double, hyacinths and freesias, and all of these items are being received in quantity. The supply of sweet peas has almost doubled over the previous week, with a consequent drop in price. Lily of the valley moves slowly and at times is almost impossible to sell and it seems as though the shortage and high prices

during the war has almost killed its sale and it will take time and publicity to get it back where it belongs. Violets, calendulas, snapdragons and baby primroses complete the list.

RETAIL FLORISTS' ASSOCIATION.

The February 2 meeting of the Retail Florists' Association was a failure due to the fact that there were only seven members present and three of them were wholesalers. Why is it that the retailers will not get together and work together for the good of the business? It seems too bad that they cannot get out and attend the meetings when they only come once a month. If the attendance does not pick up, and the members do not show more interest, there is no doubt but what we will have to give up the ghost.

NOTES.

The A. W. Smith Co. has one of the prettiest window displays seen here in a long time. In fact their whole store, facing on both Liberty and Seventh streets, is all large show windows, so they are never cramped for space to make a display. The background of this particular window is a lattice covered with southern smilax and artificial wisterias with about 50 canaries in different styled cages hanging from the lattice and placed in the foreground among the valentine novelties and plants. It has caused much comment and there is always a crowd in front admiring it.

The McClements Co.'s windows are always attractive with their fruit and flower combinations, and any rare fruit or flower desired that cannot be found there would be pretty hard to locate anywhere else.

The E. A. Williams Co.'s store has the appearance of spring with its display of pussywillows, jonquils, tulips, sweet peas, freesias and everything springy.

Funeral work, as well as other trade, has been very good with the E. C. Ludwig Co.

Visitor: W. J. Smith, of the Altimore Culture Co., Canfield, O.

E. C. T.

Albany, N. Y.

FLORISTS' CLUB MEETING.

Members of the Florists' Club at the February 4th meeting had a discussion on the retention of the special delivery feature of the parcel post. According to reports from Washington a bill in congress provides for the abolition of special delivery service in connection with the parcel post, retaining it only for first class mail. In a letter to William C. Gloeckner, Congressman Peter G. Ten Eyck, from this district, wrote he would do what he can to have the special delivery feature retained. The members of the club endorsed the action of Congressman Ten Eyck and in their discussion gave it as their opinion that they wanted the service retained even if the Postoffice



Davey Tree Surgeons at work on one of the magnificent poplars at the Hanoum Camps



A view of the Hanoum Camps, Conducted by Dr. and Mrs. Charles H. Farnsworth and Miss Louise Green at Thetford, Vt.



One of the giant poplars which we entrusted to the scientific skill of Davey Tree Surgeons

"The work awakened the admiration of everyone"

The Hanoum Camps,
Thetford, Vermont.

The Davey Tree Expert Co., Inc.
Kent, Ohio.

Gentlemen:

It gives me pleasure to state how pleased we are with the work done on the poplar tree in our home at Thetford, Vt. The work was done with a thoroughness that awakened admiration from every one who saw it, and included devices that must go a great ways toward making the work last. Let me add that we appreciated very much the courteous and gentlemanly young men who did the work. While they were working in the midst of a girls' camp they fell in with the camp spirit and so adapted themselves to its life that we regretted to have them leave.

Hoping that it will be possible for us to afford further work done on our trees at some future time, I am

Very sincerely,

JOHN G. GOGAL, *Business Manager.*

Every gardener and estate superintendent has a most important work in the saving of trees under his care.

Davey Tree Surgery brings to his aid the highest development of science plus a generation of experience. A careful examination of your tree will be made by appointment.

THE DAVEY TREE EXPERT CO., Inc., 2302 Elm St., Kent, Ohio.

Branch offices with telephone connections: New York, Astor Trust Building, Fifth Ave. and 42nd Street; Philadelphia, Land Title Building; Boston, 467 Massachusetts Trust Building; Baltimore, American Building; Chicago, Westminster Building; St. Louis, Central National Bank Building.

Permanent representatives available in districts surrounding Boston, Springfield, Lenox, Newport, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, L. I., Montclair, New York, Philadelphia, Harrisburg, Baltimore, Washington, Richmond, Buffalo, Toronto, Pittsburgh, Cleveland, Detroit, Cincinnati, Louisville, Indianapolis, Chicago, Milwaukee, Minneapolis, St. Louis, Kansas City. Canadian address, 252 LaSalle Street West, Montreal.

JOHN
DAVEY



Father of
Tree Surgery

DAVEY TREE SURGEONS

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuineness

Valley for St. Valentine's



CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18.00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

Department decided to increase the fee considerably for it. The special delivery of parcel post is what makes it of great value to the florist.

Members of the club will attend Farmers' Week at the State College of Agriculture, Cornell University, Ithaca, February 16, when a programme of special interest for florists and horticulturists will be given. This is the day selected for the meeting of the New York State Federation of Horticultural Societies and Florists' club, the delegates being guests of the college on that day. The local club will be represented by Fred A. Danker, Fred Henkes, Fred Goldring, William Hannell, and Joseph Traudt.

On motion of Fred A. Danker the club voted to advertise in the local papers once a week the slogan: "Say It With Flowers." The space, one inch or more, will be given over entirely to the slogan. The members, who are retail florists, agreed among themselves to conduct a joint campaign to advertise flowers for St. Valentine's Day. The committee of retailers named to collect funds and to look after the publicity is made up of Edward P. Tracey, chairman; Frederick A. Danker, and William McGinn.

The club has arranged for a public lecture on rose gardens by Robert Pyle, president of the American Rose Society, and of the Dingee & Conard Co., West Grove, Pa. The secretary was instructed to communicate with President Pyle in regard to a date. It has been suggested that the lecture be given on the night of February 24 in Chancellor's hall, State Education building, but the final decision will rest with President Pyle. The retail florists will be supplied with tickets to be distributed free among their customers. It

is expected the lecture will greatly stimulate interest in plants and flowers among the people of the community.

Committees for the year were announced by President Jenkins as follows: Entertainment—Fred A. Danker, chairman; John Murmane, George Nagengast, and Frederick Henkes; finance—Fred Goldring, chairman; Wm. Newport, Fred A. Danker and Samuel Hanson; sick visitation—H. E. Eberhardt, Schenectady; W. O. Olmstead, Troy; Samuel Hanson, Troy; Thomas F. Tracey, Fred Henkes, Newtonville; Fred Goldring, Slingerland; flower show—Edward P. Tracey, chairman; Samuel Hanson, Fred A. Danker, Fred Henkes, W. O. Olmstead, Wm. Hannell, Wm. Maver, Fred Gloeckner, Wm. Newport, H. E. Eberhardt, Fred Goldring, Dale Carpenter and James Snyder.

R. D.

Columbus, O.

FUNERAL WORK SWELLS TRADE.

A decided improvement in the demand for flowers and pot plants is reported. The dullness of the latter part of January has given way to a better tone. Funeral work is especially good and party work has also improved some, although social affairs are not taking the large amount of flowers as they did just previous to the holidays. Sorority dances were rather numerous during the week as the second semester started at the state university at that time. Sweet peas are now probably the best feature of the trade. They are being cut in large quantities and sell around \$2 per bunch. Violets are also coming in well and prices have been reduced to \$1.50 to \$2 per bunch. Roses are still scarce at \$4 to \$12 per dozen.

Carnations are of fine quality and are plentiful. Easter lilies and tulips are arriving. Spring flowers such as yellow jonquils and Rainbow freesias are selling fairly well. Indications point to a continuation of the good supply. Pot plants consisting of primroses, cyclamens and hyacinths are very popular.

NOTES.

S. F. Stephens & Son, Greenlawn cemetery, is cutting a large number of bulbous flowers including tulips, jonquils and hyacinths. The quality generally is excellent and the stock is finding a ready sale at good prices.

Underwood Bros., on Twenty-first street, are having a good demand for various cut flowers, including narcissi, hyacinths and tulips.

Herman Kropp, owner and manager of the Neil House Flower Shop, is very much encouraged over the outlook and believe that the demand will continue good during the spring. A nice line of roses, carnations, violets, narcissi and sweet peas are features.

T. J. Ludwig, who operates a large retail store at 82 North High street, is selling a large number of loose flowers and corsages. He has had a brisk funeral demand lately which has helped to increase the volume of business. Mr. Ludwig believes that trade will continue good and that St. Valentine's Day will develop a strong demand.

The resignations of Chas. McIntyre, chief agriculturist for eight years, and S. W. Moore, chief horticulturist for the same length of time, have been accepted by Dr. H. S. MacAyeal, director of the department of public welfare of Ohio. The two positions, each of which paid \$3,000 annually, will be combined in the interest of economy.

J. W. L.

Gladiolus Mrs. Frank Pendleton

Blooms of this have outsold all varieties in all markets for two years; we have choice true stock, sizes first and second, for 1922 at below moderate prices, grown by ourselves. Price, alone, last year and in 1920 kept it from the trade generally. It is now available. Do not be without it.- The best summer window display flower that you can grow.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock

Twenty per cent of our No. 1 Bulbs run nearly two inches.



MRS. FRANK PENDLETON.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First..	\$40.00
America, Medium	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First	32.00	Niagara, First	40.00
Augusta, Medium	25.00	Niagara, Medium	35.00
Baron J. Hulot, First.....	60.00	Mad. Monneret, First	25.00
Baron J. Hulot, Medium ...	52.50	Mad. Monneret, Medium ...	22.00
Chicago White, First	30.00	Panama, First	35.00
Chicago White, Medium.....	25.00	Panama, Medium	30.00
Halley, First.....	35.00	Schwaben, Medium.....	42.00
Halley, Medium.....	30.00	Florist Mixed, First	25.00
Mrs. F. King, First.....	22.00	Rainbow Mixed, First.....	40.00
Mrs. F. King, Medium	18.00	Standard Mixed, First.....	20.00
Peace, First	45.00	Standard Mixed, Medium....	18.00

Write for special prices on Planting Stock in Black Bulblets and other sizes, of above and of many other named sorts.

Dormant CANNA Roots

Fine sound 2 eyed roots, rot free.

	Per 1000		Per 1000
King Humbert	\$40.00	Firebird	\$75.00
Yellow King Humbert	40.00	Florence Vaughan..	27.00
Mrs. Alfred Conard... ..	90.00	David Harum.....	27.00
The President	75.00	Madam Crozy.....	27.00
Hungaria.....	\$70.00		
CALLA Elliotiana, 1 1/4-inch, per 100.....	\$14.00		



CALADIUMS.

CALADIUMS

The kind with sound center shoots

5 - 7 inch	100, \$ 3.50; 1000, \$ 27.50
7 - 9 inch	" 5.50; " 45.00
9-11 inch	" 10.00; " 90.00

TUBEROSES

Well cured, free from rot

Dwarf Excelsior Pearl, 2nd size, 3-4 in.	100	1000
	\$1.75	\$15.00
Dwarf Excelsior Pearl, 1st size, 4-6 in.	2.75	22.50
Variegated Leaved, single.....	2.85	25.00
Armstrong's Everblooming....	2.85	25.00
Mexican.....	2.85	25.00
Albino, early single white.....	2.85	25.00



DWARF PEARL TUBEROSE.

"Book for Florists" NOW READY.

VAUGHAN'S SEED STORE, CHICAGO
NEW YORK

FOR ST. VALENTINE'S DAY

An Immense Stock of ROSES At Popular Prices

Roses our selection, in lots of 200 or more of one grade as follows:

	Per 100		Per 100
Roses, short stems.....	\$6.00 to \$ 8.00	Roses, choice medium lengths.....	\$12.00 to \$15 00
Roses, extra good short.....	10.00	Roses, fancy long stems.....	18.00

**We grow all the Roses we handle and you
will find it pays to buy Direct of the Grower.**

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

DEMAND IS IMPROVING.

The demand for stock is improving and the outlook is fair for a brisk St. Valentine business. American Beauty roses are arriving in good-sized quantities, but the quality could be much better. Columbia, Russell, Crusader, Butterfly, Sunburst, Milady, Montrose, My Maryland, Victor, Golden Rule, Hearst, Double White Killarney, Hoosier Beauty, Phantom, Nesbit and Cecile Brunner are plentiful and offer the retailer a splendid variety to select from. Carnations are in good supply and are moving fairly well. Lilies are inclined to be on the short side, but the receipts of callas are quite heavy. Orchids are to be had in quantity and the same holds true for lily of the valley. Sweet peas are in good supply and the receipts of home-grown single violets are large. Double violets are reported to be in good crop and regular shipments of singles are coming from California. Paper White narcissus is obtainable at all the stores and a few yellow are seen at some of the establishments. Freesias are quite a factor in the market, including the colored varieties. Tulips and jonquils are plentiful. Mignonette, snapdragons, stevia, pansies, daisies, calendulas, cut hyacinths, heather and statice are on the list of offerings. Greens are in good supply. The retail stores are making a strong bid for the St. Valentine business and are making special displays for the occasion in which the red heart-shaped box is given prominence. Blooming plants also play an important part in the retail store displays and the cut flower market is easing to such an extent that the dealers are able to make good showings in the windows again.

THE SUPREMACY



Of the Chicago market in variety, quality and quantity is achieved. Every day new buyers make their choice from the world's greatest stock of cut flowers. Every day old buyers are coming to recognize Chicago as the one reliable source of supply.

Our own responsibility in this great market is weighted with the years; our resources are more than adequate; our connections are with quality producers only.

**CHICAGO IS YOUR NATURAL MARKET
AND WE ARE IN THE CENTER OF IT.**

KENNICOTT BROTHERS & CO

WHOLESALE

FLORISTS



National Flower Show, Indianapolis, Ind., March 25 to April 1.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

SPECIALS for VALENTINE'S DAY

CATTLEYA ORCHIDS, the best, \$1.00 each.

VALLEY, none better, \$50.00 per 1000

SWEET PEAS, the finest, \$30.00 per 1000.

We also offer a large supply of Tulips, Jonquils, Narcissi, Freesias, Violets, Carnations, Roses, Calendula, Mignonette, etc., of finest quality.

"Service to swear BY, not AT."

VALENTINE'S PRICE LIST—Chicago's Finest Roses

PREMIER.		Per 100
Special		\$35.00
Fancy Long		30.00
Long		\$20.00 to 25.00
Medium		15.00 to 18.00
Short		10.00 to 12.00
COLUMBIA.		
Special		\$30.00
Fancy Long		25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		10.00 to 12.00
MILADY.		
Special		\$35.00
Fancy Long		30.00
Long		\$20.00 to 25.00
Medium		15.00 to 18.00
Short		10.00 to 12.00
RUSSELL.		
Special		\$35.00
Fancy Long		30.00
Long		\$20.00 to 25.00
Medium		15.00 to 18.00
Short		10.00 to 12.00
BUTTERFLY.		
Special		\$25.00
Fancy Long		20.00
Long		18.00
Medium		\$12.00 to 15.00
Short		8.00 to 10.00

OPHELIA.		Per 100
Special		\$20.00
Fancy Long		18.00
Long		15.00
Medium		12.00
Short		\$ 8.00 to 10.00
SUNBURST.		
Special		\$25.00
Fancy Long		20.00
Long		18.00
Medium		\$12.00 to 15.00
Short		8.00 to 10.00
WHITE.		
Special		\$20.00
Fancy Long		18.00
Long		15.00
Medium		12.00
Short		\$ 8.00 to 10.00
Extra Special Roses Billed Accordingly.		
DECORATIVE GREENS		
Ferns		\$4.00 per 1000
Plumous		50c bunch
Sprenger		35c to 50c bunch
Coontie Leaves		\$3.00 per 100
Smilax, strings		\$4.00 per doz.
Adiantum		\$1.50 per 100
Galax		2.00 per 1000
Leucothoe		10.00 per 1000
Boxwood		\$12.50 per 50-lb. bag
Mexican Ivy		\$10.00 per 1000
Prices subject to change without Notice.		

CURRENT PRICE LIST OF MISCELLANEOUS FLOWERS

Carnations		Per 100
Assorted		\$5.00 to \$ 6.00
Red		8.00 to 10.00
Laddie		12.00 to 15.00
Orchids		Each
Cattleyas		1.00
Sweet Peas		Per 100
Winter Butterfly		2.00 to 4.00
Valley		6.00
Jonquils		8.00 to 10.00
Freesia Purity		5.00 to 6.00
Tulips, Early		6.00 to 8.00
Tulips, Darwin		10.00 to 15.00
Paper Whites		6.00 to 8.00
Roman Hyacinths		4.00 to 5.00
Violets, California, per 1000		7.50
Mignonette		8.00 to 10.00
Mignonette, ex. fcy., per doz.		2.00
Stevia		4.00
Daisies		3.00
Giganteum Lilies		25.00
Calla Lilies		25.00
Calendulas, Ball's		10.00 to 12.00
Calendulas, Orange King		6.00
Pussy Willows		4.00 to 6.00

Mention the American Florist when writing.

NOTES.

J. Smith and E. Ryan are opening a new retail store at 5456 Ashland avenue under the name of the Boulevard Floral Co. Mr. Smith is known to the trade through his connection with the Chicago Flower Growers' Association, where he has been employed up to the time he resigned to go into the retail business. The A. L. Randall Co. had the order for the store fixtures.

W. Cleveland Johnson, of Memphis, Tenn., spent several days here last week after visiting the trade at Springfield and Cincinnati, O., and enjoying a pleasant visit with the Hills at Richmond, Ind. Mr. Johnson has just completed a new conservatory and reports business as gradually improving.

Henry A. Zender, president of Peter Reinberg, Inc., is a candidate for clerk of the Probate Court and J. A. Mendell, well-known retailer, is a candidate for county commissioner on the democratic ticket. Both were recommended by the committee of 17 to the full managing committee for ratification.

George Wienhoeber's store on Michigan avenue is beginning to make things hum under the able management of Peter Miller. The sales for Saturday, February 4, were unusually good and about equal to half of those of his South Wabash avenue establishment.

The Kanston funerals called for a large number of floral offerings last week. Oscar Kanston and wife and daughters, Dorothy and Aulyn, were killed in the Knickerbocker theatre disaster at Washington. The four were buried on the same day.

Mangel's artistic window displays in the Palmer House have been attracting much favorable attention. Azaleas play an important part in the showing this week, together with all seasonable cut flowers and a perfect blending of colors.

A. F. Gardiner, with J. M. Cochrane, 1107 South Michigan avenue, and H. T. Lemaire will open a retail store in the Fifteenth street public market, under the name of the Market Floral Co., about February 18.

Dan Simonds, of the Ogden Floral Co., is ill at the West Side hospital

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE

General Office: FEDERAL LIFE BUILDING
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

with rheumatism. His many friends in the trade hope for a speedy recovery.

The Joseph Foerster Co. is supplying its trade with choice irises, which made their first appearance in the market last week.

Schiller's special advertising on the billboards for St. Valentine's Day is attracting much favorable attention.

Vaughan's Seed Store is now very busy in all seed departments, and business in spring bulbs is heavy.

PIETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St.,

CHICAGO

HOME-GROWN SINGLE VIOLETS

\$1.00 to \$1.50 per 100.

Mignonette, Tulips, General Pershing Freesias, Roses, Etc.

Buy Direct from the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

COLUMBIA

Specials	\$25.00 to \$30.00
Select	18.00 to 20.00
Medium	12.00 to 16.00
Short	10.00

PREMIER

Specials	\$30.00 to \$35.00
Select	\$20.00 to 25.00
Medium	15.00
Short	12.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY

	Per 100
Specials	\$25.00
Select	20.00
Medium	12.00 to 15.00
Short	10.00

ROSES, Our Selection \$10.00 to \$12.00

Carnations	\$ 4.00 to \$ 8.00
Freesia	6.00 to 8.00
Tulip	6.00 to 8.00
Mignonette	6.00 to 8.00
Pansies, per dozen bunches	2.00
Paper Whites	4.00 to 6.00
Stevia, per bunch	0.75 to 1.00
Violets	1.00 to 1.50
Sweet Peas	2.00 to 3.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	\$4.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

The Elks opened their national bowling tournament at Bensinger's West Randolph street alleys, February 4. Allie Zech is bowling on one of the local teams and got a strike the first ball he rolled the opening night. O. Christman bowled with the Des Moines, Ia., crowd and others in the trade are expected to participate before the tournament closes.

The Alpha Floral Co. is making a grand showing of blooming plants and cut flowers for St. Valentine's Day. This firm is quick to fill the windows with stock the moment the market begins to ease up.

The Chicago Flower Growers' Association is receiving shipments of southern grown narcissus from August Juer-gen's farm in Mississippi.

Zech & Mann are handling a good supply of bulbous stock in addition to their regular line. Lilies are quite an item at their establishment.

A. L. Vaughan & Co. are all set for the St. Valentine's business and are prepared to handle all the late orders that come in.



The John C. Meyer Thread Co.,

Manufactured by
LOWELL, MASS, U. S. A.
DEPT. XYZ.

Phil. Weinberg, employed in Poehlmann Bros. Co.'s cut flower department, is the proud father of a 12-pound baby boy.

Wietor Bros. are making heavy shipments of young stock plants especially chrysanthemum and carnation cuttings.

The J. A. Budlong Co. reports a great improvement in trade the past week especially from out-of-town points.

Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

R. W. Reed has joined the George Wienhoeber force at his Michigan avenue store.

John Poehlmann is having a radio installed in his home at 846 Eastwood avenue.

The American Bulb Co. reports good business in canna roots.

Joe Kral is with the Central Floral Co.

Order Now For

Valentine's Day

Complete Supply of Cut Flowers

Roses, Carnations, Single and Double Violets, Jonquils, Sweet Peas, Tulips, Freesia, Rainbow Freesia, Daisies, Snapdragons, Mignonette, Valley, Lilies, Callas, Pansies, Calendulas, White and Yellow Narcissus, Etc., Etc.

☛ Complete line of Greens including the finest Bronze Galax in this Market.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

GREATER SUPPLY

Our line of Cut Flowers is complete in every respect and includes all the best offerings in Roses, Carnations, Sweet Peas, Violets, Orchids, Valley, Lilies, Daisies, Snapdragons, Stevia, Freesias, Jonquils, Mignonette, etc. All Greens in large supply.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Poehlmann Bros. Co.'s stock for Easter is coming along in fine shape and includes a large supply of azaleas, hydrangeas and rambler roses. The cut flower department is strong on lily of the valley and orchids for St. Valentine's Day.

The novelty show of the Florists' Club and the Commercial Flower Growers' Association, is scheduled for this week, Thursday, February 9, in the Colonial ballroom of the Randolph hotel, at 8 o'clock.

John C. Wister, of Philadelphia, Pa., president of the American Iris Society, gave an interesting address on irises, at the Art Institute, February 8.

Bassett & Washburn are enjoying a splendid shipping business with a good call for roses which they continue to cut in quantity.

Hans Jepsen, Maywood, is cutting Iris Tingitana freely now and says bulbs smaller than 1 3/4-inch cannot be relied upon for bloom.

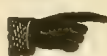
Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

A. Henderson & Co. are making extensive deliveries of gladiolus bulbs.

Visitors: Blaine Wilcox, Council Bluffs, Ia.; John Rindfleisch, Beloit, Wis.; Ella Grant Wilson, Cleveland, O.; H. Bock, Burlington, Ia.; J. A. Karins, representing Henry A. Dreer, Philadelphia; J. P. McCarthy, of the M. Rice

St. Louis, Mo.

MARKET CONTINUES TO IMPROVE.

Market conditions during the past week have been very good. Stock of extra good quality moves readily to meet a brisk demand. Both cut flowers and pot material are bringing good prices and have cleaned up daily. The call for roses has been very good, especially reds. Premier is probably the best seller and is bringing from \$10 to \$40 per 100. Mrs. Chas. Russell is in good demand but the supply is limited; they are bringing from \$10 to \$25 per 100. Sunburst and Ophelia are in very good demand at \$6 to \$20, the latter running a trifle higher. White Killarney are popular. The Crusaders and Columbia are in fair demand at \$8 to \$20. Cecile Brunners are scarce. Butterfly and Ward move readily, selling at \$5 to \$15. Carnations have improved in quality, Laddie still holding its own as the best seller. Reds, pinks and whites are all in good demand, however, cleaning up at \$4 to \$8 per 100, Laddie bringing as high as \$12. Cattleyas, lily of the valley and gardenias, fine stock, are going better than at any time this season. Tulips, jonquils, narcissi, both white and yellow, freesias and hyacinths are in strong demand, both the cut and the pot material. The stock is of excellent quality. Pot tulips bring six cents per flower; jonquils and narcissi, eight to 10 cents and hyacinths 15 to 20 cents per bloom. The cut material moves very rapidly. Sweet peas move well and the material is good. Nearly all shades are obtainable and are bringing from \$1 to \$3 per 100, according to stems and blooms. Violets are also very active and are bringing from \$1 to \$1.50 per 100. The stock is excellent. The few snapdragons seen are soon sold. Calendulas are of excellent quality. There is a good demand for Easter lilies at the present time but the quantity is limited. They are bringing \$4 per dozen. Calla lilies are also active, chiefly for funeral work. Stevias and mignonette are plentiful. Primulas, cyclamens and begonias are all plentiful and of good quality. Greens are in big demand. Ferns, adiantums, asparagus plumosa and A. Sprengeri, leucothe, galax and coontie foliage, which is similar to Sago palm leaves and are used in their stead, are cleaning up. Smilax is popular at \$6 per crate.

NOTES.

Some good valentine suggestions were seen at the Ayers Floral Co.'s establishment recently. Bouquets of calendulas, sweet peas, freesias, narcissi and

Sunburst roses were displayed in attractive books and made an excellent window. They also displayed two of their \$2 Saturday special boxes, pink carnations and narcissi.

President S. S. Pennock and Secretary John Young, of the Society of American Florists, will be in this city February 8, on their way to Kansas City, Mo. They will be entertained during their stay by Louis A. Hoerr, of the St. Louis Wholesale Cut Flower Co.

A fine St. Valentine's Day business is expected by the Grimm & Gorley establishment, 716 Washington avenue. Some very attractive suggestions for valentines in cut flowers and pot plants were displayed to advantage in the windows.

A record business was enjoyed by the St. Louis Wholesale Cut Flower Co. last week. Stock moved rapidly and generally cleaned up before noon. It is hoped that business will continue good, and by all present indications it will.

The Florists' Club will hold its next meeting February 9, at the Windler Wholesale Cut Flower Co., 1320 Pine street. A good attendance is expected.

The Mullanphy Floral Co. displayed some excellent pot tulips, hyacinths and primulas, last week.

Cinerarias and primulas were features with the Teresa Bodara Co., 1316 Olive street.

J. K. M.

Cincinnati, O.

BEST DEMAND OF YEAR FOR STOCK.

Business the past week was the best experienced since January 1. The trade is more fortunate than other lines, which have been more or less inactive. Sweet peas are showing the effects of the bright weather, the supply having doubled within the week. Roses are in heavier supply and find a good market, bringing \$8 to \$30 per 100. Carnations are holding their own and are better in quality than they have been for some time. Calla and Easter lilies are still scarce, although the former are a little more numerous. Bulbous stock seems to be moving well and the offerings are gradually increasing. Daffodils are selling as fast as they arrive. Rainbow and Purity freesias are in heavy supply, selling at \$2 to \$5 per 100, according to grade. Miscellaneous stock, including violets, lily of the valley, primulas and snapdragons are finding a ready market.

NOTES.

Thos. Nelage, of the Peebles Corner Flower Shoppe, has made a name for himself here because of the success he has made since taking hold of that establishment.

The sympathy of the trade is extended to C. E. Critchell in the death of his brother, Wm. Critchell, of the Hyde Park Lumber Co., this city.

Pans of early tulips and daffodils are being brought in by E. C. Rutenschroer, Price Hill, who reports sales as excellent.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

YELLOW NARCISSUS

DAISIES

PANSIES

STEVIA

TULIPS

JONQUILS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies,
Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

**Quality
Speaks
Louder
Than
Prices.**

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

E. A. Forster reports a good week in wedding work. He is to be complimented on his artistic window displays. Choice sweet peas are being received by Wm. Murphy. He reports a good week in all kinds of basket work.

P. J. Olinger is cutting a nice lot of calendulas from his greenhouses at Newcastle, Ind.

E. G. Gillett is having fine sales with his new coontie foliage, which is very popular here.

Visitors: Fred Lautenschlager, of the Kroeschell Bros. Co., Chicago; Fred H. Lemon and wife, Richmond, Ind.; Geo. Mohn, of the E. C. Amling Co., Chicago; Jos. H. Hill, Richmond, Ind. G. K.

Providence, R. I.

NO DECLINE IN PRICES.

Cut flower prices have changed but little the past week. A slight increase in the supply has been noticed throughout the city, especially in carnations and bulbous stock, but as yet, no surplus has accumulated and business is

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

We Are Headquarters For The Following:

SOUTHERN WILD SMILAX of rich dark green. Per standard case, \$7.50.

GALAX, bronze or green, per 1000, \$2.00; per case of 10,000, \$15.00.

FERNs, fancy, the best on the market the year round. Per 1000, \$4 00, case lots.

LEUCOTHOE, green, fine long fancy stock. Per 100, \$1.00; per 1000, \$8.50.

WRITE, PHONE OR WIRE.

E. F. WINTERSON CO.,

166 N. Wabash Avenue,
Phone Central 6004. Established 1892.

Chicago, Ill.

fair, the result being that prices hold very well. Roses in the shorter lengths are still scarce and any one willing to pay a fancy price can get most any thing they want. The supply of lilies has not increased and clean up daily at \$25 per 100. Tulips, daffodils, Paper White narcissi and freesias are coming in rapidly and sell at good figures. Callas clean up daily and many more could be used if they were obtainable. Yellow daisies, calendulas, pussy willows, violets and other small flowers are arriving in quantity and sell well. Lily of the valley sells slowly and even at reduced prices is hard to move now, although funeral work the past week used up immense quantities of orchids, lily of the valley, violets, sweet peas, roses, carnations and all fulbous flowers.

NOTES.

Henry A. Carpenter, one of the officials of the Grinnell Co., and one of the best known men here, died during the week and all the florists here were called upon to supply flowers for the most pretentious display that the city has seen in some time. The pieces were varied, and there were over 150 designs and sprays delivered, lily of the valley, orchids, violets and roses predominating, and several pieces showed the large amount of money spent for them.

The retail shops are preparing for a busy St. Valentine's Day, and from all reports stock will be plentiful.

Albert Holcher is now cutting excellent sweet peas that find a ready market and sell on sight.

Eugene Appleton is now located with the Westminster Greenhouses, permanently.

Hoffman, Pawtucket, has excellent cyclamens. H. A. T.

Denver, Colo.

BUSINESS GAINING STEADILY.

The usual post-holiday slump has passed and business has been gaining steadily and the prospects for a good spring trade are excellent. Funeral work has been exceptionally heavy lately and good stock for this class of work is very scarce. Roses, especially, are short but are picking up gradually. In spite of their scarcity the prices have held firm at \$2 to \$6 per dozen, retail. Carnations have been plentiful and of fair quality, bringing \$1 for medium and \$1.50 for best grade. Tulips, hyacinths,

A LIVE SELLER

COSTS \$2.50 SELLS FOR \$5.00

Greatest line of stock ever offered. Leading retailers everywhere recognize our prepared goods as the leader and recommend it to their neighbor florists. Send \$2.50 for a sample box today. Place it on display and watch the orders come in.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

ARTIFICIAL LILAC.

(White or Lilac color).

Large sprays (3 to bunch), per dozen bu. **\$5.00**

ARTIFICIAL HEATHER.

(Various Desirable Colors).

12 sprays to bunch, per gross (144) sprays. **\$3.00**

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

jonquils and many other spring flowers are making their appearance on the market now and the demand for them is good. Prospects are excellent for an extra fine supply of these stocks for the Easter trade. Prices for pot stock range from \$1 to \$4. Two dollars per dozen is the prevailing price for cut jonquils. Sweet peas, violets, freesias, forget-me-nots, mignonettes, snapdragons and calendulas are in fair supply and move slowly.

Peter Hauman, a former grower for Henry A. Dreer, Philadelphia, and Poehlmann Bros. Co., Chicago, has re-

turned to Denver after several years' absence and taken a position as foreman for the Park Floral Co.

E. N.

ST. JOSEPH, Mo.—Frank X. Stuppy, Dr. B. W. Murphy and their wives, have returned from the east. Mr. Stuppy's health being greatly improved.

WHEATON, ILL.—R. E. Scheffler, florist here, is making a 4-week tour of the Pacific Coast. Meanwhile, his foreman is building two large greenhouses for summer work.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

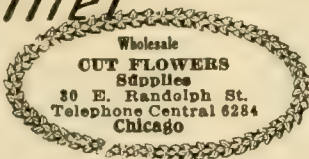
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WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

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Mention the American Florist when writing

SMILAX

PREPARED MAGNOLIA

Price and quality guaranteed.

DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977 1978

Wholesale Flower Markets

Chicago	
CURRENT PRICE LIST	
	Dozen Per 100
Roses, Beauty	\$ 4.00 to \$ 8.00
" Mrs. Chas. Russell	8.00 to 35.00
" Butterfly	6.00 to 25.00
" Columbia	8.00 to 30.00
" Dunlop	6.00 to 30.00
" Premier	10.00 to 35.00
" Hoosier Beauty	6.00 to 25.00
" Killarney Brilliant	6.00 to 20.00
" White Killarney	6.00 to 20.00
" Mrs. Geo. Shawyer	6.00 to 20.00
" Milady	6.00 to 30.00
" Mrs. Aaron Ward	5.00 to 20.00
" Sunburst	6.00 to 20.00
" Ophelia	6.00 to 20.00
" Dbl. W. Killarney	6.00 to 20.00
" Cecile Brunner	3.00
" Our Selection	8.00
Calendulas	4.00 to 6.00
Daisies	2.00 to 3.00
Cattleyas, per doz.	12.00 to 18.00
Valley	6.00 to 8.00
Carnation	6.00 to 8.00
Lilies, per 100	25.00 to 30.00
Sweet Peas	3.00 to 5.00
Paper Whites	6.00 to 8.00
Violets	1.00 to 2.50
Adiantum	2.00 to 3.00
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Leucothoe	1.00
Sprengeri, Plumous Sprays, per bunch	.25 to .50
Mexican Ivy	1.00
Boxwood, 35c per lb., case Southern Wild Smilax, per case	12.00
" Crusader	10.00 @
Cattleyas, per doz.	9.00 @
Easter Lilies	20.00 @
Lily of the Valley	8.00 @
Sweet Peas	2.00 @
Freesia	4.00 @
Jonquils	6.00 @

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

Matthew
Crawford
AND
Dr.
Van FleetSecond Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia,
Russell, Milady, White Killarney and Kil-
larny Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

NEW IMPORTATION

MINIATURE VELVET PANSIES

\$3.60 per gross

MINIATURE RED POPPIES. \$1.80 per gross

CLOTH CARNATIONS, ... \$25.00 per 1000

White, Ward, Dark Pink and Red

SAM SELIGMAN

116 West 28th Street NEW YORK

Mention the American Florist when writing.

Here are three cut flower items that you will need for

St. Valentine's Day

White Lilac

Gardenias

Orchids

Depend on us for your supply and you will not be disappointed.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

HEAVY SUPPLY MOVES SLOWLY.

The market the past week has been a great disappointment. A week ago there was a very good call for stock at top market prices, then on Saturday came the blizzard which put a quietus to all business, but appeared to increase the supply, and the market was soon piled high with flowers that had no place to go. There was a fair demand Friday and Saturday, particularly for roses, but quite a block of these, together with all the other surplus, had to be carried over into the next week. Bulbous stock is plentiful, especially Paper White narcissi and daffodils, both selling as low as \$30 per 1,000, which is said to be less than the cost of production. Carnations are more plentiful and yet there are not as many as the market generally takes at this season of the year. The stock is fine, but the price is about one-half of what they brought a week ago. Sweet peas are a factor and seen in large quantities. The quality is fine. Calendulas are also a quantity stock. Callas are plentiful but Easter lilies are on the short side. Violets move slowly. Of the choice stock, cattleyas are a trifle scarcer while there is plenty of fine white lilac, gardenias and lily of the valley.

FLORISTS' CLUB MEETING.

Geo. E. M. Stummpp's address on "The Advertising of Flowers," was the literary feature of the Florists' Club, February 7, meeting at the Adelphia hotel. It was intensely practical and full of unique selling appeals, along an entirely new line, that were most forceful, making a great impression on the large audience present. The display tables contained a wealth of artistically arranged floral valentine vases of roses, carnations, other flowers and foliage plants.

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Feb. 8.		Per 100
Roses, American Beauty...	\$10.00@	\$150.00
" Russell	10.00@	20.00
" Dunlop	8.00@	16.00
" Pilgrim	10.00@	20.00
" Crusader	10.00@	20.00
" White Killarney...	8.00@	16.00
" Ward	8.00@	16.00
" Maryland	8.00@	16.00
" Hoosier Beauty ..	10.00@	20.00
" Columbia	10.00@	20.00
" Hadley	10.00@	25.00
" Premier	10.00@	20.00
" Ophelia	10.00@	20.00
" Butterfly	10.00@	20.00
" Cecile Brunner ..		3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Calendulas, per bunch	.75@	1.00
Carnations, fancy ..	10.00@	12.00
Carnations, ordinary		8.00
Cattleyas, per doz.		12.00
Callas	3.00@	4.00
Easter Lilies	25.00@	30.00
White Narcissus	6.00@	8.00
Lily of the Valley ..		10.00
Smilax, per dozen ..		6.00
Violets	1.50	
Cypripediums, dozen	4.00@	6.00
Sweet Peas	3.00@	4.00
Stevia, per bunch ..		.75
Freesia	6.00	
Jonquils	8.00@	10.00
Marguerites	3.00@	4.00

BUFFALO, Feb. 8.		Per 100
Roses, White Killarney...	\$ 6.00@	\$20.00
" Dbl. Wht. Killarney	6.00@	18.00
" Milady	6.00@	18.00
" Maryland	10.00@	15.00
" Sunburst	8.00@	15.00
" Columbia	8.00@	25.00
" Ophelia	8.00@	20.00
" Russell	15.00@	25.00
" Premier	10.00@	25.00
" Cecile Brunner ..	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	20.00@	25.00
Easter Lilies	6.00@	10.00
Mignonette	4.00@	5.00
Narcissus, Paper White	8.00@	10.00
Rubrum Lilies	8.00@	10.00
Snaptagons	6.00@	10.00
Sweet Peas	1.00@	4.00
Violets	3.00@	6.00
Freessias	2.00@	3.00
Daisies	5.00@	6.00
Golden Spur	4.00@	6.00
Tulips	15.00@	25.00
Calla Lilies	1.50@	2.00
Buddleia		

PHILADELPHIA, Feb. 8.		Per 100
Roses, Beauty, special ..	75.00@	100.00
" Ophelia	15.00@	25.00
" Columbia	15.00@	20.00
" Mrs. Chas. Russell...	15.00@	35.00
" Dbl. Wht. Killarney...	15.00@	25.00
" Hadley	15.00@	40.00
" Sunburst	15.00@	25.00
" Wards	8.00@	15.00
" Premier	15.00@	40.00
Adiantum	1.00@	1.50
Asparagus, bunches ..	.35@	.50
Asparagus, strings ..	.75@	1.00
Calendulas	2.00@	4.00
Carnations	8.00@	12.00
Cattleyas	100.00@	150.00
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	10.00
Smilax		.35
Snaptagons, per doz.	1.50@	3.00
Sweet Peas	1.00@	4.00
Violets, single	1.00@	1.50
Violets, double	1.00@	1.50
Callas, per doz.	3.00@	4.00
Stevia, per bch.	.35@	.50

ARE THERE TOO MANY FLOWERS?

In answer as to whether there are too many flowers or not enough demand, a large dealer stated that the market was not overstocked for the season, and that as many or more flowers should be sold every day, as are now coming in. The fault lay in their distribution in which both growers and

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets and Carnations

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing.

Berger Bros.

The Choice of the Market in

EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

Mention the American Florist when writing.

retailers were to blame. In almost every other line, except flowers, the merits of merchandise of all kinds were constantly kept before the public in more or less elaborate advertisements, paid for by the manufacturers of special lines in making a market for their goods, and by large retail houses who had these and other lines to move. While no individual cut flower grower could afford to create a demand in this way, yet collectively all growers in a community could, when it was necessary to move a surplus, advertise their products to great advantage and in association with prominent retailers regarding prices and featuring of the stock sell a lot of flowers in a short time, and at satisfactory prices to all concerned. Retailers would advertise not collectively, but as individuals, each calling attention to his own shop and the special sale in progress. Special sales such as these with their publicity and other attractive features would attract new buyers and make lovers of flowers of people who had not thought they could afford them before. If a few of the leaders of the trade, practical business men would get together and try this out at the first serious overproductive period, results would justify its continuance.

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
 and **Greens**

C. C. POLLWORTH CO.

CUT FLOWERS
 PLANTS, BULBS
 FLORISTS'
 SUPPLIES
 MILWAUKEE, - WIS.

Write For Our
Price List
On Cut Flowers
H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies
 Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676
 444-446 Milwaukee Street

MILWAUKEE, WIS.**Pittsburgh Cut Flower Co.**

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,
PITTSBURGH, - PA.

E. C. Amling Co.
OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.**NOTES.**

Sydney Bayersdorfer, son of Harry Bayersdorfer of the Florists' Supply House of America, was married to Miss Netta Levy, of Manning, S. C., February 2. Among the valuable presents was a sterling silver tea set from the employes of the store. On his leaving the shop the ladies of the office, for want of a better opportunity, pelted him with rice. Mr. and Mrs. Harry Bayersdorfer were also present at the ceremony. The happy couple will spend their honeymoon in Europe, sailing from New York February 7.

The trade learned with deep regret of the sudden death of Dr. Van Fleet, the eminent rose hybridizer of the Government's Arlington rose test gardens, Washington, D. C. His American Pillar, Dr. Van Fleet and Silver Moon are a few of the standard varieties that he has given to the world, and which are in every rose garden and collection of note. There will, no doubt, be found many valuable varieties amongst his seedlings of the past few years. See obituary column for further particulars.

H. H. Battles has purchased the store property at 1718 Chestnut street. This is a commodious shop, 20 feet wide, on a lot 152 feet in depth to a back street. There is a large "for rent" sign in the show window, and also rumors of another flower shop in this rapidly growing retail district.

Wholesale Flower Markets

PITTSBURGH, Feb. 8. Per 100

Roses, Beauty, spl., per doz.	9.00	60.00
" " fcy., per doz.	7.50	45.00
" " ex., per doz.	6.00	25.00
" " No 1, per doz.	4.00	15.00
" American Legion	10.00@	30.00
" Killarney	8.00@	20.00
" Maryland	8.00@	20.00
" Sunburst	8.00@	20.00
" Mrs. Aaron Ward	8.00@	20.00
" Russell	8.00@	30.00
" Columbia	8.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	8.00@	20.00
" Premier	10.00@	30.00
" Madam Butterfly	10.00@	25.00
Carnations	6.00@	8.00
Calendulas	2.00@	4.00
Calla Lilies, per doz.	2.50@	3.00
Lilies		25.00
Valley		6.50
Ferns, per 1,000		4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengerl, per bunch		.50
Smilax, per doz. strings		3.00
Sweet Peas	1.50@	4.00
Violets		1.50
Baby Primroses	.50@	1.00
Narcissus, Paper Whites	4.00@	6.00
Jonquils	6.00@	8.00
Tulips	4.00@	8.00
Freesias	4.00@	6.00
Snapdragons, per doz.	.75@	2.00

CINCINNATI, Feb. 8. Per 100

Roses, Premier	8.00@	30.00
" Russell	8.00@	30.00
" Columbia	8.00@	30.00
" Butterfly	8.00@	30.00
" Pink Killarney	8.00@	30.00
" White Killarney	8.00@	30.00
" Sunburst	8.00@	30.00
" Mrs. Aaron Ward	8.00@	30.00
" Ophelia	8.00@	30.00
" Baby Doll	3.00@	4.00
Daffodils	4.00@	6.00
Freesias	4.00@	6.00
Rubrum	4.00@	8.00
Primulas		1.00
Violets	1.00@	1.50
Narcissus, white	3.00@	4.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Leucothoe		5.00
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Hyacinths	8.00@	10.00
Coontie Leaves		2.00

Chas. Theiss opened his new store on Walnut street above 52nd street, February 8, in a retail district that is rapidly growing in importance. This is

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.**RICE BROTHERS**

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

St. Louis, Feb. 8. Per 100

Roses, Premier	8.00@	3.00
" White Killarney	6.00@	12.50
" Columbia	8.00@	20.00
" Crusader	6.00@	15.00
" Ophelia	6.00@	20.00
" Russell	8.00@	30.00
" Ward	5.00@	10.00
" Butterfly	8.00@	20.00
" Sunburst	6.00@	18.00
Carnations	3.00@	6.00
Valley	6.00@	8.00
Narcissus	3.00@	4.00
" Yellow		8.00
Mignonette		10.00
Sweet Peas	1.00@	3.00
Violets	.50@	1.00
Callas, per doz.	15.00@	25.00
Lilies, per doz.		4.00
Leucothoe		.75
Galax, green, per 1,000		1.50
Galax, bronze, per 1,000		1.50
Ferns, per 1,000	3.00@	3.50

MILWAUKEE, Feb. 8. Per 100

Roses, Killarney, W. Kill'n'y.	8.00@	20.00
" Premier	12.00@	35.00
" Ophelia	10.00@	20.00
" Columbia	10.00@	35.00
" Ward	8.00@	15.00
" Hoosier Beauty	10.00@	25.00
" Butterfly	10.00@	25.00
Carnations	6.00@	8.00
Hyacinths	10.00@	12.00
Orchids, Cattleyas, per doz.	12.00@	15.00
Strawflowers, bunch	25@	.50
Sweet Peas	2.00@	4.00
Violets	1.00@	1.50
Wild Smilax, per case		7.50
Fancy Ferns, per 1,000		4.00
Paper Whites	4.00@	8.00
Calendulas	6.00@	10.00
Trumpets	8.00@	10.00
Tulips	6.00@	8.00
Adiantum		2.00
Galax, per 1,000		2.00
Asparagus, per bch.	.50@	.75

HARRY CHARLES, WHOLESALE FLORIST

VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street,
Phone Chelsea 8071.

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Consignments Solicited.

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid.

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

store No. 1, to be followed shortly by No. 2, for which a location has already been selected.

"They can't be beat," said Edw. Reid recently, pointing to a vase of fine carnations in his store, which certainly had quality. High grade roses are also features of his large stock.

The Robert Craig Co. is delighted with the condition of their Easter stock, which in its quality and variety was never better. Their rambler roses are particularly fine.

Berger Bros. are featuring spring bulb stock, showing daffodils and tulips in quantity. Snapdragons and choice sweet peas are also leaders.

White lilacs, gardenias and cattleyas are features of the Leo Niessen Co. stock. Daffodils and high grade sweet peas are also quantity items.

The Philadelphia Growers' Cut Flower Market is featuring choice roses and sweet peas. At least one new grower is being added each week.

President S. S. Pennock paid a hurried visit to Cleveland, O., February 6, on business connected with the National Flower Show.

Charles H. Grakelow paid a flying visit to Montreal, Ont., Tuesday, January 31.

New York.

HEAVIER SUPPLY OF STOCK.

The outstanding features of the past week were a heavier supply of stock, a light demand and a heavy cut in wholesale prices. In tea roses and carnations values have declined all along the line. Extra roses that throughout the greater part of January brought \$20 per 100 are now down to \$12 and \$15, with similar reductions in other grades. American Beauties and Scott Keys, not being so generally grown, are holding up somewhat better than the bulk of the stock. In carnations, Mrs. Ward went as high as \$12 per 100, but is now down to \$8, with inferior stock going at \$4 and \$6. In tulips and yellow narcissi there is almost a glut tulips, according to quality, running from 35 to 75 cents per dozen, the Darwins, of course, having greater value. Narcissus is going at about the same rate as common tulips. There is an increased supply of sweet peas with consequent reductions in prices. Cattleyas continue plentiful and comparatively cheap. The supply of acacias and gardenias is limited, the latter having advanced to \$6 per dozen, being an exception to the general rule. Double violets are hard to move at 50 cents per 100 and the surplus is in the hands of the street vendors. Singles go somewhat better. The weather during the past week was generally mild with heavy rain on the night of February 1, which about cleaned off the snow from the streets.

February 6.—Heavy supplies continue to arrive with no increase in the demand.

FLORISTS' CLUB MEETING.

The next meeting of the Florists Club will be held in the Engineering building, 25-33 West Thirty-ninth street, February 13. Among important matters that will come before the meeting are a number of proposed and important amendments to the by-laws of the club. There should be a full attendance, as such matters after being voted on are not easily rescinded.

NOTES.

The wholesale firm of John Young & Co., of the Eighteenth street market has been dissolved by the retirement of John Young, whose time is altogether taken up with his duties as secretary of the Society of American Florists. George Hildenbrand, who has conducted the business for several years, will continue it under his own name. He has had many years experience and is popular in the trade and deserving of patronage.

Adam Trepel, whose activities have been previously mentioned in these columns, opened his new store for business, February 4, which is finely lo-



George Hildenbrand, New York.
Who Has Taken Over the Business of John Young & Co.

cated at 892 Flatbush avenue, Brooklyn. Plate glass windows and a succession of mirrors are noteworthy features in the outfitting of the establishment. The location is one of the most popular in that borough, the Erasmus Hall high school being just opposite.

Mayor Hylan has appointed Mrs. Schenck, wife of Charles Schenck, of the wholesale firm of Traendly & Schenck, as a trustee of Hunter college, this city, which is located at Madison avenue and East Sixty-eighth street. This is considerably above the average, as far as merit is concerned, of the mayor's appointments.

A local newspaper recently published a picture of Miss Irene Hayes with the following comment: "Miss Irene Hayes, flower artist of New York, who on a recent visit to Chicago declared that flowerers cure all troubles. 'I wonder why doctors bar them from sick rooms?' she added." Miss Hayes is a well-known retail florist of this city.

Al Warendorff and wife started February 7 for a silver honeymoon trip to Miami, Fla. They were to celebrate their silver wedding February 10 at Mirimar inn, that city. Both have long been active and well known in the retail business of this city.



1921—Established 1887

J. K. ALLEN, 43 W. 18th St. N. Y. CITY

Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street.

Solicits Roses, Carnations, Valley, Orchids.
Best facilities for handling. Highest prices.
Quick returns. Prompt payments.

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WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Gold Letters and Scripts

Best and cheapest on the market.

Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

In the report of the fire at Staten Island, January 25, in last week's issue, H. Richmond should have read the Richmond Floral Co.

Charles H. Totty, Madison, N. J., returned February 3 from Pittsburgh, where he went, January 30, on a business trip.

Geo. J. Polykranas has closed his store and retired from the wholesale business in the Eighteenth street market.

Mrs. W. H. Long has been spending several weeks at Baddeak, N. S., called there by the death of her mother.

A. F. F.

PAUL MECONI

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Carnations and Sweet Peas of Fine Quality.

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Roses, Violets, Carnations, Valley, Lilies, Etc.

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A complete assortment of the best in the
market can always be relied upon.

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Prompt and careful attention to your
interests. Consignments Solicited.

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Wholesale Florist

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Telephone: 2046 Watkins

Wholesale Flower Markets

NEW YORK, Feb. 8.		Per 100
Roses, Beauty	\$ 6.00 @	\$100.00
" Premier	8.00 @	35.00
" American Legion	6.00 @	40.00
" Crusader	6.00 @	30.00
" Golden Ophelia	6.00 @	20.00
" Columbia	6.00 @	20.00
" Pilgrim	6.00 @	20.00
" Hadley	6.00 @	30.00
" White Killarney	5.00 @	15.00
" Dbl. Wt. Killarney	6.00 @	20.00
" Dunlop	8.00 @	20.00
" Aaron Ward	8.00 @	20.00
" Ophelia	6.00 @	20.00
" Scott Key	15.00 @	75.00
" Sunburst	6.00 @	20.00
" Mdm. Butterfly	8.00 @	25.00

Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus, per bch.	.25 @	.75
Bouvardia, per bunch		.50
Carnations	5.00 @	8.00
Carnation Laddle	10.00 @	12.00
Cattleyas	25.00 @	100.00
Gardenias, per doz.	3.00 @	6.00
Iris, per doz.	2.00 @	4.00
L. Rubrum	12.00 @	15.00
Leucothea, per 1000.	5.00 @	7.00
Lilies, white	15.00 @	20.00
Lily of the Valley	1.00 @	6.00
Mignonette, per doz.	.50 @	.75
Narcissus, paper waites, per doz.	.35 @	.60
Snappdragons, per doz.	.50 @	1.50
Smilax, doz, strings.	1.25 @	2.00
Galax, green and bronze, per 1,000	1.50 @	2.00
Ferns, per 1,000.	2.00 @	2.50
Violets	.25 @	.50
Sweet Peas	2.00 @	4.00
Callas, per doz.	2.50 @	3.00
Lilac, per bunch.	1.00 @	2.00
Freesias	2.00 @	4.00
Tulips, per doz.	.50 @	.75
" Darwins, per doz.		2.00
Asp. Plumosus, per bch.		
southern	.15 @	.50
Pansies, cut	2.00 @	3.00
Calendulas, per bch.	.50 @	.75
Violets, single	.50 @	.75
Narcissus, yellow	.35 @	.60

Frank H. Traendly

Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

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Between 26th and 27th Sts.

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Orchids, Roses, Carnations, and all the
other best products of the leading growers.

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121 W. 28th St., NEW YORK

Snapdragons, Roses, Carnations, Bouvardias
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As Well As All Other Flowers in Season.

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PHONE { 2335 } WATKINS
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Fresh Cut Decorative Evergreens

Highest Standard of Quality.

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**Traveling Wholesale Florist
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ries. Our Orchids are grown by Cardillo &
Co., of Mamaroneck, N. Y.

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The Homes of Flowers

CHICAGO



Northwest Corner Wabash Ave. and Adams St.

Our Motto:
Satisfaction,
Quality and
Service.

Members of the F. T. D.



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Wire, Write or Phone West 822

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EXPERTS TO ARRANGE THEM.

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IN OR
AROUND

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of Cut Flowers in the South

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Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
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Members of Florists' Telegraph Delivery.

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Fresh Flowers

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Right in the Hospital District.

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Canada's Best Known and Most Reliable
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Best

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We deliver anywhere in Canada and
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Broad St., at Cumberland

Central City Shop, 1908 Market St.
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The name "Malandre Brothers" on a box of
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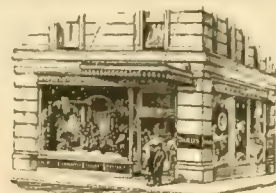
February 14.
Matura, Trinidad Line (Grenada-Trinidad-Demarara).
FROM BALTIMORE, Manchester Exchange,
Furness Lines (Manchester).
FROM PORTLAND, Turcoman, I. M. M.
Lines (Avalmouth).
FROM BOSTON, Missouri, I. M. M. Lines
(Antwerp-London).

February 15.
Eastern Crag, Cosmopolitan Line (Rotterdam).
France, French Line (Havre).
Baltic, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Thistle More,
Furness Lines (Liverpool).
FROM GALVESTON, City of Alton, Lykes
Lines (Bremen).

February 16.
Rochambeau, French Line (Havre).
Nairar, Commercial Steamship Lines (Copenhagen-Reval-Helsingfors-Finland).
Edgchill, Black Diamond Lines (Rotterdam).
FROM BOSTON, Rhode Island, Furness
Lines (Glasgow).

February 17.
FROM PHILADELPHIA, West Inskip, Black
Diamond Lines (Antwerp).
FROM PHILADELPHIA, French Line (Bordeaux-Havre).

February 18.
New Amsterdam, Holland-American Line
(Rotterdam).
Sarcosie, Cosmopolitan Line (Rotterdam).
Boyle, I. M. M. Lines (Liverpool).
Olympic, I. M. M. Lines (Southampton).
Gothland, I. M. M. Lines (Antwerp).
Albania, Cunard-Anchor Line (Liverpool).
Verbania, Cunard-Anchor Line (London).
Eastern King, Commercial Steamship Lines
(Londonderry-Belfast-Dublin-Cork).
Saxon Prince, Prince Lino (Rio de Janeiro-Santos-Montevideo-Buenos Aires-Rosario).
Northwestern Miller, Furness Lines (London).
FROM PHILADELPHIA, Nitonian, I. M. M.
Lines (Liverpool).
FROM WEST SAINT JOHN, Manchester
Corporation, Furness Lines (Manchester).



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341 Madison Ave.

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Exacting
Fulfillment.



ENGLAND

You can "Say It
With Flowers"
to anyone in
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through Bees'
Flower Service.



Steamers arriv-
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any port can be
served at a few
hours' notice.

(Members F. T. D.)

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LIVERPOOL

(Members F. T. D.)

CHICAGO

75 E. Adams St.



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WORCESTER, MASS.

TACOMA, WASH.

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**Rock's
FLOWERS**

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BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing.

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City Index to Retail Florists

Filling Telegraph Orders.

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Asheville, N. C.—Middlemount Gardens.
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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
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Washington, D. C.—Geo. H. Cooke.

St. Paul, Minn.

Holm & Olson

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

1536 SECOND AVE.

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NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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Baum's Home of Flowers

Personal attention given to orders
For Knoxville and East Tennessee.
Member F. T. D.

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WIRE

Grimm & Gorly

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Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

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Hession

Madison Ave. and 76th St.

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Quality Flowers

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AT REASONABLE PRICES

Plant Specialists

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Rhineclander
107-420-775

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Fordham Florist

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NEW YORK. Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G.E.M. Stumpff

Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

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J. W. RODGERS

Elks' Building
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Telegraph orders for Dayton will receive
our immediate and careful attention.

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BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

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Madison Ave.,
NEW YORK

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LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
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KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

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LA CROSSE, WIS.

Send your orders for flowers for de-
livery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

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Shipments for Kansas
and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service
Members
F. T. D.

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El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

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Albany, N. Y.

Danker
FLORIST

The Best Service



Mention the American Florist when writing.

NEW YORK.

BROADWAY, FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

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Chatmas Florists

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Bet. 144th and 145th Sts.

Telephone Audubon 6044.

Orders from Other Cities Promptly Filled

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1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

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W.J. Barnes
FLORIST, K.C.M.O.

Kansas and Western
Missouri.

Up-to-date Service.

F. T. D. Est. 1890

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Leading Florists

JOHN BREITMEYER'S
SONS

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PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

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FLORIST

324 Fulton St., cor. Pierpont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

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MICHIGAN.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



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Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

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JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

Eleven Stores

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14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

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HENRY W. SHEPPARD

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Successor to the HILL FLORAL CO.

Good Stock and Good Service.

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Lenox 7019

1062 Madison Ave.,

Near 80th St.

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Orders in
or around Washington, D.C.

Geo. C. Shaffer

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900 Fourteenth StreetNashville, THREE
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Chattanooga
and AtlantaMEMBER
Florists'
Telegraph
Delivery

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Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

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Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

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Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

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WASHINGTON, D. C.

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Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

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SHOP OF QUALITY

Irene Hayes, Inc.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park
Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing.

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A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.



WASHINGTON
D. C.

Gude's

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

CHICAGO OPPOSITE FIELD'S

Central Floral Co. 132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Seattle-Rosaia Bros. Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

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—OF—
"Home Grown Flowers"

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Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

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LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

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IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

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HUGO H. JAHN
—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York.

Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Chicago, June 19-20, 1922.

FERTILIZER makers are asking a big reduction in freight rates.

ANNOUNCEMENT is made at the Ford Motor Works, that the Fordson tractor has been reduced to \$390.

ONION SETS in the Chicago district are firmer at \$1.70 for colors and \$1.95 for whites, prompt shipment in car lots.

THE annual meeting of the Wholesale Grass Seed Dealers' Association will be held at the Hotel La Salle, Chicago, June 19-20.

HENRY FORD, if his Mussle Shoals proposition takes effect, expects to manufacture fertilizers at fair prices, and without excessive profits.

PRICES of bags at Chicago, February 8: Anchor, 16 oz., \$29.00 per bale, in bale lots or over; Royal River, 16 oz., \$29.00; National, 16 oz., \$29.00; Crown, 12 oz., \$24.00.

VISITED CHICAGO: W. B. Van Eyk, representing Lemoyne Freres, Ollioules, France; Chas. N. Page, Des Moines, Ia.; D. A. Sherwood, of the Sherwood Seed Co., San Francisco, Calif.

ROY WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., and Morrell Lion, of Fosgate & Lion, Mountain View, Calif., left Chicago the latter part of last week for the east.

JOHN FOTTLER, of the Fottler, Fisk, Rawson Co., Boston, Mass., says the seed trade generally went through a hard season last year and believes conditions will improve from this time on.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade February 8 were as follows: Timothy, \$4.25 to \$6.85 per 100 pounds Red Clover, \$15 to \$21, an advance of \$1 over last week.

MRS. C. W. SCOTT, of the Yokohama Nursery Co., New York, reached Chicago from San Francisco, Calif., February 3, being met in the former city by her husband, and both left for New York, February 7.

VISITED MILWAUKEE: F. H. Henry, of Henry & Lee, New York, and Robt. Fulton, of Robt. Fulton & Co., Yokohama, Japan, returning east February 6, by way of Chicago, having called on the trade there the previous week.

THE S. S. Pine Tree State of the Admiral Line, has established a new international trans Pacific speed record by a run from Yokohama to Seattle in eight days, 19 hours and 30 minutes. Transshipment of a \$3,500,000 consignment of silk to fast freight for New York will establish a record of 13 days and 12 hours between the Japanese port and New York.



OAKHURST, ORANGE CITY, FLA.

Winter Residence of Mr. and Mrs. Albert Dickinson, Chicago.

INVITATIONS are out for the wedding of Miss Marion Cuthbertson, sister of Frank G. Cuthbertson, of C. C. Morse & Co., San Francisco, Calif., and daughter of William Cuthbertson, of Dobbie & Co., Edinburgh, Scotland, to the Rev. Alison Reid Bryan, son of a Chicago minister, in the Indian Presbyterian church, Poona, India, where the bridegroom-elect is now located, March 2.

CAPITOLA, CALIF.—James A. Brown, of the Brown Bulb Ranch, and wife, have returned from Europe, and Mr. Brown reports excellent business there, in sweet pea seed contracts. Mr. Brown, who made many calls on growers, returning from New York, says many of the statements made with regard to iris and other California grown bulbs, are not true where these bulbs are properly cured.

Dickinson on Timothy Seed.

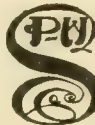
The following report on timothy seed was received from the Albert Dickinson Co., Chicago, February 1:

"Timothy seed is a large subject. Its volume in pounds runs into many millions. Clovers are cosmopolitan, while timothy is provincial, home made. It comes largely from the prairie states. The greater part of it is consumed in North America, although nearly every season important quantities are sent

abroad. Market conditions reflect supply and demand. We would speak of this season's movement and the situation as it looks at present. We try to give it broadly, briefly, boiled down and predigested. We give comparisons, contrasts, rather than large figures, which could not be strictly accurate, and might mislead. At the close of the spring season of 1920, there remained a very considerable amount carried into the following season. This surplus, together with the entire crop of 1920 was reduced to relatively small proportions by July, 1921. The harvest outturn of this present season was undoubtedly smaller than of the year before, while the actual seeding demand this past fall was larger than usual, thus making heavy inroads into the supply. The new seed was sold freely by farmers and dealers in producing districts, so that today the growing sections are more closely cleared than for several years. The supply of timothy seed wherever situated is very much less than a year ago. In other words, there is less seed available today than was actually used last season, from this time on. Highest grade seed,

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Mention the American Florist when writing.

Alfred J. Brown Seed Co.

GROWERS of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea,
Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

Mention the American Florist when writing

LANDRETH

Seeds Which Succeed

Bloomsdale
Farm

BRISTOL, PA.

Mention the American Florist when writing.

for which the demand increases, is particularly conspicuous by its comparative scarcity so early in the season. The tendency among farmers is to revert to meadows. Timothy is still cheaper than some of the other seeds."

Henry Field's Business.

The Henry Field Seed Co., Shenandoah, Ia., writes as follows, February 4: "All departments of our business are enjoying a most satisfactory trade, although garden seeds, clover seed, especially the new clover, Hubam, and seed corn seem to be the leaders. In one day, recently, we received 33 cash orders for seed corn, which is very close to a record for so early in the year.

"On January 30, 2,085 orders were sent in, amounting to nearly \$7,000 in cash, being more than double for the same date a year ago, and probably exceeds even the big days of the war period. The gain in business over 1921 seems to be increasing as the season advances."

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, January 21, 1922, as given by the government market reporter of January 23, 1922:

	Timothy	Blue Grass	Red Top	Red Clover
New York	\$7.75	\$48.00	\$24.00	\$22.50
Baltimore	7.25	45.00	23.00	22.75
Richmond	7.80	50.00	24.00	23.00
Buffalo	7.50	46.00	23.75	23.50
Toledo	7.20	47.00	23.15	23.15
Louisville	7.50	47.50	25.00	23.50
Chicago	7.25	46.50	23.00	22.25
Minneapolis	6.85	50.00	25.00	24.00
St. Louis	7.00	50.00	23.00	22.00
Kansas City	7.00	50.00	24.00	23.00
Denver	7.00	43.00	22.50	23.50
Salt Lake City	7.00		22.00	22.00
Average for the United States same date.				
1921	\$7.75	\$27.75	\$15.00	\$21.30

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA



KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; 1/8 oz., 90c; 1/4
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.



Catalogues Received.

W. W. Barnard Co., Chicago, flower and vegetable seeds; Deposit Seed Co., Deposit, N. Y., seeds, bulbs and plants; Frank D. Pelicano & Co., San Francisco, Calif., dahlias; Alt. F. Clark, Nectong, N. J., dahlias; John Connon Co., Hamilton, Ont., florists' plants; Peacock Dahlia Farms, Berlin, N. J., dahlias; J. T. Lovett, Little Silver, N. J., nursery stock.

Blackmore & Langdon, Bath, Eng., begonias.

FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons | Lagarde & Speelman
Sassenheim, Holland | Ollioules, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke
Box 543, San Jose, Calif.

Mention the American Florist when writing.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

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TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

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Hubam Clover in Ohio.

Hubam, widely hailed in many quarters as a phenomenal new white sweet clover, seems less desirable in central Ohio than the plain biennial white clover, its parent plant. Tests conducted on the experimental farms of the Ohio State university, Columbus, compel such a conclusion, says C. J. Willard, of the farm crops department there. His report states: Sown the same day in wheat, Hubam made only 100 pounds more hay than the white biennial, and the Hubam hay was of very poor quality, while the biennial hay was as good as alfalfa. The protein content of the Hubam was 14.6 pounds; of the biennial, 19.1 pounds. As to soil improvement, Hubam left only 260 pounds of roots in an acre of ground, while the biennial left 1,890 pounds. Had the two crops been plowed under on October 1, the biennial would have returned twice the amount of nitrogen to the soil. Hubam proved a wonderful seed producer. The university secured 223 pounds of clean scarified seed to the acre from a seeding of 1½ pounds. In view of this tremendous seed production, and the fact that 600,000 pounds of seed were produced in 1921, farmers should not expect to make a fancy profit on Hubam seed in 1922.

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Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

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We offer below a few items that are wanted by every Florist, but send for our new Wholesale Price List which contains a complete list of the best of everything in Seeds, Plants and Bulbs.

	Trade Pkt.	Oz.
Ageratum Blue Perfection. Best dark blue bedder	\$0.15	\$0.60
Alyssum Little Gem (Carpet of Snow). Very dwarf, the best for pots. Extra select stock.	.15	.50
Antirrhinums. See catalogue for list of varieties.		
Asters. We offer only the best kinds and in stock of choicest quality. See catalogue.		
Calendula Orange King. An extra selected strain with very large double flowers averaging over 3 inches across, of bright orange-red, the finest of all.	.20	

	Trade Pkt.	Oz.
Calendula Golden King. A splendid golden yellow of good size with long stems, fine for cutting.		\$0.20
Candytuft, Giant Hyacinth-flowered or Improved Empress. A very select strain of this grand large flowering white	\$0.15	.40
Centaurea Candidissima. White leaved. 1000 seeds, 40 cts.		2.00
Centaurea Gymnocarpa. White leaved. 1000 seeds, 15 cts.		.50

	Trade Pkt.	Oz.
Cobaea Scandens. Purple	\$0.10	\$0.30
Didiscus Coeruleus. A very pretty annual with lavender-blue lace-like flowers, quite popular for cutting.	.30	1.50
Dracaena Indivisa. The popular centre plant for vases, etc., long narrow graceful foliage	.10	.30
Heliotrope. Lemoine's Giant. Very large heads of bloom.	.40	2.00
Lobelia. Crystal Palace Compacta. Best dwarf, dark blue, dark foliage.	.40	2.00
Petunia. Superb Double Fringed. Our own unrivaled strain. Mixed colors. 75 cts. per 500 seeds; \$1.50 per 1000 seeds.		
Petunia. Superb Single Fringed. Saved from the finest large fringed flowers. Mixed colors. Our stock this season is of extra-fine quality. 50 cts. per trade packet; 1/16 oz. \$1.50.		
Petunia Howard's Star. A very useful striped variety	.40	2.00
Petunia Rosy Morn. The most popular of all for bedding, filling boxes, vases, etc.	.50	2.50



Bedding Petunia Rosy Morn.

	Trade Pkt.	Oz.
Petunias. For complete list of varieties see catalogue.		
Salvia Splendens America. This is the earliest, freest and longest blooming of all. Plants not over 18 inches high and of remarkable even growth.	\$0.50	\$4.00
Solanum Capsicastrum Fra Diavolo (Jerusalem Cherry). A new variety of dwarf, compact growth, with smaller foliage and fruit than the type.	.20	.60
Sweet Peas. Orchid-flowered. We offer only the best sorts. See catalogue for varieties and prices.		
Verbena Mammoth, Pink shades	.30	1.50
Verbena Mammoth, Blue shades	.30	1.50
Verbena Mammoth, Purple shades	.30	1.50
Verbena Mammoth, Scarlet shades	.30	1.50
Verbena Mammoth, Pure White	.30	1.50
Verbena Mammoth, Finest Mixed, All colors	.25	1.00
Vinca Rosea. Rose, with darker eye.	.25	1.00
Vinca Rosea. Alba. White, with rose eye.	.25	1.00
Vinca Rosea. Alba Pura. Pure white.	.25	1.00
Vinca Rosea. Mixed. All colors.	.20	.75
Zinnias. Now very popular. See catalogue.		

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17 BATTERY PLACE

NEW YORK

BULBS BULBS

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The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

VISITED CHICAGO: Raymond Chenault, of the well known nursery firm of Chenault & Son, Orleans, France.

PRESIDENT WISTER, of the American Iris Society, is making a series of addresses on "Irises," in western cities under the auspices of various local garden clubs and is using some fine slides in connection therewith.

New Jersey Ass'n of Nurserymen.

ANNUAL MEETING, JANUARY 27.

The annual meeting of the New Jersey Association of Nurserymen was held at Trenton, January 27, President Lester C. Lovett in the chair. At the afternoon session, Dr. T. J. Headlee and Dr. Mel T. Cook presented annual reports relative to the insect pests of the state. F. F. Rockwell, Bridgeton, chairman of the market development committee, explained the benefits and necessity of this kind of work. At the close of the meeting Dr. Headlee invited the association to hold its summer meeting at the Riverton laboratory, which was heartily accepted, the date of same being left to the president and executive committee.

The following officers were elected for 1922: Fred. D. Osman, New Brunswick, president; L. C. Bobbink, Rutherford, vice-president; K. M. Van Gelderen, Long Branch, N. J., secretary-treasurer; Wm. F. Miller, Collingwood, membership committee; Wm. Flemer, Sr., Princeton, executive committee.

K. M. VAN G.

American Forestry Association.

WASHINGTON MEETING, JANUARY 26.

The American Forestry Association celebrated the fortieth anniversary of its founding at Cincinnati with an annual meeting at Washington, D. C., January 26, at which several resolutions were adopted having to do with forestry subjects. New by-laws of the association were adopted and other business transacted. President Charles Lathrop Pack appointed a nominating committee and the vote for new officers and several members of the board of directors will be by mail. The result of this vote will be announced shortly.

Among the resolutions adopted was one urging that congress adopt a national forest policy law; to improve fire prevention methods; tree research work and to provide additional national forests and forest land. The speakers were Hon. Irvine L. Lenroot, senator from Wisconsin, and Col. Henry S. Graves, former chief of the United States Forest Service, who is now dean of the Forestry School at Yale university, New Haven, Conn.

Coincident with the fortieth anniversary of the founding of the association, it also celebrated the fiftieth anniversary of the first Arbor Day in this country, which was set aside by Nebraska in 1872, following a resolution introduced by J. Sterling Morton at

that time. Later the state moved the date to April 22, the birthday of Mr. Morton.

The reports of the association show that there has been a tremendous revival of everything having to do with outdoor planting. The association is registering all memorial trees planted in a national honor roll.

P. S. RIDSDALE, Sec'y.

New England Nurserymen's Association.

ANNUAL MEETING, JAN. 31-FEB. 1.

The annual convention of the New England Nurserymen's Association was held at the American house, Boston, January 31-February 1, with an excellent programme. Richard Wyman, Framingham, Mass., chairman of the committee of education, presented his report relative to the association establishing a short course in nursery practice at the Massachusetts Agricultural college, Amherst. An experiment is being made this year with such a course for a period of 10 weeks and if the interest in it justifies the expense it will be held next year and probably be enlarged to include a two-year course in the near future.

An interesting discussion of the practices of the federal horticultural board, of the United States Department of Agriculture, developed, Wm. N. Craig, of Brookline, Mass., commenting upon its alleged abuses from the view point of the amateur gardener. He thought it a calamity to apply such a rigid quarantine, as was now the case, in the false hope of building up a purely American nursery business. As many rare plants, trees and shrubs came from foreign countries, the rigorous provisions of the federal quarantine laws were seriously affecting the future of amateur gardening in the United States, Mr. Craig believed. He cited many cases where the board had permitted certain growers to import as high as 20,000 plants while others had difficulty in securing permits for much smaller amounts. Dexter M. Rogers, Boston representative of the board, challenged many of the statements of Mr. Craig and by his good humor did much to ease a trying situation.

Many excellent addresses were presented, which included: "Business Conditions and Outlook," by Paul V. Fortmiller, Newark, N. J., and "Horticultural Finance," by Prof. E. K. Thomas, Providence, R. I.

The following officers were elected to serve for 1922: K. E. Gillett, Southwick, Mass., president; Jas. A. Tufts, Jr., Exeter, N. H., vice-president; Donald D. Wyman, North Abington, Mass., secretary; John R. Barnes, Yalesville, Conn., treasurer; Leonard W. Ross, Taunton, Mass.; W. E. Campbell, New Haven, Conn., and C. H. Groaton, Providence, R. I., executive committee.

Ontario Notes.

BRIDGEBURG HORTICULTURAL SOCIETY.

The Bridgeburg Horticultural Society at a recent meeting, listened to a very interesting address on "Town Beautification," by Dr. F. E. Bennett, St. Thomas, Ont., with stereopticon views of the work being accomplished by the St. Thomas Horticultural Society, of which he is president. The Bridgeburg society has just completed a most successful year, with a membership of more than 150 and about 175 members have been enrolled in the organization for 1922. A drive is now on to increase the total to 200. The society recently distributed several thousand Holland tulip bulbs and a large consignment of rose bushes from that country is on the way. The officers of the organization are: Harry Hall, president; E. Riley Youngs, treasurer; R. B. Blair, secretary.

BARRIE HORTICULTURAL SOCIETY.

The Barrie Horticultural Society was shown to be in a good financial condition, in a report by Treasurer Miss Mary E. Campbell, presented at the January meeting. Mrs. Douglas gave an instructive talk on horticultural subjects and J. A. McLaren and T. T. Young were appointed delegates to attend the Toronto convention of the Ontario Horticultural Society, in February. The following officers will serve for 1922: Arthur W. Smith, president; J. R. Cotter, honorary president; Miss Mary C. Campbell, treasurer and Miss Agnes Scott, secretary.

WALLACEBURG HORTICULTURAL SOCIETY.

The annual meeting of the Wallaceburg Horticultural Society was held in the City library, January 14, President E. N. Dickenson in the chair. Secre-

M. Koster & Sons Boskoop, Holland

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Some Excellent Stock

	Per 100	1000
50,000 2 in. Geraniums; Ricard, Poltevine, Nutt, Montmort, Perkins, Visud, Buchner, etc.	\$5.25	\$50.00
2 1/4 in. Heliotropes, 3 varieties	4.00	38.00
2 1/4 in. Marguerites, 3 varieties	5.00	45.00
2 1/4 in. Stocks, 2 varieties	3.25	30.00
2 1/4 in. Calendula Orange King	3.00	28.00

Also abundance of other stock. Liberal extras for early orders.

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Wholesale Florist, Washington, New Jersey

All who force Darwins will eventually buy

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They force easily while their pink and red color is just what is wanted.

LARGE STOCK—Hence reasonable prices.

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THE BEST VARIETIES FROM ALL SOURCES, FOREIGN AND AMERICAN INTRODUCTIONS

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The subjoined list contains the names of free, large flowering, vigorous growers, any of which will please you and your customers. Order now and say when you want them shipped to you.

Price \$5.00 per 100, \$40.00 per 1,000; except where otherwise noted.

- BEACON**—Free flowering dwarf, bright red.

CHEERFULNESS—Beautiful variegated orange and scarlet with golden border. The florets are medium sized, but very freely produced.

CITY OF PORTLAND—A wonderfully attractive rose-pink. Excellent upright habit and free flowering. \$15.00 per 100, \$125.00 per 1000.

DR. E. ACKERKNECHT—The bronze foliage blends pleasingly with the carmine rose trusses. Vigorous and free.

DUKE OF MARLBORO—An old favorite with deep crimson flowers.

EUREKA—The best white Canna. A very strong grower blooming freely. The flowers are large and become pure white in the full sun. \$8.00 per 100, \$75.00 per 1000.

FANAL—Exceedingly free flowering, deep bright red. A most effective bedder.

FEUERMEER—Another excellent old sort with a profusion of dazzling orange-scarlet flowers.

GALETY—Wonderfully effective. Deep orange suffused with scarlet and bordered with yellow. A brilliant bedder.
- GOLDEN GATE**—Vigorous and free. A unique combination of yellow and golden shades, blending into rose as the flower matures. \$6.00 per 100, \$50.00 per 1000.

KING HUMBERT—The most popular Canna of this generation. The large orange-scarlet flowers and particularly the very deep bronze foliage make it one of the most useful.

LOUIS REVERCHON—The flowers are brighter and more freely produced than on King Humbert, while the foliage is a greenish bronze.

MRS. ALFRED CONARD—Magnificent trusses of large salmon-pink flowers. Unique and very ornamental. The stock of this variety is very scarce. We have a limited quantity and advise early ordering. \$15.00 per 100.

MRS. KARL KELSEY—A tall, majestic, vigorous grower surmounted by great trusses of large orchid type flowers. Orange-scarlet, streaked and mottled with rose.

RICHARD WALLACE—A well known pure yellow.
- THE GEM**—A seedling of Hungaria, more vigorous, with a profusion of large cream-colored flowers dotted with carmine. Very unusual and attractive. \$7.00 per 100, \$60.00 per 1000.

THE PRESIDENT—The greatest red Canna in commerce. Very heavy, vigorous growths surmounted by great trusses of immense florets of bright scarlet. We heartily endorse this as the greatest Canna introduction of recent years. \$8.00 per 100, \$75.00 per 1000.

WYOMING—We know of no other Canna as effective as this for large plantings. A giant in growth. Extremely vigorous with its deep bronze foliage as an ideal background for large bright orange-colored flowers of the orchid type. It makes an ideal subject.

YELLOW KING HUMBERT—A sport from King Humbert to which it occasionally reverts. Green foliage with yellow flowers, dotted with scarlet. \$8.00 per 100, \$75.00 per 1000.

We have good stocks of many other varieties, prices on which will be quoted on application.
Order now for delivery in February and March.

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THESE PRICES ARE INTENDED FOR THE TRADE ONLY

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NOTE: Many Florists are having great success selling Hill's Specimen Evergreens. On any vacant space around your grounds you can heel in a good assortment and easily sell them to customers driving by. No trouble at all to handle. Profits unusually good. The following selected varieties are strong, thrifty and well formed, suitable for the very best trade. Now is the time to cover your needs for Spring planting. Write for information.

Abies (Fir)				Juniper (Continued)				Taxus (Yew)			
	Size	Feet	Each	Size	Feet	Each	10		Size	Feet	Each
Concolor	...	2 -3	\$5.50	Counarti	...	2 -3	\$4.75	Canadensis	...	1 -1½	\$3.50
Douglassi	...	2 -3	3.00	Counarti	...	3 -4	6.00	Cuspidata	...	1 -1½	3.75
Douglassi	...	3 -4	4.00	Elegants Lee	...	2 -3	6.50	C. Brevifolia	...	1 -1½	4.25
Hemlock	...	2 -3	3.00	Schottl	...	2 -3	4.00	Thuya (Arbor Vitae)			
Hemlock	...	3 -4	4.00	Glauca	...	2 -3	4.00	Occidentalis	...	2 -3	1.75
Juniperus (Juniper)				Picea (Spruce)				Occidentalis	...	3 -4	2.50
Canadensis	...	1 -1½	2.25	Alba	...	2 -3	3.50	Globes	...	1½x1½	3.50
Canadensis	...	1½-2	2.75	Alba	...	3 -4	5.00	Compacta	...	1½x1½	3.00
Pfitzeriana	...	2 -3	6.00	Canadensis	...	2 -3	4.50	Pyramidalis	...	2 -3	2.75
Pfitzeriana	...	3 -4	8.00	Canadensis	...	3 -4	6.00	Pyramidalis	...	3 -4	3.75
Procumbens	...	1 -1½	4.00	Excelsa	...	4 -5	3.50	Siberica	...	2 -3	4.25
Procumbens	...	1½-2	5.00	Pinus (Pine)				Woodwardi	...	1½x1½	3.00
Tamariscif'a	...	1 -1½	4.00	Austriaca	...	2 -3	3.00	SHRUBS AND DECIDUOUS TREES			
Tamariscif'a	...	1½-2	5.00	Mugho Comp.	...	1 -1½	2.25	Large assortment of choice varieties for lining out.			
Virginiana	...	2 -3	3.00	Mugho Comp.	...	1½-2	3.00	5 of same variety and size at 10 rate.			
Virginiana	...	3 -4	3.50	Strobilus	...	4 -5	2.50				
				Strobilus	...	5 -6	3.25				

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS. LARGEST GROWERS IN AMERICA.

tary Rev. M. C. Tait, in presenting his report for 1921, spoke of the noticeable improvement that had been made in the city by planting flower beds on unsightly vacant corner lots, which, with a touch of landscape art, had added much to the beauty of Wallaceburg. The work is under the management of J. C. Cruthers & Son. In a vigorous campaign for members the past year, by the directors of the so-

ciety, the membership had been increased to 400. Original recitations by Geo. Taylor and James O. Flynn brought forth much applause. Before adjournment the following officers were elected for the ensuing year: J. C. Cruthers, president; Mrs. A. D. Brauder, honorary president; Geo. Taylor, first vice-president; James O. Flynn, second vice-president; Rev. M. C. Tait, secretary. J. E. K.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price, \$2.25.
American Florist Co.
440 S. Dearborn St., CHICAGO

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

Early Tomato Plants.

Where lettuce is the only crop in winter and low temperatures are carried for many months, it becomes exceedingly difficult to produce good tomato plants in time for the early crops under glass. We have seen the growers solve their problems in various ways, one being to commence early, about December 1, and allow the plants to come on slowly in the low temperature. However, we have always held that this is not the ideal way, as these plants, growing during all the dark weather and in cold conditions, never develop as well as those started well on in more heat.

We have seen growers construct special hot water coils and attach to a gas burner or coal-oil stove to produce extra heat, one of them having exceptionally good results with the former. In many cases gas is not available but one thing that is nearly always obtainable is fresh, horse manure. We still believe a mild hot-bed is the best way out of the difficulty, which is constructed right in the greenhouse. Put up a strong frame, 12 inches deep and as long and wide as needed. Fill almost to the top with hot, horse manure, well compacted. Three inches of soil is sufficient and do not sow the seeds too thickly. In such a place the young plants will flourish and need no attention.

Nothing is gained by frequent transplanting, in our opinion, and such being the case the manure heated frame is the ideal place to produce good, strong seedlings quickly and cheaply. In March when the last crop of lettuce goes in, the tomato seedlings are planted with the lettuce and a great deal of labor is saved. Of course, we know that many growers persist in producing 4-inch pot plants at great expense and labor. They should try a small lot on the above plan and save money.

MARKETMAN.

Citrus Fruits Via Panama Canal.

The latest of a series of three test shipments of citrus fruit from California to New York by way of the Panama canal left San Pedro the middle of January accompanied by a specialist of the bureau of markets and crop estimates of the United States Department of Agriculture. The tests are being made in co-operation with the steamship company and the California Fruit Growers' Exchange, which are displaying keen interest in the work, as it is expected to lead the way to larger shipments of western fruit to the east by water.

Problems of ventilating and refrigeration of the fruit while in transit are the chief difficulties encountered in the undertaking. One of the holds of the ship is equipped with a ventilation system devised by the representative of the department, who will obtain data on the condition of the fruit carried at certain temperatures and will test the system of ventilation he has worked out in connection with his studies. The shipment of citrus fruit through the

tropics for the length of time required in water transportation has always been a hazardous undertaking.

The ship, which originally sailed with a cargo of apples from Seattle, Wash., put in at San Pedro to pick up a consignment of oranges and lemons. It is expected that the trip to New York will require between 18 and 20 days.

Prices of Indoor Fruits and Vegetables.

Chicago, February 7.—Cucumbers, per crate, \$7 to \$8; head lettuce, per crate, \$3 to \$5.50; carrots, \$3.50 to \$5.50 per barrel; cabbage, \$3 per 100-pound sack; turnips, \$2.50 to \$3 per barrel.

New York, February 3.—Cucumbers, \$2.50 to \$2.62 per dozen; mushrooms, per three-pound basket, \$1 to \$1.50; radishes, 100 bunches, \$4 to \$7; tomatoes, per pound, 20 to 55 cents; lettuce, one dozen bunches, \$1 to \$1.75; beet tops, per basket, \$2.

REX BEGONIAS

3-inch, \$2.00 per dozen.
GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Vland
Good short jointed plants from 2-inch pots,
at \$3.50 per 100; \$35.00 per 1000.

We ship safe anywhere

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STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

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WEST GROVE
PENNA.
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CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CYCLAMEN

We must have room and offer for one week,
2,500 2½-in. Cyclamen, at \$10.00 per 100
\$90.00 per 1000.

3,000 2-in. Cyclamen, at \$20 and \$25 per 100
1,000 4-in. Cyclamen, at \$40.00 per 100.

Ask for our prices of Easter Greeting
Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower.
PEKIN, ILL.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

English Ivy

Good, bushy plants, tied to three foot stake,
\$4.00 per dozen, \$25.00 per 100.

HARDY

Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in
our February price list. 2-inch, \$2.75 per 100,
\$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will
be shipped without pots, and will require a larger
size to be potted in when received.

Boston, Scottii and Holly, 4-inch, \$3.60 per doz.,
\$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100;
6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3 inch
stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

February Price List Ready.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

Seasonable Stock

Asparagus Sprengerii, 1½ in., \$3.50 per 100, \$30.00 per 1,000; 2½ in.,
\$5.00 per 100, \$45.00 per 1,000; heavy 5 in., \$25.00 per 100;
heavy 6 in., \$30.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., \$10.00 per 100; 3 in., \$20.00
per 100.

Begonia, Metallica, 2½ in., \$6.00 per 100; Argentea Guttata, 2½ in.,
\$8.00 per 100; M. de Lesseps, 2½ in., \$8.00 per 100; Pres. Carnot,
2½ in., \$8.00 per 100; Thurstoni, 2½ in., \$10.00 per 100.

Coleus, Beckwith Gem, Her Majesty, Defiance, Crescent, Golden Crown,
Trailing Queen and Verschafelti. Rooted cuttings at \$1.50 per
100; \$12.00 per 1,000; 2¼ in. pot plants, \$3.50 per 100; \$30.00
per 1,000.

Heliotrope Centefleur. Best of all purples, 2¼ in., \$4.50 per 100; \$40.00
per 1,000.

Hydrangea, good French varieties, 2½ in., \$6.50 per 100, \$60.00 per
1,000; 4 in., \$20.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

AMARYLLIS.

AMARYLLIS, 2½-in. stock, \$8.00 per 100; 5-in. plants, 40c each. Montgomery Gardens, Sac City, Ia.

ASPARAGUS.

Asparagus Sprengerli, 1½-in., \$3.50 per 100; \$30.00 per 1,000; 2½-in., \$5.00 per 100; \$45.00 per 1,000; heavy 4-in., \$15.00 per 100; heavy 5-in., \$25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus and Sprengerli sprays, THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus Sprengerli, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 65th and Springfield Ave., Philadelphia, Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100, \$60.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson, \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, Tuberous rooted, separate colors. Single, per doz., 2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skideelsky & Co., 50 Park Place, N. Y.

REX BEGONIAS. Fine stock plants, in assortment, 4-in., \$3.00 per doz.; 5-in., \$4.50 per doz.; carefully packed. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

BEGONIA, Chatelaine and Luminosa, R. C., \$3.50 per 100; 2-in. stock, \$7.00. Montgomery Gardens, Sac City, Ia.

Begonias, large leaved, in variety, 2½-in., \$8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese Lily. Write for prices. American Bulb Co., 172 Wabash Ave., Chicago.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size.	Diameter	Per 100	Per 1000
1¼ to 1½-in.		\$ 6.00	\$ 50.00
1½ to 2 -in.		8.00	75.00
2-inch and up		15.00	125.00

Satisfaction guaranteed.

SEVIN-VINCENT CO.

512 Washington St. San Francisco, Calif.

CANNAS.

25,000 CANNAS.

2 and 3 eye; all plump.

	100	1,000
King Humbert	\$5.00	\$45.00
Yellow Humbert	5.00	45.00
Pennsylvania	3.00	22.50
Gustav Gumper	3.00	22.50
Indiana	3.00	22.50

BREEZY BLUFF FLOWER FARM

Oklahoma City, Okla.

R. F. D. 9. Box 214.

100,000 CANNAS. 2 and 3 Eye.

King Humbert, \$3.00 per 100, \$25.00 per 1000. Richard Wallace, \$1.75 per 100, \$15.00 per 1000. Cash. BUSHY FLOWER GARDEN, Bushy, Va.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1000
Matchless	\$4.00	\$35.00
Miss Togo	4.00	35.00
Nebraska	5.00	40.00
Winsor Cerise	4.00	35.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00
Thananthos	5.00	40.00

Cash with Order.

PETER REINBERG, INC.

Wholesale Florists

30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
Mrs. C. W. Ward	\$3.50	\$30.00
Matchless	3.50	30.00
White Enchantress	3.00	25.00
Pink Enchantress	3.00	25.00

WIETOR BROS.

Wholesale Growers of Cut Flowers.

30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100, \$45.00 per 1,000. Orders filled in rotation as received. Montgomery Gardens, Sac City, Ia.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100, 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

COLEUS. Assorted 2-in. well rooted, \$2.50 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonnafont, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1,000.

December Beauty, \$45.00 per 1,000.

Rosanda, White Surprise, Muskoka, Orange Queen, Thanksgiving Pink, \$10.00 per 100.

Caprice, Carmelite, Katherine Thompson, Mrs. Greening, Yellow, Lilac, White, Dr. Printemps, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke Billie Burke, \$8.00 per 100.

Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.

ELI CROSS.

150 Monroe Ave. Grand Rapids, Mich.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Oconto (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seidewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

	3.00	\$25.00
L. Doty (light pink)	3.00	\$25.00
Buckingham (pink single)	3.00	25.00
Angelo (fine early pink)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph St. Chicago

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock ready for immediate delivery.

	100	1000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.

Wholesale Florists.

30 E. Randolph St. Chicago, Ill.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co. Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$30.00 per 1,000. 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. **LYNDHURST FARM, INC.**
First Road,
Hammononton, N. J.

ECHEVARIAS.

Echevarias, 3-in., \$5 per 100, if taken before March 1st. Cash. **JOSEPH BANCROFT & SON**, Cedar Falls, Ia.

FERNS.

BOSTON FERNS.
Good, strong bushy stock.

5-in.	\$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.

Davenport, Ia.

Ferns. Bostons and Scottl. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsa, Md.

Table ferns, standard varieties, 2½-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

BOSTON FERNS. 3-in., 8c each; 4-in., 25c each; 5-in., 50c each; 6-in., 75c each; runners, \$2.00 per 100. Cash, please.
Montgomery Gardens, Sac City, Ia.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FEVERFEW.

FEVERFEW. 2-in., \$4.00 per 100. Cash. **JOSEPH BANCROFT & SON**, Cedar Falls, Ia.

GLADIOLI.**BARGAINS IN GLADIOLI**

Halley, sizes 1¼ to 2½, \$19.00 per 1,000; Ida Van, 1¼ to 2½, \$20.00 per 1,000; Mrs. Frances King, 1¼ to 2½, \$20.00 per 1,000; Mrs. Watt, 1¼ to 2½, \$19.00 per 1,000; Panama, 1¼ to 2½, \$23.00 per 1,000. Primulinus, mixed, 1¼ to 2½, \$15.00 per 1,000; Primulinus, mixed, planting stock, ½ to ¾-in., \$5.00 per 1,000; Primulinus, mixed, bublets, 60c per qt., \$14.00 per bu.; Halley bublets, 75c per qt., \$16.00 per bu. First class stock. Cash with order.

KARL E. SCHMIDT
27 Frances St. Auburn, N. Y.

GERANIUMS.

GERANIUMS. 2½-in. pots, S. A. Nutt, Buchner, \$6.00 per 100, \$50.00 per 1,000. Richard Poltevine, Hill, Presilly, Vland, Mad. Barney, Landrey, etc., \$7.00 per 100; \$65.00 per 1,000. **ROMAN J. IRWIN**, 43 West 18th St., New York.

Geraniums, Nutt Buchner, Ricard, Poltevine and Vland. Good short jointed plants. 2-in., \$3.50 per 100; \$35 per 1,000. Elmer Rawlings, Allegany, N. Y.

GERANIUMS.

GERANIUMS. S. A. Nutt, R. C., \$3.00 per 100; 3-in., \$800 per 100; Ivy Leaf, 2½-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

Geraniums, rooted cuttings only, send for prices. **ALBERT M. HERR**, R. F. D. 6, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

HYDRANGEAS.**HYDRANGEAS**

Field-grown, one-year old, in the following varieties and sizes:

Henry Lambert, Wm. Pfitzer, Lily Moullere, Mme. Patrick and Mme. Riveraine. 3 to 6 branches.....35c each
6 to 9 branches.....40c each

ANTON SCHULTHEIS

316 Nineteenth St. College Point, N. Y.

IMMORTElLES.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. C. J. Spielman & Sons, 470 Greenwich St., New York.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100, \$25.00 per 1,000; 3-in., \$3.75 per 100, \$35.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1,000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1,000; \$16 per 500, \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

NURSERY STOCK.

10,000 Water Oaks, all sizes; 1,000 Oriental Plane, 12-ft. up; 650 Deutzia, 4 to 6 ft.; goodly number Weigella, Forsythia, Althea, Spirea, Magnolias, Conifers; 150 Purple Lilac; 50,000 Amoor River Privet, (south), 2 to 3 ft. All this stock is ready to ship. Will make attractive prices for spring delivery. Satisfaction guaranteed. **THE CURETON NURSERIES**, Dept. 54, Anstell, Ga.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 ft., 6-8 ft., 8-10 ft., 10-12 ft. Grape Vines, 1 and 2-year; Spirea Van Houttei, 12-18 in., 18-24 in., 2-3 ft., 3-4 ft. Write for prices. T. W. RICE, Geneva, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

Select Giant Flowering Pansy seedlings, 40,000 now ready, per 1,000, \$4.00; 4,000, \$15.00; prepaid. **HILLCREST GARDENS**, Albert Lea, Minn.

PELARGONIUMS.

Pelargoniums, Easter Greeting, Lucy Becker, Joy, three best sellers for Easter and spring sales. Strong, clean stock, 2½-in., \$8.00 per 100; 4-in. Greeting, strong spaced plants, ready for 6-in., 20c. Cash. Satisfaction assured. O. B. ULERY, 1325 Maiden Lane, Springfield, O.

PRIMULAS.

Primula obconica, 2½-in., good strong plants at \$6.00 per 100; \$55.00 per 1,000; 4-in., at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

PRIVET.

Amoor River Privet, (South), one-year, very fine, 2-3 feet, \$30 per 1,000; 3-4 feet, \$40 per 1,000 in car lots or less. California Privet, one-year, very fine, 2-3 feet, \$20 per 1,000. Crepe Myrtle, deep red and purple, one-year, 18-24 inches, \$50 per 1,000; 12-18 inches, \$40 per 1,000. No finer stock grown. **THE S. R. MCKEE ROSE GARDENS AND NURSERIES**, Jacksonville, Tex.

PUSSY WILLOWS

Pussy Willows for Forcing. Select stock full of buds. \$1.00 per 100, \$8.00 per 1,000. L. MOSBACK, Askov, Minn.

ROSES.**ANGELUS**

The Sensational White for 1922. Order now for March delivery.
Prices will be:

Grafted.	Own Root.
100.....\$ 42.50	100.....\$ 35.00
1,000..... 375.00	1,000..... 300.00
2,500..... 912.50	2,500..... 725.00
5,000..... 1,750.00	5,000..... 1,375.00
10,000..... 3,350.00	10,000..... 2,600.00

CHARLES H. TOTTY CO.
Madison, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

ROSE PLANTS—2½-INCH

Large Stock—None Better

	100	1000
Columbia	\$9.00	\$85.00

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEEDS.

New crop, live vigorous seeds, of Nanus type. Will make quick-growing, profitable plants. Satisfaction guaranteed.

1,000 seeds	\$ 1.50
2,000 seeds	2.50
5,000 seeds	5.50
Per pound	10.00

ASPARAGUS SPRENGERI SEEDS.

1,000 seeds	\$1.00
2,000 seeds	1.75
5,000 seeds	5.00
Per pound	7.00

SEVIN-VINCENT CO.

512 Washington St. San Francisco, Calif.

Established in 1856. Seeds suitable for the most critical market garden trade. Submit your list of requirements. We will return with special prices.

GREGORY'S HONEST SEEDS

Wholesale Dept.

Marblehead, Mass.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000.

S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Salvia, new crop. Petunia, new Giant Ruffled. For varieties and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

SEEDS.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbenia in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.



Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS. Fine flower; pansy a specialty. Write for catalogue. Frederick Roemer, Quedlinburg, Germany.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

SEEDS.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

STOCKS.

Stocks. Beauty of Nice, 2½-in. pots, \$7.50 per 100, \$65.00 per 1000. White, lavender, shell-pink, rose-pink, lilac and purple. ROMAN J. IRWIN, 43 W. 18th St., New York.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

VINCAS.

Vincas, variegated, bushy, 2-in., \$4.00 per 100; 4-in., \$12.00 per 100. Carefully packed in corrugated cartons. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. DE WITT SISTERS, Feather flowers exclusively. Battle Creek, Mich.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-in. high. Shipments made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$8.50. Good stock. Cash, please. Gorham Printing, Inc., 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Selligman, 116 W. 28th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1000; 3000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3000 for \$1. I. L. Pillsbury, Galesburg, Ill.

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Ohio Horticultural Society.

COLUMBUS MEETING, FEBRUARY 2.

The annual meeting of the Ohio Horticultural Society was held at the Ohio State university, Columbus, February 2, in conjunction with Farmers' Week and was well attended. President C. A. Bingham, Cleveland, opened with a short address and Secretary R. B. Cruickshank, Columbus, submitted his annual report. The secretary showed that there are now slightly more than 500 members and financially the year was a good one.

The time of the meetings was taken up largely with the question of co-operative marketing and not much attention was given to flowers and shrubbery. The object was to aid, if possible, the fruit growers of the state and a state-wide marketing organization was the result.

The former officers were re-elected as follows: C. A. Bingham, Cleveland, president; W. F. Kampf, Cleveland, vice-president; Robert B. Cruickshank, Columbus, secretary; F. H. Beach, Columbus, assistant secretary; Paul Thayer, Wooster, treasurer. Wendell Paddock, Columbus, was selected as the new member of the executive committee.

J. W. L.

Nassau County Horticultural Society.

The regular monthly meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, L. I., January 11. President William Milstead occupied the chair. Joseph Stobel of Oyster Bay, L. I., and James Sutherland of Brookville, L. I., were elected to active membership. The exhibits were judged by William Carter, James Sutherland and William Noonan and the awards were as follows: Six poinsettias first, James McCarthy. President Milstead presented Joseph Bonhler the Hitchings & Co. cup and James McCarthy the Stumpp & Walter cup.

The annual dinner of the society was held, January 25, at the Glen Head hotel. Exhibits for the February meeting will be a pot of *Primula malacoides*, a pot or pan of tulips and six tomatoes.

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The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held
at Indianapolis, Ind., March 25 to April 1, 1922

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SUGGESTIONS FOR PLANT GROWERS.

Sweet Peas.

A bed or bench of sweet peas sown at this time will produce a nice crop of flowers in spring when the winter-blooming plants are nearly through flowering and the blooms beginning to grow small and before any outside can be had. The newer Spencers make splendid varieties to plant at this time and, while they will not bloom as early as the winter flowering varieties, yet will flower before the warm summer weather, and the beautifully formed flowers make a welcome change. Select a bench with plenty of head room, for these easily grow to a height of six or eight feet under favorable conditions. The seed can be sown six inches apart in rows, with about three feet between rows, and lightly covered. It is just as well to sow two or three seeds together, and when they begin to grow, thin out to one plant. The beds must be watered sparingly until the plants are large enough to twine on the supports for they damp off easily, even when five or six inches high, if over-watered. As soon as the tendrils on the vines appear provide some support for them to twine upon and keep the plants growing erect throughout their culture, or crooked stems and worthless flowers will be the result. A cool house is far better for these plants than one having a warm temperature. Aphis is often troublesome in growing sweet peas, and a spray is far better with these plants than fumigation.

Chrysanthemum Stock.

This is the time to look over the chrysanthemum stock to see how the cuttings are breaking. There may be some varieties that are not throwing as many cuttings as they should, or some that are not in good health and there are yet some growers that have stock plants for sale, so where from either cause it looks as if the supply might not be sufficient, new stock should be purchased at once. Where the stock plants are in good health but there are not enough to furnish

the requisite number of cuttings, the early cuttings may be taken and rooted and these grown in flats until it is time to propagate the plants for blooming, and cuttings made from these. There are also some varieties of which good cuttings can be procured at this time, but after the first growths are removed do not break satisfactorily. These should surely be taken now and grown on in flats. Notable as one of this class is Miss Virginia Poehlmann, and some varieties, such as President Roosevelt, are short-jointed and slow in their growth, so early cuttings are preferred. It is a good time now to look the stock over and be sure of good plants and enough of them for another season.

Begonias of Lorraine Type.

For the large plants for next winter's flowering we are placing the cuttings in the propagating bench now. The plants were selected before Christmas and strong, healthy specimens taken for propagation. The flowers were removed and the plants given a warm location that the best vigor might be maintained. Any leaf showing blemish is discarded, only clean, healthy leaves being used from which to raise the young stock. A warm propagating bed is chosen for these plants and the stems are inserted in the sand deep enough so that about half an inch of the leaf is below the surface. They are kept moist and warm until they are rooted, when they are potted in 2½-inch pots and placed in a warm house and shifted along as required. This may seem a trifle early by many growers to start the propagating of these plants, but there is always demand for some large specimens and fine leaves are obtainable at this time and they root easily during January and February when the propagating bench is warm. The plant will require considerable care and attention during the heated spell of July and August, but with plenty of ventilation and a light shade, they are easily kept moving and make fine plants for the holidays.

Spiraeas.

The spiraeas are always a very useful plant at Easter, but they are classed among the cheaper plants at that time, so should be grown in such a way that they do not occupy valuable space any more than necessary. They should be brought into a cool house by the middle of January and until the foliage begins to grow can be placed along the edge of the walks if room is not available, but they must not be left standing in this location too long for when the leaves begin to unfold they quickly draw toward the light and a plant growing to one side of the pot will be the result. So as soon as growth starts they should be placed on the bench in full light. They can be grown quite close together for some time, but when the foliage begins to touch that of the plant beside it they should be spaced out and given room enough for the plants to grow shapely. Spiraeas require a large quantity of water during the entire culture, especially those that are potted in as small a pot as possible, which is the general custom with all growers. To make the large specimens, two or three clumps are planted in the same pot when started. These will make large plants for church decorations at Easter. If the plants are grown in a house which is to be fumigated by tobacco smoke they should either be removed from the house or well covered with papers; the foliage quickly burns when subjected to tobacco smoke and the plants are blemished.

Carrying Callas to California.

A Reading, Pa. woman went to California to spend the winter a couple of weeks ago. She is a great lover of flowers, and her particular pride is a big Calla lily. When making a list of things to take to California she included the calla. In reply to her husband's objections she said:

"I never thought so much of a plant as I do of that calla, and I know it will be full of blossoms this winter, and I wouldn't miss seeing and smelling them."

Her first letter home contained this paragraph:

"As to that calla, it was the greatest bother. I almost wore myself to a shadow taking care of it. By the time I got into California, I was sick and tired of it. But I remembered the comfort the blossoms would be when they came. When I got up on the morning of the last day I looked out of the car window, and may I never see Reading again if the train wasn't running through a field of callas so big that I couldn't see its limits. I just sat down and had a good cry. To think that an ordinarily sensible woman should cart a 20-pound pot and lily over 3,000 miles just because she wanted to see it bloom, and then find millions of the same lilies growing wild. It was enough to make an angel weep. I took the — calla and threw it out of the car window."

The postscript read:

"P. S.—Dear Henry: Please supply any suitable word where I left the blank."—Philadelphia Times.

HOUSTON, TEX.—The Houston Horticultural Society, at a recent meeting, decided to hold a planting week, February 20-25, to increase the floral beauty of the city.

INDEPENDENCE, IA.—Jacob Steinmetz has retired from the firm of Bland & Steinmetz, florists, because of ill health. Mr. Bland's son recently became associated with the business and the style hereafter will be Bland & Son.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Washington's Birthday.

A MID-WINTER EVENT.

Every national anniversary affords the florist an opportunity to show his skill as a decorator and attract attention to his store. The daily and Sunday newspapers devote columns of illustrated and interesting historical matter pertaining to the subject, and impressing the importance of its observance, all of which makes anything that the florist does in a decorative way in the celebration, doubly attractive and noticeable.

Washington's Birthday, February 22, is a national event of importance that gives a holiday to thousands of people, which is celebrated by all patriotic societies with dinners and is also the day selected for many more private social affairs. It is an event which the wide awake florist can turn to his advantage in many ways by featuring and suggesting flowers in connection with the observance of the day.

A striking window display with a bust of the "Father of His Country" artistically draped, with flags the prominent feature, together with a liberal display of the fabled cherries and hatchets that have so long been connected with his boyhood, all arranged to make a complete picture, is certain to attract more than ordinary attention and impress people with the importance of the establishment.

Many combinations with flowers and plants in baskets and cut flowers in boxes with hatchet and cherry decorations, tied with tri-color ribbons and miniature flags, will if properly featured well in advance create a demand and find a ready sale. It is this featuring and display showing their use in connection with the observance of the day that creates the desire and makes the sale. With specially directed publicity to emphasize flowers in all the day's celebrations, backed up by all the trade in its window and store displays, their universal use would soon become the custom and greatly increase the demand for flowers for this occasion.

MINIATURE CHERRY TREES ATTRACTIVE.

A good selling novelty suitable for a gift is a miniature cherry tree. These can be made from twiggy branches of cherry trees planted solidly in a five or 6-inch pot then decorated with artificial leaves and cherries. The pot is covered with crepe paper tied on with tri-colored ribbon a small hatchet is attached to the trunk of the tree with a ribbon bow, the whole making an attractive conceit that can be sold at a very good profit. Small baskets filled with any kind of flowers, having a little hatchet and cherry decoration and a knot of the tri-color ribbon, are at once in keeping with the day and make sales for themselves.

A large cherry tree four feet in height well covered with the fruit and foliage makes a good center for the table in connection with flowers in a wreath for a round table or with half centers



BEGONIA MELIOR.

where there is room. Cherries and a miniature hatchet are used with the corsage flowers and boutonnieres. For the large public function with long tables or large round ones, the small trees in pots make good centers alternating with vases of flowers.

An appropriate decoration for a box of cut flowers is a branch trimmed with artificial foliage and cherries which is tied on the outside of the box with tri-color ribbons with a miniature flag and hatchet at the knot. Various flowering plants may be put in the running with similar decorations, in fact, the whole stock will be found to lend itself to the celebration of the event.

Nothing will come to the man who is not enthusiastic and who does not prepare for or feature the event, or in some way make a bid for the business. Quantities of articles of all kinds are sold to people who before they saw them in their striking well arranged display had no idea of making such a purchase or would ever have asked for the goods. It was enterprise that made the sale. The same up-to-date methods can be used to the greatest advantage in the flower shop, particularly in featuring well in advance the use of flowers for all anniversaries and the social events of every day life.

Next Week in the Flower Shop.

An interesting window decoration at this time is a collection of spring flowers arranged in vases in an artistic grouping, each vase carrying the name of the flower and its price per bunch or dozen. A few arranged boxes of a mixture of the same flowers in several sizes and all priced, will be almost sure to bring a certain percentage of interested persons in for purchases.

Have you laid in a stock of flowering primulas? Some stores are selling them at the rate of 100 or more plants a day. Given a little attention in the way of decoration, they are at once a gift plant, fit for almost any occasion and are useful as well in all the different work of the store.

Flowers are getting more plentiful at receding values of which the public should be kept informed by window displays with prices. Some retailers believe it good policy not to take their legitimate profit at a time when flowers are scarce and high, as they are generally from January 1 to January 20, as then with no special demand flowers appear very high to the transient purchaser. By favoring and holding customers at this time they are encouraged to come frequently as the flowers get more plentiful.

FEATURE THE NEWEST AND BEST STOCK.

It is the hustling, energetic, progressive florist who gets the business, for people soon learn to know that the newest and best in plants and flowers are to be found at his shop at reasonable prices. As a rule stock is never scarce with him, there is always something being featured in his assortment that is not exactly what they came for is just as attractive and satisfactory.

For good publicity, at low cost, nothing is better than a series of little leaflets each featuring a department of the business, seasonable stock, or giving useful information as to the arrangement of cut flowers, care of plants in the house, etc. A dozen of these little messages can be printed on one sheet which will make, when 1,000 sheets are cut up, 12,000 leaflets. These are kept in separate boxes convenient of access so that one or more shall be placed in every package or piece of mail matter that is sent from the store. Small blotters such as those issued by the Florists' Telegraph Delivery Association



BEGONIA GLORY OF CINNATI.

publicity committee featuring this special service, will be found very useful, as lying around on the private writing desks of customers they will be always calling this country wide service to their attention.

There is much to be saved in design work for funerals, such as wreaths, pillows, bases of standing pieces, etc., by a liberal ground work of green, which supports the flowers and makes them go much farther. Fresh green lycopodium, boxwood, small green galax leaves will make a good moss covering while selected sprays of green hemlock are available as a backing for sprays.

CATTLEYAS IN SPECIAL ARRANGEMENTS.

Cattleyas are now plentiful and as far as show for the money goes, they are quite the equal of many other flowers in special arrangements. Three cattleyas, with suitable green, will make a very acceptable corsage which will cost no more than the same value in roses, but will be considered more choice than roses to the recipient. Three bunches of violets make a full corsage, but replace one with a cattleya and a richer effect is obtained at probably less cost.

Keep the birthday anniversary always to the front; it is an every day proposition, always bringing to the mind of some one an event that they had overlooked. The florist who will make birthday celebrations a department of his business and go after the trade systematically will find it one of his most profitable assets.

A little postcard campaign with your fernery customers is well worth while. Many of these little dishes will become unsightly and set aside to be sent and refilled, but the matter is overlooked until some friends who are coming there necessitates a hurried call to have it sent for at once. The card will bring it to mind and result in many more fillings.

Always keep an eye on the window and see that it is up to the mark all the time. The display should always contain a special feature that will be sure to attract people who are at all interested in flowers. A snappy window is like a well written advertisement, it catches the eye and holds it long enough to get the story across, while the plain unadorned display is hardly ever noticed.

G. E. M. Stumpp At Philadelphia.

In his address before the Florists' Club of Philadelphia at its February 7 meeting, George E. M. Stumpp, brief account of whose talk appeared in last week's issue, page 210, startled his hearers with his advanced and practical ideas on advertising or publicity for flowers. Mr. Stumpp said he did not come to make a speech but just to give a little talk on advertising which, he said, was the most important factor in the florists' business. As far as possible all florists' products should be standardized, which in other lines of business had proved so successful.

In order to speed up things during the war he had featured a special box of flowers at \$5, fixing this price because it was a popular amount of money that people liked to spend. When the Gillette razor was ready for the market, advertising men asked what it could be sold for and give a fair profit, and were told \$1. As the advertising campaign was to be nation-wide and expensive, they made it a gift proposition and put the price at \$5, as they said it would bring that amount as easy as \$1, which proved correct.

In his \$5 box advertising, Mr. Stumpp emphasized this gift idea and it had grown to be a feature of his business that kept him in the eyes of the public and brought many new people into the shop. In referring to store management he said good, efficient men were

hard to get and that retailers should train them up by making wise selections in the boys they employed, and take pains to teach them the business, so that after a period of 10 years they would have a strong and continuing force, adding a new member each year.

Almost everything we do is a form of advertising; a new suit of clothes adds to our appearance and self respect. In his own store he had purchased for each of his store men a suit of clothes of the same material, which collectively had added greatly to their appearance, and which they took a pride in keeping clean and in good shape. The window and store interior should always be clean and effectively arranged. People will look in the window and if it is compelling will come into the store and then it is up to the stock and the salesmen to make the sale. So often the stock was not what it should be; a yellow leaf here and there, or a defect in the jar or basket in which it is placed, will lose the sale which a little previous attention would have secured.

EXPLOITING THE \$5 BOX.

Every opportunity to exploit the business should be taken advantage of. Two cut flower boxes on which his name was conspicuously displayed were used in a play at one of the theatres, and Mr. Stumpp could trace direct sales from this publicity. He attached great importance to the selling power of well-decorated florists' windows. When he came to Philadelphia he always made it a point to visit and take a look at Pennock Bros.' window, which was always so beautiful and which they said had done so much in always bringing in new business.

A rather wide space at the top of his bill heads had been taken advantage of to feature some of his specials, such as "The \$5 box is a hobby of mine." One month one idea followed by another the next, using a gummed slip for the space, he had found brought in quite a number of orders. He quoted Gladstone as saying, "Nothing but a mint can make money without advertising." He had placed an ad in Town Topics which read, "A man that wears a flower is sure of himself." Florists should do everything possible to make the wearing of a coat flower the custom as many still are afraid of being thought effeminate when wearing a flower.

There is much complaint of high prices at Christmas and Easter. Why not advertise and work up a trade between times? Much valuable publicity can be obtained at very little cost by keeping in close touch with your customers by mail, posting them as to all the new flowers coming in and preparing the way for Thanksgiving, St. Valentine's Day, Mothers' Day and Memorial Day, and other information that will suggest uses for flowers all the time. He especially advocated the early delivery of plants at Christmas and Easter, customers being told when purchases were made that it was best they should be sent to their friends at once so they could enjoy them at their best. This plan meant many more orders, as almost invariably gifts from the flower shop were sent in return. He had so impressed this on his clientele that they had but few plants to deliver on the last day.

Considerable money is wasted in advertising. Statistics show 40 per cent goes for bad copy, poor mediums and in placing at inopportune times; another 40 per cent barely goes across, 10 per cent about pays, while the final 10 per cent is the real go-getter kind that brings the business. "Say It With Flow-

ers" is a wonderful slogan, but as used in its script form and made the prominent feature of floral advertising, it was more of a detriment than a factor, for as soon as the eye caught the slogan it said flowers, and unless vitally interested over went the page and the story did not get across.

One of the most important features in advertising is the copy. The greatest care must be given to its preparation. The great point is to suggest uses for flowers and show people how necessary they are in their daily lives and why they should buy them. Then the ad must have novelty in its set-up so as to catch the eye and hold it until the brief story gets across. A publicity campaign of the Allied Florists' Association of New York city ran last spring cost \$4,000, was referred to as being very inefficient on account of poor copy, as it advertised flowers, featuring the various kinds in which the con-



G. E. M. Stumpp.

tributors were particularly interested, but did not tell people the good uses for which flowers were available and what a great pleasure and profit they would find in them.

GOOD AD COPY ESSENTIAL.

When this was pointed out by Mr. Stumpp he was asked to prepare copy along these lines, which he gladly did, submitting his ideas to an advertising expert who put them into attractive, catchy ads that get the story across in as few words as possible, standing out with plenty of surrounding white space and enclosed in heavy pen lines that makes the ad very conspicuous and striking. A number of these sample ads were shown and read. They were certainly most catchy and striking in appearance. Many of the appeals are to men in such phrases as "Does your wife know you think of her?" "Say It With Flowers; take her home a box tonight." In every ad the slogan was seen, but printed in the same type and used to back up the story.

This matter has all been copyrighted and it is expected will soon be run in the New York florists' campaign when its efficiency will be demonstrated. In addition to the newspaper copy, window cards containing an enlarged reproduction will be furnished all subscribers to the fund for display at the time the ad is running.

Mr. Stumpp is a great believer in direct-by-mail advertising, sending out 17,000 folders 10 times a year to his store's list of customers and prospects. He has kept this up for six years and finds the constant drive of greater efficiency as it goes along. He is satisfied that a great deal of new business has come from this service. He again emphasized the importance of backing up all publicity matter with goods and service, in which every store should try to excel as they must be prepared to handle the trade and make the most of it when the ads bring the people in.

There was considerable discussion at the close of the address in which Mr. Stumpp was asked if it was not advisable to feature prices in special sales at times when flowers were plentiful. He thought not, and that it would be better to increase the information showing the many uses for flowers, and in this way attract more buyers.

THE EXHIBITS.

As a compliment to the speaker several retailers exhibited samples of floral valentines. Chas. Henry Fox displayed several sizes of his bluebird surprise box, which when the telescope lid is removed, the inner box expanding, shows, on a lace background, a beautiful corsage of choice flowers amidst a setting of miniature artificial buds. The largest box contained a plaster cupid in a fluffy lace setting adorned with choice cattleyas and sprays of acacia that made a most artistic finish.

A large heart hamper filled with choice roses, violets, lily of the valley, etc., was exhibited by Victor Ridenour. H. Bayersdorfer & Co. sent a display of their valentine kiddies and vamp dolls, all with vases for holding flowers. C. U. Liggett's large display of fine carnations was very much admired, as was a vase of the new pink sport of Premier named Celestial, exhibited by Myers & Samtman, a wonderfully fine variety. Wm. K. Harris staged fine bird's nest ferns and other house plants. Anthony Rusicka and W. A. Manda were interested visitors.

The Finishing Touch.

When the demand is good and strong buyers are not as a rule particular. Anything that is seasonable and fair looking is acceptable and the stock moves off rapidly. Even at such times, however, the plants or flowers that for one reason or another are a trifle better than the others are the first to be selected, and where any inequalities show in the stock which can be corrected or made negligible by one of the many ways open to the decorator, it is soon given a finishing touch and put in salable condition.

Many cut flowers are received in the store as they come from the growers in commercial packages and offered in this way for sale. Such methods are very crude, not taking into account the great benefit from an artistic arrangement and color combination which with the addition of foliage and greens will show the stock to so much better advantage. A rose is beautiful in itself but combined with any one of a dozen other flowers and a fern leaf or two it makes a much better showing. A half dozen short roses with a few sprigs of mignonette and sprays of green in a small handle basket will with a ribbon bow as a finish, present a very salable article much more noticeable and attractive than if the flowers were left in their original packages. Mignonette and cypripediums with lily of the valley, or sprays of freesia is a good small basket combination. Calendulas, mignonette and pussy willows is another.

One bunch of sweet peas, with a little green, will fill a small basket which with its ribbon finish gives a very chic appearance. A number of these on a table together will receive much more attention than just one or two. A few corsages of violets, one with the addition of a gardenia, another with lily of the valley and Sweetheart roses are combinations certain to attract much more attention than if hidden in the case.

All kinds of floral work is the better for the last minute finishing touch. A full blown rose or a rosette made of several short buds set in the heart of a bow of ribbon give a nice finish. Where the ribbon is tied to the handle the addition of a few pussy willows and a bud or two is always pleasing. These are but a few of the many things that can be done to make the work more attractive and noticeable. The progressive florist is always experimenting with this flower or that in various forms of arrangement and in different receptacles so as to have something out of the ordinary that will be noticed and commented on.

POT PLANTS

Plants as they come from the grower vary greatly in quality, some giving their stock a much finer finish than others. It is this last touch as it were, this finishing polish, that makes them stand out from the others and sell almost on sight. The foliage is richer, the flowers larger and more brilliant in color and there is a vigor and quality to the whole plant that marks it as a superior product.

Much can be done in a decorative way to give the fair or rather indifferent plant a better chance. In the first place all pots should be covered. There are a number of coverings for pots; one of the simplest is a square sheet of white paper in the center of which is placed the pot on a saucer and the paper drawn up about it and tied with a piece of tape the color of the flower. The paper should project well up above the edges of the pot so as to mix with and if necessary augment the foliage. At times short sprigs of laurel may be stuck in the soil to advantage.

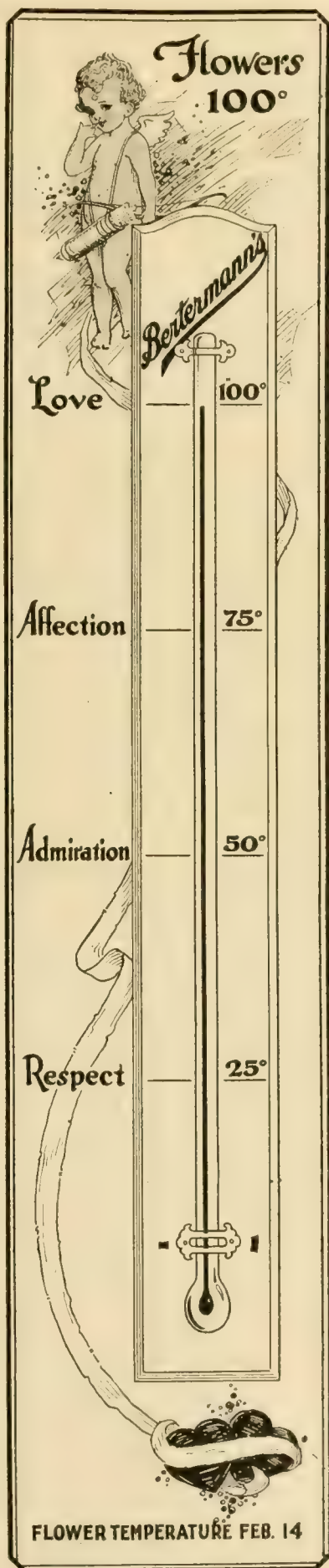
When plants well in flower, but lacking in foliage are found to be on hand, a good plan is to make such stock into pans, a number together, the result being a much better looking article that soon finds a purchaser. Sprigs of pussy willow and ribbon will often give a finishing touch to a misshapen plant that at once puts it in the running.

The box of flowers while it contains all that was ordered, is the better for the finishing touch or addition of a few sprigs of sweet scented leaves, some violets or a pansy or two over the top, just to make a pretty finish and a pleasant surprise when the box is opened. A sprig or two of green and a flower on the outside bound in with the tape or ribbon gives an appearance that is always noticed and admired.

DECATUR, ILL.—W. R. Paushert, who had been employed by the Fairlawn Greenhouses, this city, for many years, died February 1, age 60 years.

TOPEKA, KANS.—The Hubbard Gardens Co., recently completed its new range, consisting of three greenhouses, each 40x150 feet and a service building, 36x66 feet.

BATTLE CREEK, MICH.—Fred A. Beckett, 457 Emmett street, has purchased the greenhouses of Carus & Vanderwalker, which have been leased to Arthur Carus and Frances Greensmith, who will make extensive alterations at an early date.



St. Valentine Thermometer.
From Bertermann Bros., Co., Indianapolis.

The Late Dr. Walter Van Fleet.

HIS LIFE AND WORK.

By Peter Blisset, of the Bureau of Plant Industry, Washington, D. C. For Obituary Notice and Portrait see Issue of February 11, Page 193.

Dr. Walter Van Fleet was born at Pierpont, N. Y., June 18, 1857. He was a graduate from the Hahnemann Medical college, Philadelphia, in 1880, took post-graduate work at Jefferson Medical college, that city, in 1887, and practiced medicine in central Pennsylvania for several years. His love for plants, however, led him to give up his practice for horticulture. He married Sarah C. Heilman August 7, 1883. He was associate editor of the Rural New Yorker from 1890 to 1909; during nine years of this time he was also vice president of the Rural New Yorker Publishing Co.

Dr. Van Fleet entered the bureau of plant industry, United States Department of Agriculture in July, 1909, and was appointed superintendent of the plant introduction garden, of the office of foreign seed and plant introduction, Chico, Calif. In October, 1910, he was transferred to the office of drug-plant investigations, where he carried on some special work in the breeding of drug plants. He was later transferred to the office of horticulture and pomology to carry on breeding experiments with roses and other florists' plants, as well as special breeding work with chestnuts, in an attempt to get a variety that would be resistant to the chestnut bark disease.

Long before Dr. Van Fleet entered the Department of Agriculture, he was recognized as a leader in plant breeding work. Early in his career he took up work in the breeding of gladioli, making a special study of these and originating some very fine kinds which are still grown commercially.

He did considerable work in an attempt to get a Persian walnut that would stand the rigorous climatic conditions of the eastern states and with this end in view made several crosses between Juglans cordiformis and J. regia. He also took up work with apples, crossing the crabs with some of the commercial varieties, such as the Baldwin. His work with the breeding of pears is well known, he realizing that it would be necessary for American fruit growers to get a variety of pear that would stand up under the ravages of the pear blight, which in recent years has caused so much destruction to pears throughout our country. With this end in view he made several crosses between varieties of Pyrus chinensis (which are quite resistant to blight) and many of the well-known commercial pears such as Winter Nellis, Sickel and Bartlett. Some seedlings were obtained from these crosses which have proven quite resistant to the pear blight.

He also did considerable work in crossing our raspberries with some of the wild species, making crosses between Rubus neglectus and ideaus; and R. neglectus and strigosus. From these crosses some seedlings are fruiting at the field station, at Bell, Md., that come into bearing long after the common varieties have fruited, and these, I feel sure, will be heard of later.

One of his outstanding accomplishments was the crossing of our native chinquapin, Castanea pumila, with the Japanese chestnut, C. crenata; and also C. pumila with the Spanish chestnut, C. sativa; and the chinquapin with our American chestnut. The seedlings from these crosses have proven to be very precocious, many of them fruiting when a year old and bearing heavy

crops of nuts of very good quality. Moreover, they have proven to be somewhat resistant to the chestnut bark blight and give promise that eventually we may have a chestnut that will stand up under the blight. Unfortunately for the country, Dr. Van Fleet was cut down in the midst of his work in an attempt to get a chestnut, bearing nuts of high quality and yet one that would withstand the onslaughts of the chestnut bark disease.

His work with the callas is not so well known, but years ago he took up the crossing of *Zantedeschia Elliottiana* with *Z. macrocarpa* *Pentlandii*; *Z. Rehmani* x *Z. macrocarpa* x *Pentlandii*; and *Z. Rehmani* x *Pentlandii*; and from the crosses made he obtained many interesting forms, some of which gave us small plants ideal for pot culture.

Dr. Van Fleet's work with the freesias is well known to horticulturists who have visited the Arlington Experiment Farm and there seen freesias in many colors from yellows through the pinks to the beautiful cattleya colors. He has not only increased the size of the flower in his hybrids, but has also increased the number of flowers borne on each stem. The best of these no doubt will find their way into the trade in due time.

Dr. Van Fleet early became interested in that valuable and well-known group, the berberis. He made a cross, in the early years, between *B. vulgaris* *purpurea* and *B. Thunbergii* and obtained a plant resembling somewhat the foliage of *Thunbergii* with the beautiful purple color of *purpurea*. The habit is not as compact as *Thunbergii*, but gives us a variety of great beauty and value. He also had growing at his experiment station, crosses between *B. Wilsonii* and *B. aggregata*; *B. Thunbergii* x *B. vulgaris*; and many others, in attempts to get his ideal plant, which was one of close, compact habit, large beautiful fruits and showy flowers. During his later years he had been working with *B. aggregata* and *B. Juliana*, and obtained several very interesting seedlings from this cross which are almost evergreen, with beautiful glossy green foliage.

There are also, in his trial grounds, some very fine gooseberries which Dr. Van Fleet raised from crosses made with *Ribes Missouriensis* crossed on *R. Grossularia*; *R. Missouriensis* x *reclinatum*; *R. Cynosbati* x *reclinatum*, and some of the best of these bear, in the greatest profusion, berries as large as the finer varieties of English gooseberries and are of fine quality and splendid appearance, with the added advantage that the plants are not subject to mildew and the berries to sun scald, as are the large fruited English varieties.

Early in his career this tireless worker produced some very fine varieties of strawberries that are highly commended around Little Silver, N. J., where he lived before coming to the Department of Agriculture. Especially valuable are his Early Jersey Giant, John H. Cook and Edmund Wilson.

His work with roses is well known and many of his seedlings are now being grown in rose lovers' gardens throughout the length and breadth of the country. Those that stand out and are being propagated at the present time are such well-known varieties as Philadelphia—that beautiful climbing, crimson colored rose that is not so liable to mildew as the crimson Rambler, whose place it has taken in many of our gardens; Silver Moon, a beautiful semi-double, white flowered rose with superb foliage, flowering in the greatest profusion, and one of the strongest and most rampant growing of

the climbing roses; Dr. W. Van Fleet, of a beautiful flesh pink color, which is a worthy companion of Silver Moon; the three Lovetts—Alida Lovett, a beautiful deep rosy pink flower, of large size, and which blooms very freely; Bess Lovett, a large red-flowered variety, not quite as rampant as Alida Lovett, but an excellent pillar rose and a bright red flowered climber; Mary Lovett, which bears a pure white flower and is a true climber—American Pillar is one of the roses that Dr. Van Fleet originated many years ago, the parentage of which is in doubt, but it looks as though it were a cross between *Rosa setigera* and *wichuraiana*.

The above has proven a splendid variety for nearly all sections of our country and the English rose growers thought so well of it that they awarded it a gold medal. One of the more recent of his roses to be put on the market is Aunt Harriet, a cross between *Wichuraiana* and *Appoline*; the flowers are semi-double and of a dazzling scarlet crimson color. Birdie Blye is a very free ever blooming rose of bright carmine color. Beauty of Rose-moor is a beautiful double rose of a fine shade of rich carmine rose color, delicately veined with creamy white. One of his last roses to receive recognition is Mary Wallace, which was last year awarded a gold and silver medal and was named in honor of the daughter of the secretary of agriculture.

The death of Doctor Van Fleet is an irreparable loss to the world of horticulture. His keen interest in plants and his wide knowledge of plant life, as well as his knowledge of the needs of the many sections of our country, helped him to work intelligently toward developing plants peculiarly suited for the different sections and varying climatic conditions. He had a keen interest in and desire to develop roses for our semi-arid colder states, where the farmers have few plants suitable for adorning their yards; and it was his aim to develop plants that would be able to resist the hot drying winds and severe winter temperatures of these sections so that our farmers in such sections could have roses in their gardens as well as those living in more favorable locations. At his experiment station at Bell he had assembled around him a splendid collection of plants that would be useful to him as a breeder and had he been spared for a few more years, we would have had many more plants of sterling merit than he had as yet produced.

In 1918 he was awarded the George Robert White medal of honor for eminent services rendered to horticulture. This was conferred upon him by the Massachusetts Horticultural Society. It may well be said of Dr. Van Fleet that he passed away in the midst of his work and it is to be hoped that others will be able to take up the work where he left off in order that none of it may be lost.

He was one of nature's noblemen and it could be truly said of him "to know him was to love him." He was very modest, never flaunting his own work but always ready to praise that of others. It can truthfully be said of him that the world is better for his having lived in it.

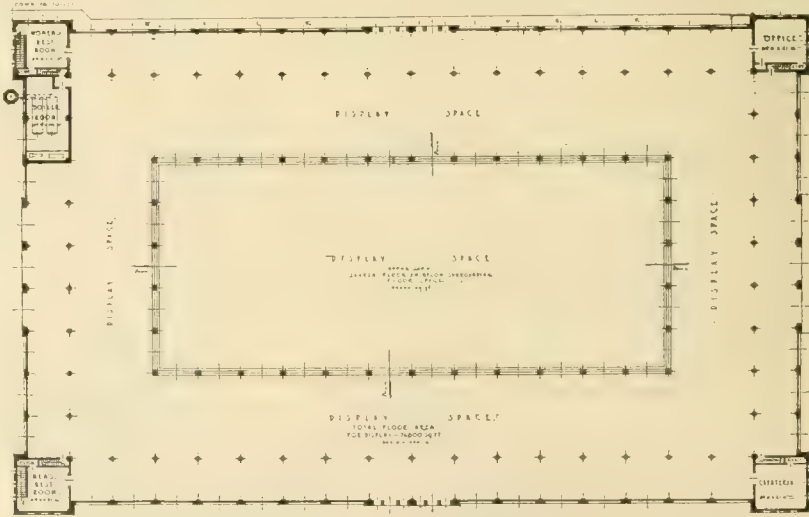
This loving personality passed away at Miami, Fla., Thursday, January 26. His remains were brought north by Mrs. Van Fleet and the body interred at Watsontown, Pa., where he had made his home and first took up his practice in medicine.

THE S. A. F.

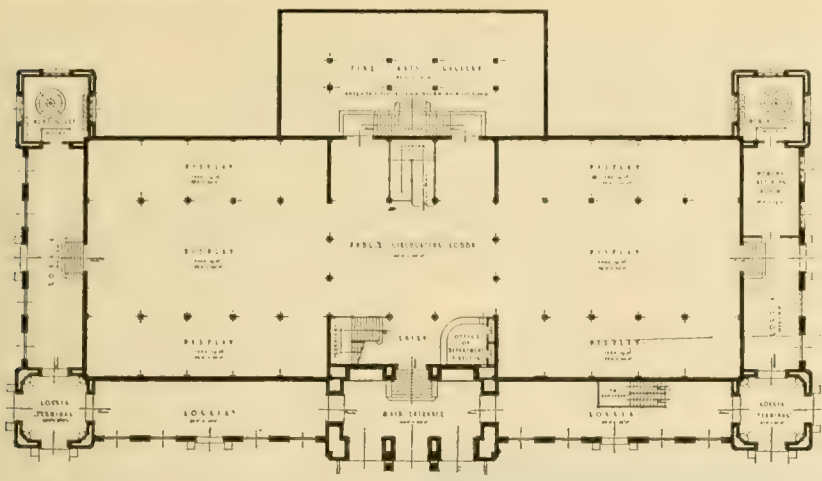
Fifth Annual Flower Show.

As previously announced in our issue of February 11, page 185, unfortunate conditions existing in the administration of the affairs of the city of Cleveland, O., insofar as regards the holding of the Fifth National Flower Show in the new city building there on the dates planned, have necessitated the withdrawal of the show from that city. The National Flower Show committee at an emergency meeting held in Cleveland, Monday, February 6, after deep consideration of the situation, decided, in the best interest of all concerned, to hold the exhibition at Indianapolis, Ind., on the same dates, March 25-April 1.

Proceeding to Indianapolis, the committee was welcomed by the florists of that city and their trade organizations; the Chamber of Commerce, and all city organizations, the Rotarians, and a number of the citizens. The city's big Manufacturers' building was placed at the service of the committee for housing the show, and was found to be wonderfully adapted for the exhibition, and for such trade exhibits as appealed to the public rather than the trade. The Woman's building, another imposing edifice only a few steps away from the Manufacturers' building, was offered for the housing of the trade exhibits, and it has the advantage of being reserved



PLAN OF MANUFACTURERS' BUILDING, STATE FAIR GROUNDS, INDIANAPOLIS.
Where National Flower Show will be held.



PLAN OF WOMAN'S BUILDING INDIANA STATE FAIR GROUNDS, INDIANAPOLIS.
Probably will be Used for National Flower Show Trade Exhibits.

exclusively for the visiting florists with the public excluded. This is a condition which should meet the views of the majority of the trade exhibitors. Taken altogether, the committee believes that housing arrangements are ideal.

Indianapolis is a most prosperous city of nearly 400,000 inhabitants, within a day's ride of 60,000,000 people, a high percentage of them American born. The city covers an area of about 42 square miles, and is distinctly a home-owning city. It boasts a very large number of fine residences, and is a city of wealth and luxury. It has a close interurban connection, 13 interurban and 17 railroads serving it. The committee believes it to be a city in the National Flower Show class in every sense of the term.

A larger number of the subscribers to the guarantee fund have already expressed their approval of the change, and their guarantees stand accordingly. Without doubt, the others will be glad to fall into line. It is the same with the trade exhibitors, the change has already the approval of the majority of them, and their contracts stand, subject to detail changes which are the outcome of the new arrangements.

The rates for trade space in the Manufacturers' building, which will carry the competitive exhibits, will now be \$1.50 per square foot, exclusive of any equipment, signs, etc.; and the space rate for purely trade exhibits, which will be staged in the adjacent Woman's building will be \$1 per square foot. In the latter building all the meetings and functions usually held in connection with the show will take place.

All exhibitors who made space reservations for Cleveland are urged to communicate with the secretary at once, notifying him that they approve of the change made. New plans are being prepared and will be ready for distribution in a day or two. The committee is assured of the support of all those who had arranged to make competitive exhibits at Cleveland, and all the stagings arranged for will be set up in Indianapolis just as though no change in location had been made. The big exhibits of Thomas Roland, Nahant, Mass., A. N. Pierson, Inc., Cromwell, Conn., and others will be prominent in the show, in fact, Wallace R. Pierson, of the Pierson concern, has expressed his intention of materially increasing the scope of his company's display.

The committee, while in Indianapolis, was the guests at luncheon of the Rotary Club, which organization is most enthusiastic in its support of the show.

Additional Special Premiums.

James McLaughlin, chairman of the committee on special premiums, reports as follows:

- Smith Floral Co., Lansing, Mich.—Discretion of committee, cash, \$25.
- Rice Bros., Minneapolis, Minn.—Discretion of committee, cash, \$10.
- A. C. Zvolanek & Sons, Lompoc, Calif.—Discretion of committee, cash, \$50.
- Wertheimer Bros. Co., New York—Discretion of committee, cash, \$25.
- Davey Tree Expert Co., Kent, O.—To be used as a premium for private estates or their gardeners, cash, \$50.
- Kroeschell Bros. Co., Chicago—To be offered as gold prize for 12 best carnation blooms. The prize to be known as the Kroeschell gold prize, cash, \$25.
- C. T. Guenther, Hamburg, N. Y.—Discretion of committee, cash, \$10.
- Wm. F. Kasting Co., Buffalo, N. Y.—Discretion of committee, cash, \$25.
- Joy Floral Co., Nashville, Tenn.—Discretion of committee, cash, \$25.
- Hall & Robinson, Montreal, Que.—To be offered as follows: Six tumbler baskets filled with any variety of flower or combination with following exception: only one tumbler basket to carnation, lily of the valley alone, or a combination and orchids only in one basket or combination, first prize, \$25; second prize, \$15; third prize, \$10; cash, \$50.

New Members of Society.

- Since the opening of the year, the following new members have been enrolled at the Administration office, through the regular procedure of the office for securing additions to the membership roll:
- D. B. Register, Bismark, N. D.
 - E. B. Stowell, Charles City, Ia.
 - Anthony Porchias, Minneapolis, Minn.
 - George Payne, Dover, N. J.
 - James V. McAteer, Brooklyn, N. Y.
 - Dan Markelos, Brooklyn, N. Y.
 - Louis Butsuris, Duluth, Minn.
 - C. H. Jenkins, Cumberland Center, Me.
 - J. T. Allen, Glendale, Calif.
 - D. B. Moses, W. Palm Beach, Fla.
 - W. J. McCloskey, Upland, Calif.
 - J. F. West, Minneapolis, Minn.
 - J. F. Musiel, Alderwood, Manor, Wash.
 - Mrs. N. J. Payne, La Junta, Colo.
 - P. M. Koster, Bridgeton, N. J.
 - P. G. Malone, Stillwater, Okla.
 - Henry B. Wisner, Middleton, N. Y.
 - F. V. Huffmeyer, San Antonio, Tex.
 - H. C. Burrigide, Libertyville, Ill.
 - George C. Watson, Philadelphia, Pa.
 - E. C. Primer, Ft. Worth, Tex.
 - F. H. Parker, Ft. Scott, Kans.
 - Oble F. Shelnutt, Columbus, Ga.
 - Walter P. Long, West Grove, Pa.
 - Eric R. Anderson, Natick, Mass.
 - Mrs. M. E. Andress, Larned, Kans.
 - R. S. Hughes, Stillwater, Okla.
 - Charles R. Pearson, Stillwater, Okla.
 - Mrs. John Wade, Carbondale, Pa.
 - Wm. MacDonald, Moosic, Pa.
 - W. R. MacDonald, Moosic, Pa.
 - Charles H. Dillon, Bloomsburg, Pa.
 - G. Wm. Sells, Honesdale, Pa.
 - Robert Stobo, Dalton, Pa.
 - B. E. Cokely, Scranton, Pa.
 - John W. Beagle, Scranton, Pa.
 - James J. Gallagher, Scranton, Pa.
 - Jonathan Rodham, Scranton, Pa.
 - Joseph Palumbo, Dunmore, Pa.
 - John G. Hill, Waverly, Pa.
 - C. Stradling, Bloomsburg, Pa.
 - Isaac Abrams, Brooklyn, N. Y.
 - Mrs. T. J. Nolan, Scranton, Pa.
 - Miss Laura Kennedy, Scranton, Pa.
 - Mrs. J. W. Davis, Ardmore, Okla.
 - J. Landsman, Brooklyn, N. Y.
 - Siman Schnelrow, Brooklyn, N. Y.
 - Robert Hood Roland, Nahant, Mass.
 - William Konstant, Nahant, Mass.
 - Victor H. Ries, W. Lafayette, Ind.
 - Lamon G. Tingle, Pittsview, Md.
 - Theodore S. Trehearne, Beaver City, Neb.

- Florence A. Willard, Providence, R. I.
- A. P. Bonvallet, Wichert, Ill.
- Frank S. Chestro, Springville, N. Y.
- Walter Gorland, Pen Argyll, Pa.
- William Thomas, Kalamazoo, Mich.
- W. W. Jarvis, Malone, N. Y.
- John W. Mutch, Waban, Mass.
- David C. Murdock, Shrewsbury, Mass.
- Malcolm Franklin, Philadelphia.
- Matilda Roemer, New York.
- A. Mirring, E. St. Louis, Ill.
- Milton A. Reimers, Louisville, Ky.
- E. H. Bentley, Wellsville, N. Y.
- Hans Donhauser, Astoria, N. Y.
- G. E. Bunting, Selbyville, Del.
- Harry Krauthern, Philadelphia.
- R. R. Spanabel, Columbiana, O.
- J. F. Kolwes, Tivoli, N. Y.
- Ralph Crocker, St. Thomas, Ont.
- Hugh O. Martin, What Cheer, Ia.
- J. P. Gadd, St. Louis, Mo.
- Ben Abrahamson, Chicago.
- Arthur E. Bebb, Newark, N. J.
- Ernest W. Hausmann, Hilton, N. J.
- Warren Huckelberry, No. Vernon, Ind.
- Dillon Myers, Bluffton, Ind.
- S. V. Williams, Bedford, Ind.
- Emil C. Vol, Ames, Ia.
- Judson M. Klein, Spirit Lake, Ia.
- Walter J. Zimmer, Omaha, Neb.
- Fred R. Show, Council Bluffs, Ia.
- Marie R. Andux Tolon, Matangas, Cuba.
- Roland H. Patch, Storrs, Conn.

National Publicity Campaign.

The 1922 publicity campaign continues to make good progress, and all engaged in pushing it are very optimistic as to the ultimate results, in fact, if interest keeps up as at present it is believed that the fund will go away beyond previous figures and the publicity resulting be something near the mark set at the inception of the campaign but not yet realized.

The dominating feature of the work is, of course, the collection of the funds. While those who have studied the publicity work to any extent are backing up their interest with prompt payments of the amounts they have pledged to the fund, many others are a little careless in this particular. It is very nice to look at the list of pledges, and plan to disburse the monies represented in the best possible way; still, if these monies are not in hand, action is held up and little can be done. It is the money that keeps the publicity wheel revolving, and without it the work hangs on a dead center.

It is hoped that all who have not yet met their pledges will take this statement to heart, and resolve that the interest they have already shown in the cause shall be backed up by a speedy taking up of pledges, so that the committee may accomplish what they have been spending a vast amount of time to plan. It should be remembered too, that contracts for magazine space must be made well in advance of date of issue, which is always long ahead of month of dating. Some magazines close their advertising pages three months or more in advance of the issue of a number, and this class of publication is, necessarily among the most highly desirable.

The following subscriptions have been paid in since last publication:

W. C. McCallum, Islip, N. Y.	10.00
W. Murphy Co., Cincinnati, O.	20.00
Rosaia Bros., Seattle, Wash.	25.00
Wettlin Flo. Co., Hornell, N. Y.	10.00
A. M. Rainford, San Diego, Calif.	5.00
I. H. Moss, Inc., Baltimore, Md.	50.00
J. Verner, Drexel Hill, Del. Co., Pa.	25.00
H. W. Allersma, Grand Rapids, Mich.	10.00
Paul Blackman, Jr., Reading, Pa.	10.00
Fred Timm, Dallas, Tex.	10.00
J. J. West, Minneapolis, Minn.	10.00
Ivar Ringdahl, Rome, N. Y.	10.00
G. A. Cornish & Sons, Elgin, Ill.	5.00
Westminster Greenh., Inc., Prov. R. I.	10.00
Ed Schumann & Sons, Cincinnati, O.	10.00
Jackson & Perkins Co., Newark, N. Y.	100.00
Daisy Hill Co., Chagrin Falls, O.	50.00
E. C. Ludwig Fl. Co., Pittsburg, Pa.	60.00
Sykora Greenh. Co., Batavia, Ill.	5.00
Thomas Skinner, Mamaroneck, N. Y.	12.50
Britz, Telephone Flor., Danville, Ill.	10.00
G. A. Cornish & Sons, Elgin, Ill.	5.00

\$472.50
Amount previously reported ..\$13,810.43
Total\$14,282.93

The following has doubled his subscription for 1922:

H. Wallersma, Grand Rapids, Mich.

The following are renewals:

A. C. Feicher, Michigan City, Ind. \$10.00
Rosaia Bros., Seattle, Wash. 25.00

Total \$35.00

The following subscriptions have been received in response to the publicity committee's special letter:

M. H. Baumann, Park Ridge, N. J. \$10.00
John Scott, Huntsville, Ala. 15.00
Ed Schumann & Sons, Cincinnati, O. 10.00
Westminster Greenh., Inc., Prov., R. I. 10.00
Ivar Ringdahl, Rome, N. Y. 10.00
J. J. West, Minneapolis, Minn. 10.00
Fred Timm, Dallas, Texas. 10.00

Total \$75.00

The following has been obtained by members who are making the subscription book canvass:

By Guy French, Chicago.

Thomas Wylie, Seattle, Wash., \$10.

JOHN YOUNG, Secy.

New York Spring Show.

The New York spring show, brief announcement of which appeared in our issue of February 11, page 194, to be staged in the Grand Central palace, that city, March 13-19, promises to be a great success, if judged from the amount of trade space already reserved. The premium list is now ready, a copy of which can be secured from Secretary John Young, 43 West Eighteenth street, New York. The official programme, more attractive and interesting than ever, will be ready about February 20.

The following have reserved space: Rosedale Nurseries, Tarrytown, N. Y.; The Excello Mfg. Co., Cleveland; Lord & Burnham Co., Irvington-on-Hudson, N. Y.; I. J. Stringham, Glen Cove, N. Y.; Ideal Power Lawn Mower Co., Lansing, Mich.; The Quality Brands Co., Cleveland; Muller-Sealey Co., Inc., New York; J. C. Kraus Cast Stone Works, New York; W. Atlee Burpee Co., Philadelphia, Pa.; Henshaw Floral Co. (Supply Dep't) New York; Warren Cox, New York; Springfield Floral Co., Springfield, N. J.; Schloss Bros., Ribbons, Inc., New York; Wm. F. Leary, New Rochelle, N. Y.; Wm. C. Duckham, Madison, N. J.; Benjamin Hammond, Beacon, N. Y.; A. H. Hews & Co., Cambridge, Mass.; H. B. Marinelli, Montvale, N. J.; Roman J. Irwin, New York; Hartmann-Sanders Co., Chicago and New York; American Seed & Seedtape Co., Madison, N. J.; Kervan & Sons, New York; E. F. Hodgson Co., Boston, Mass.; Wm. M. Hunt & Co., New York; Mayo Nurseries, Inc., Rochester, N. Y.; Mrs. Jean Van Rensselaer Cramer, New York; A. N. Pierson, Inc., Cromwell, Conn.; Coldwell Lawn Mower Co., Newburgh, N. Y.; George L. Stillman, Westbury, R. I.; A. T. De La Mare Co., New York; S. P. Townsend & Co., Bloomfield, N. J.; Chas H. Totty Co., Inc., Madison, N. J.; Bobbink & Atkins, Rutherford, N. J.; Vaughan's Seed Store, Chicago and New York; F. R. Pierson, Tarrytown, N. Y.; Doubleday, Page & Co., Garden City, N. Y.; B. Hammond Tracy, Inc., Wenham, Mass.; W. S. Daniels, New York; Boh Arbor Chemical Co., Flemington, N. J.; Fulper Pottery Co., Flemington, N. J.; Stumpp & Walter Co., New York; Garden Chemical Co., New York; The F. A. Bartlett Tree Co., Stamford, Conn.; Erkins Studio, Inc., New York; Hitchings & Co., Elizabeth, N. J.; Dietz & Trivett Co., New York; Electric Hose & Rubber Co., New York; Art Colony Industries, New York; Horticulture, Boston, Mass.; Henry A. Dreer, Inc., Riverton, N. J.; Andrew Wilson, Inc., Springfield, N. J.; Encyclopaedia Britannica, New York; G. D. Tilley, Darien, Conn.; The Moto-Mower Co., Detroit, Mich.; Terra Cotta Art Co., New York; Mrs. A. D. Cum-

mings, New York; Marjane, Ltd., New York; The "Dug Out," New York; A. D. Granger Co., New York; Julius Roehrs Co., Rutherford, N. J.; Mead-Suydam Co., Newark, N. J.; C. H. Alender, New York; The Cloche Co., New York; Munn & Munz, New York; Brooks Lawn Sprinkling System, New York; Mrs. Alfred Hamburger, Brooklyn, N. Y.; So-Mo Sales Co., Newark, N. J.; Lewis & Valentine, Roslyn, N. Y.; Cities Garden Club, New York; Elizabeth Nursery, Elizabeth, N. J.; Plant, Flower & Fruit Guild, New York; Miss Clark, New York.

WITH THE GROWERS

Florex Gardens, North Wales, Pa.

When David Fuerstenberg, of the Florists' Exchange Co., rose growers at Edgely, Pa., erected the first large greenhouse in this country, 50x300 feet, he was thought by most experienced growers to have done a very unwise and impractical thing. In the first place the wind would blow the house down, there was too much air space which could not be evenly heated, the snow would crush it in, and there were many other points in which it was not considered practical. However, when the stock was planted it made a wonderful growth and produced abundant crops the season through. An even temperature was maintained better than in the smaller standard houses of the day. The heavy winter winds did not blow it down nor the snow crush in the roof. Then straight away the critics set to work building much larger, longer and wider houses.

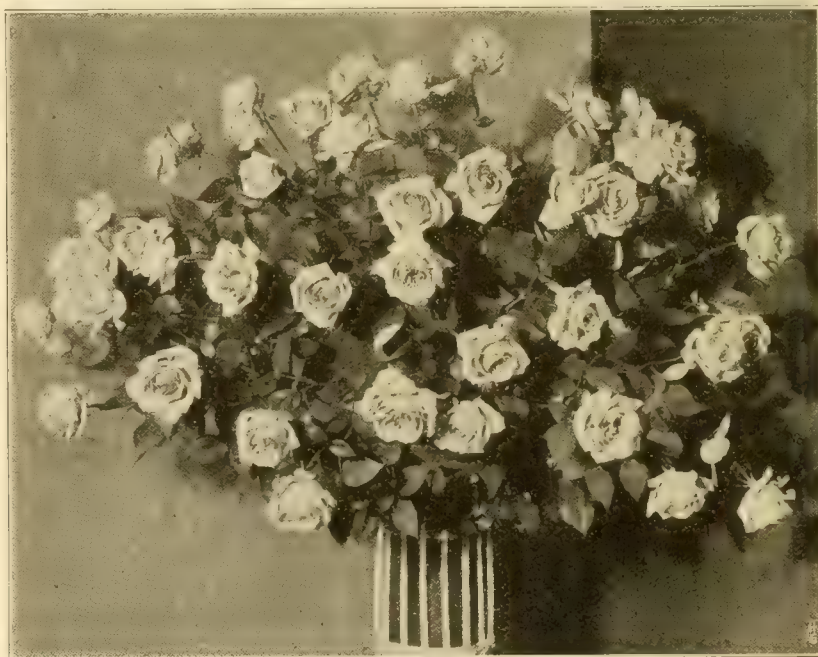
Some years later Mr. Fuerstenberg bought ground at North Wales, Pa., which he called Florex Gardens, and erected his first really large house, 150x600 feet, with which he was so much pleased that he followed it with another, 175x750 feet. These at various times were badly damaged with the weight of snow on their wide roofs, the smaller house being replaced two years

ago with two Lord & Burnham structures each 75x700 feet. The larger house still stands and is now fitted with snow guards, some 2,000 of them in rows across the outside of the roof, about 15 feet apart which holds the snow from sliding until it gradually melts away without damage.

Many changes have recently been made in the interior of this large house. The beds which were but three feet in width are now five, and the steam heating pipes originally placed next to the roof are now on the floor of the house, a coil of 1½-inch pipe around each bed a few inches from the ground. The interior is being painted which makes a wonderful difference in the light. The stocks here, both in the large houses and those adjoining, are wonderfully fine. Varieties are Butterfly, Premier, Columbia, Double White Killarney, Citronella, Golden Ophelia and Pilgrim. Butterfly of which the original planting was 20,000 is their most profitable variety. A splendid crop was cut at Christmas and the same plants are now filled with buds showing color. Premier and Columbia are grown in quantity. There are 80,000 Columbia and almost the same of Premier. Both these kinds are doing wonderfully well. Some beds are now in and others coming back strong after their Christmas crop. Several beds of Pilgrim are the picture of health and this is here considered a good commercial rose. Golden Ophelia is a coming variety, a popular sized yellow on a stiff, straight, wiry stem. Wm. Geiger the rose expert and one of the best in the country, thought so much of this that he tried to get 5,000 plants but could only obtain 2,000, but more will be planted next year.

CITRONELLA CONSIDERED WINNER.

Citronella is another of the new ones that is considered a winner. This is rather undersized, essentially a rose for the corsage and very much in demand for this purpose. It is a splendid mid-winter variety, a number of plants carrying five to six flowers at this time. They force in all over 180,000 plants. Roses are not cropped here except at Christmas and even then a lot are held



ROSE COLUMBIA EXHIBITED AT HARTFORD SHOW BY FLOREX GARDENS.

in reserve as they must be cut every day in the year. Their stock is all sold directly to retailers, the firm supplying over 100 stores, regular shipments going out every morning and afternoon. They filled orders for over 125,000 buds at Christmas one concern taking 12 and another 15,000.

In the large houses the stock is grown in ground beds with board or cement sides from eight inches to a foot high. Six to eight inches of ash cinders are under the soil in all the ground beds, for drainage. There are several other good sized houses which had been built for carnations but that are now filled with roses on raised beds, one house containing Sunburst which they retain as a yellow. In one of the large houses an experiment had been successfully tried with Premier in order to get a crop of medium length stemmed stock for Christmas. The plants were not cut back until September, given a pinch in October. They were a beautiful sight just previous to the holidays, many of the plants containing five to six flowers with stems 15 to 18 inches in length.

Double White Killarney is one of the quantity sorts, of splendid shipping quality and it is in constant demand from all the firm's customers. The stock of this kind in the various houses is in splendid condition, in fact, all the stock, under different conditions in the houses in which they were grown, in some the glass being 25 to 35 feet from the ground and in the smaller structures only eight to 12 feet, could not apparently be in better form. Light, heat, and general atmospheric conditions appear to be maintained the same in each house. After syringing, at this time of year, the foliage is given a light dusting with a bellows, of a powdered mixture of three quarters sulphur and one quarter lime which takes up any excess moisture.

A considerable business is done in rooted rose cuttings, 20,000 having been already rooted and sent out. A house of chrysanthemums is being followed by sweet peas, while two smaller houses are filled with snapdragons, all looking very well.

Boilers of a total of 1,000 horse power are required to heat the range, while an additional boiler of 250 horse power is being installed to be held in reserve. A railroad siding brings coal to the rear of the boiler house.

Mr. Geiger has taken up hybridizing and has crossed a number of varieties on Columbia, Pilgrim, Priscilla and others which are now filled with fine looking seed pods. He intends to take this work up as a hobby and see if he cannot improve or add something of value to the commercial forcing kinds. Roses are cut twice a day at this season, placed in the cold storage rooms in water, and graded after they have hardened. All are then wrapped in paper in bundles of 25 and shipped in this way to customers. This system of handling the stock appears most satisfactory, but one customer desiring them to be packed loose.

K.

New England Florists' Alliance.

The executive committee of the New England Florists' Alliance announce that it has been successful in obtaining the services of Eugene M. Naukam as secretary. Mr. Naukam has had considerable experience in this line of work, having been secretary of the Western New York Florists' Association publicity committee and the Western New York District, National Flower Growers' Association for the past two years.

The committee feels that it has been fortunate in obtaining a man who has had experience and believe that with the co-operation of the trade in New England that the alliance will prove a wonderful success. It asks that all those interested in promoting the best interest of the florists' trade co-operate in putting the alliance on a strong foundation. It is expected that Mr. Naukam will assume his duties on February 20, and that he will devote most of his time to Boston and surrounding territory. However, he will continue to handle the western New York work for the next few months.

CHARLES F. BOYLE, Chairman.
Executive Committee.



Eugene M. Naukam.
Secretary New England Florists' Alliance.

New York Florists' Club.

The New York Florists' Club held its monthly meeting at the Engineering building, February 13, President Irwin in the chair. Secretary Young read the minutes of the January meeting which were approved. The president appointed a committee of the good of the club as follows: A. T. De La Mare, Frank H. Traendly, C. H. Totty, Chas. H. Brown and Chas. Weathered. On the call for committee reports, Arthur Herrington spoke in an optimistic vein of the prospects for the spring flower show, to be held in the Grand Central Palace, March 13-19. Secretary Young continuing the same subject stated that the trade space had all been taken and that the trade tickets are now ready for distribution. He believed that the exhibition would be a great success.

Paul Rigo, for the transportation committee, spoke of the trip to Hartford, Conn., and the convention and flower show held there and said there was general satisfaction as to the success of the events. A vote of thanks was tendered the committee. Clifford Lowther, chairman of the essay committee, regretted that because of it being Farmers' Week, at Cornell university, Ithaca, N. Y., Prof. White, of that institution, was unable to address the club. Wm. Saville, for the exhibition committee, reported disappointment because of the non-delivery of flowers for the evening, but some arrived later, however. Paul Rigo urged that reservation for the club banquet, to be held during the week of the spring show, be taken promptly by the members.

New members were admitted as follows: Frank Nielsen, 17 East 28th street; Maurice Schoenholz, 246 East Houston street; John Reickert, 4615 Boulevard, North Bergen, N. J.; William Mackie, 43 West 18th street; Albert P. De Martini, Vineland, N. J.; David Gordon, Hackensack Floral Co., Hackensack, N. J.; Peter Duff, Jr., Tenafly Road, Englewood, N. J.; David Duff, Tenafly Road, Englewood, N. J. Several of the new members were present and were introduced to the club. Six names were proposed for membership.

The report of the good of the club committee, which had recommended changes in the by-laws at a previous meeting was taken up and Chas. Weathered, in opening the discussion, questioned the legality of the proposed changes. Jos. Manda, Frank Traendly, W. A. Manda and Secretary Young spoke on the proposition and on a vote the recommendations were tabled.

Mr. Traendly, who had but recently returned from Cleveland, O., and Indianapolis, Ind., spoke on the outlook for the Fifth National Flower Show, to be held in the latter city, March 25-April 1, and thought that the exhibition would be a decided success. Secretary Young voiced the same views and in telling of his recent trip to St. Louis and Kansas City, Mo., was favorably impressed with what he saw and heard relating to general business conditions.

The death of E. W. Fengar, a member, was reported and a committee will prepare suitable resolutions. Arthur Herrington, in speaking of the Hartford show, said it was a success and mentioned a discussion at the convention, relative to holding the carnation and rose shows together, which has been fully covered in the February 4 issue of THE AMERICAN FLORIST, page 137. Aubrey Nash was also favorably impressed with the exhibition.

Before adjournment, President Irwin told the members that he was about to take a trip south in search of new plants to take the place of those excluded by Quarantine No. 37. The club wished him abundant success and advised him if he visited the Everglades of Florida to look out for the alligators. President R. Vincent, Jr., White Marsh, Md., of the American Dahlia Society was an interested visitor.

THE EXHIBITS.

The Springfield Floral Co., Springfield, N. J., had a fine display of carnations, including Enchantress Supreme, Thos. C. Joy, White Enchantress, Hope Henshaw and Belle Washburn. Awarded cultural certificate.

Roman J. Irwin showed Carnations Thos. C. Joy, and Enchantress Improved, grown by M. Matheron, Hemstead, N. Y.; also Carnation Remington Red, grown by C. Warburton & Son, Fall River, Mass. Cultural certificate.

George Schubert and Jos. Schubert, West Hoboken, N. J. showed a new dwarf Boston fern. Vote of thanks.

W. A. Manda, South Orange, N. J., had a group of Solanum jasminoides. Cultural certificate.

Henry Hession, Brooklyn, exhibited a large vase of a new carnation, the same shade as Enchantress, named My Welcome. It was awarded 90 points and a preliminary certificate recommended.

A. F. F.

Cincinnati, O.

TRADE ACTIVE IN ALL LINES.

With St. Valentine's Day a feature, business increased rapidly. Stock is of good quality and plentiful and prices within reach on most items. Carnations seem to be at their best and find a ready sale, first grades bringing \$6 per 100. Roses are still a little scarce but the

outlook is very good, if we have a few more bright days. Sweet peas are improving in quality as the season advances and it is expected that they will be quite plentiful, if our old friend "Sol" continues to shine. Snapdragons are now becoming a factor. The supply of Easter and Calla lilies is increasing, selling at \$20 to \$25 per 100. Bulbous stock, including tulips, hyacinths, freesias and daffodils find a ready market, because of a shortened supply. Some very good single violets, Princess of Wales, are seen and clean up quickly. Miscellaneous stock, such as lily of the valley, calendulas, primulas and orchids move well.

NOTES.

Miss Helen Brown, of the Wm. Murphy Co., recently underwent an operation for appendicitis, and according to last reports is getting along nicely.

The trade regrets to hear of the illness of C. E. Critchell, who is again confined to his home, having recently suffered a relapse.

The Wm. Murphy Co., has had a good week in greens and is receiving a fine lot of sweet peas from Sam Kuhn, Price Hill.

Geo. Durban says that wedding work has kept him busy and plant trade is exceptionally good.

The shop of H. W. Sheppard has been very busy the past week, in telegraph orders.

Louis Roth reports a large volume of funeral work the past week.

Visitors: W. F. Thomas, of the Burlington Willowware Shops, Burlington, Ia.; Jos. H. Hill, Richmond, Ind.; Geo. Taffel, of Schloss Bros., Ribbons, Inc., New York; Carl Heiser, Hamilton; Cleves Johnson, Memphis, Tenn., who reports trade as brisk in the south.

G. K.

Pittsburgh, Pa.

BUSINESS REPORTED GOOD.

Business has been good in spite of reports to the contrary. Of course stock is more plentiful but reduced prices have kept it cleaned up at all times, and the firms who go after business, who advertise and are wide awake, have no complaints to make. When we view other lines, such as department stores, music and in fact most every line, one can think of and hear their reports that in spite of special sales and every known device to stimulate business, they are doing nothing, then we know we should be thankful and keep on working harder than ever, for it is a known fact that the flower business in general all over the country is in a more healthy state than any other you can mention. Stock of all kinds is more plentiful and prices are down, but with few exceptions there is still enough left to give the grower a profit. Those exceptions have been Paper White narcissi, freesias, lily of the valley and violets, which we admit are hard to move at times at any price, and from all reports there will be fewer Paper Whites grown next season than for several years. American Beauty roses have put in an appearance once more and while not plentiful, the supply should increase from now on. Other roses are fine in quality and while the supply has increased, they are still bringing good prices. While the offerings of carnations is larger, the expected glut has not yet occurred, and with easier prices they are cleaning up nicely. Easter and Calla Lilies are still good property and clean up daily. Jonquils are now a big factor and some fine stock is being received. Both Narcissi Victoria and Golden Spur are seen in quantity. Tulips are another big factor and the quality was never better, a few Darwins being obtainable. The supply of sweet peas is larger and prices have slumped somewhat, but the demand still consumes all that arrive. Rainbow freesias are proving popular while F. Purity has been a drug on

the market for some time. The storm in the east held up the southern shipments of greens for several days, but they are now arriving on time. The wholesale houses report advance orders for St. Valentine's Day as equal to other years and all look for a big day.

FLORISTS' AND GARDENERS' CLUB.

The local Florists' and Gardeners' Club held its annual election of officers, February 7. The only office there was any competition for was for president, to which J. C. Walley, of The McCallum Co., was elected. It was also rose and carnation night, and the exhibits were better and more plentiful than they have been for some time. The club gave T. Malbranc a vote of thanks and a cultural certificate for his wonderful exhibit of Premier roses and carnations. The carnations shown by Mr. Malbranc included Nancy, White Wonder, Rosalie, Laddie, Philadelphia, Belle Washburn, C. W. Ward and a sport of Nancy, all well developed stock and a credit to any grower. He also featured a vase of Premier roses that caused much favorable comment. Jos. Murphy, of Sewickley, showed Laddie, Matchless and red seedling carnation produced by John Carmen, that were of the best, and won the highest number of points. The McCallum Co. had three vases of roses and one of Double White Killarney, which were excellent. The Pittsburgh Cut Flower Co. had an exhibit of the carnations and roses grown at their Bakerstown range and Mr. Clark gave a very interesting talk on each variety as to its quality and productiveness from a commercial growers' standpoint.

NOTES.

The new firm of Gass & Grabert, dealers in plants, seeds and bulbs, are ready for business at 119 Federal street, N. S. Andrew B. Gass, who is an expert landscape gardener, will have charge of the plants, trees and shrubbery. D. H. Grabert, for 24 years with Beckett's Seed Store, will be in charge of the seeds and bulbs. Both men are well known to the trade and have the best wishes of everyone.

The McCallum Co. is showing sweet peas with 12 to 15-inch stems, which have been declared the best ever received in this market.

Ed. Ludwig of the E. C. Ludwig Floral Co. has been confined to his home with tonsillitis for several days.

E. C. T.

Washington, D. C.

FLORISTS' CLUB MEETING.

An informal dance and buffet lunch tendered by President Otto Bauer and the S. S. Pennock Company to the members of the Florists' Club of Washington, D. C., and their ladies, made the February 7 meeting of that organization a decided success. The florists made short work of the business session of the meeting and contenting themselves largely with nominating officers for the coming year.

The list of candidates, to be voted upon at the March meeting of the club, is as follows: O. A. C. Oehmler, Adolph E. Gude, Harry Ley and R. E. West, for president; Chas. E. F. Gersdorf and Henry Witt, vice-president; Harry B. Lewis, the present secretary; W. F. Gude, present treasurer, and R. L. Jenkins, treasurer; Otto Bauer and Theodore Diedrich, directors, two to be elected.

The meeting was held in the store of the S. S. Pennock Co., on H street, Northwest. The large shipping and stock tables that occupy the center of the establishment had been removed and the stone floor covered with a glide-producing preparation. A three-piece orchestra was stationed toward the rear and what those colored boys could knock out of drums, piano and saxophone was not worth mentioning.

While there was no contest to determine the skill of the dancers it was remarked that Host Bauer and his assistant, Milton Redman, were certainly good. In fact, the colored drummer confidentially informed us that these two gentlemen were the "danciest men I've ever seen."

Mrs. Bauer showed her ability as hostess through the medium of a very delightful buffet supper that was served during the evening, and when the dancers lined the side walls with their dishes of ice cream, small cakes, sandwiches, and whatnot, it sounded like a very busy place with everybody laughing and chatting, and the vote informally taken showed that the ladies would not object to their husbands and sweethearts attending club meetings if they would plan a few more affairs like this one.

The meeting adjourned when the clock tolled out the midnight hour and so fine a time was had by all that none of the florist-chauffeurs grumbled because they had to drive, in some cases, many miles before home was reached, and a florist has to turn out early in the morning. Before adjourning the business meeting of the evening the secretary was instructed to send a letter to W. F. Gude expressing to him the hope of the florists and growers that he would be favored with a speedy recovery from the accident which made it impossible for him to attend the meeting. The letter was to accompany a box of flowers. Mr. Gude, as is known in the trade, recently suffered a broken leg when he slipped on the floor, at his home on New Hampshire avenue.

B. F. L.

Milwaukee, Wis.

CUT FLOWERS MOVE SLOWLY.

Weather conditions were far too favorable to keep market conditions in a healthy state. Moderate cool nights and plenty of sunshine were the cause of bringing along the belated carnation crops, which were due long ago. In roses the supply was adequate to meet all the demands and this, coupled with the increased daily receipts of sweet peas and the various kinds of bulbous stock, had a tendency to weaken prices all around. Then, too, the great variety of bulbous offerings in pots, pans and boxes, appeals to many persons who prefer them to cut flowers. Green goods are plentiful and all other lines are well supplied.

FLORISTS' CLUB MEETING.

In order to gain a little more publicity and indirectly help to stimulate business, the Florists' Club at its February 2 meeting decided to hold its annual spring display of cut flowers and plants in a place where the general public could view the same without paying for the privilege. According to present plans this display will be held in the spacious lobby of the Public Library building, on Grand avenue and Eighth street, March 15-16. While exhibitors will not be allowed their usual display card it will not in any way conflict with our good intentions, as it should be an instructive affair. Needless to say all exhibits will have to be of excellent quality with the name of variety attached. Particulars of this display will be forthcoming at the next regular club meeting, March 2.

NOTES.

F. Ernst, who 10 years ago had the grit to buy a property at 3711 North avenue, which district was at that time sparsely populated and opened up a retail store plus a small greenhouse, sold out to the Bradish Floral Co., who took possession February 1. Through hard work and long hours he built up a good sized business, the fruits of which he and his able assistant, Mrs. Ernst, can now enjoy. For the present Mr. Ernst will stay with the new firm to help

them get acquainted as they have only had limited experience.

The A. T. Kellner Co. has the decorations for the annual bachelors' ball of the Wisconsin Club, February 21, which is always an elaborate affair. This firm says that the February business will compare favorably with the same month of past seasons.

The board of directors of the Florists' Publicity Association held a meeting February 7, and appropriations for the months of February and March allowed. Every member was present and much good accomplished.

Hugo Locker & Sons, Wauwatosa, and Riels Bros., North Milwaukee, are again consigning large daily cuts of fancy sweet peas to the local market, both firms specializing in this line of cut flowers. E. O.

Boston, Mass.

NO CHANGE IN BUSINESS.

There really is nothing new to report on market conditions from a week ago. The prices are practically the same on all stock. There is every indication of an increase in prices for St. Valentine's Day, as the supply has decreased. This fact will likely cause a sharp advance in prices at the opening of the week. Violets will probably be the leaders and the supply will no doubt be ample for the call, as the salesmen are over anxious to book orders ahead, which indicates an abundance of violets.

NOTES.

An indication of the lack of employment in this state was furnished Monday, when 600 ex-service men appeared at the State house to obtain jobs in clearing up debris caused by the last ice storm. There were six men for every job and those who could not get work were turned over to the state employment bureau. Many men were in pitiful condition and several collapsed for want of food.

At a recent meeting of the board of trustees of the Massachusetts Horticultural Society, it was voted that all annual members of the society who had paid dues for 25 years or more shall be exempted from further payments and their names entered upon the list of life members.

Israel Leibman is now located at the Exchange. He is handling the plants and flowers of the Leominster Floral Company.

John McFarland, North Easton, is in a precarious condition at his home with rheumatism. E. F. S.

Denver, Colo.

SUPPLY OF STOCK INSUFFICIENT.

Tulips, hyacinths, jonquils and daffodils and sprays of pussy willow are making the window displays of local florists most attractive and bring thoughts of springtime to one's mind, in spite of the cold winds that are blowing. A week of zero weather has been followed this past week with several days of almost springlike weather. As a result stock has been more plentiful but still insufficient to fully meet the demand. A good supply of pussy willows is coming in but they are cleaned up almost as soon as they reach the market. Indications for a good St. Valentine's business are fair, and although the stock, which is favored for this occasion will be limited, there will be no actual shortage unless a last-minute rush of business comes in. Red carnations, although of good quality, will be limited in quantity. A good supply of violets are obtainable and fair offerings of sweet peas. Butterfly roses are plentiful in the short grades and are popular for corsages. Some very pretty designs for St. Valentine's Day were on display and a specialty was made of a corsage of violets with a single rose in the center for the occasion, at one of the shops. N. H. N.

OBITUARY.

Josiah Taylor Mareau.

Josiah Taylor Mareau, who resigned in 1912, as a justice of the Supreme Court of New York, died February 8, at Virginia Inn, Winter Park, Fla., age 80 years. He had maintained a summer home at Green Farms, Conn., and it was through the remarkably fine dahlias grown there that Justice Mareau's name became familiar to the members of the American Dahlia Society and visitors to the exhibitions held in New York and other cities.

Mr. Mareau was born in Broome county, N. Y., in 1842. He graduated from the New York State Normal school and for several years after was a teacher in the Brooklyn Polytechnic institute. He later studied and took up the practice of law and for 30 years was regarded as one of the leading lawyers of Brooklyn, his career being rounded out by his election to the state supreme court.

Hiram M. Munk.

Hiram M. Munk, founder and treasurer of the Munk Floral Co., Columbus, O., died suddenly at the home of his daughter, Mrs. A. F. Bernhart, on East Main street, that city, age 70 years. Mr. Munk first entered the florist business in 1907, establishing greenhouses on West King avenue and for five years sold most of his stock to the wholesale markets. In 1912 he decided to embark in the retail end of the business and developed a thriving flower store at 19 South High street, still maintaining, however, his range of houses.

Besides the daughter above mentioned Mr. Munk is survived by three sons, Edmund A., Edgar R., Robert W. Munk, all connected with the company, and another daughter. The funeral services were held from the late home. J. W. L.

Edward W. Fengar.

Edward W. Fengar, proprietor of a large range at Irvington, a suburb of Newark, N. J., died in a New York hospital on February 9, following an operation for a tumor, age 58 years. Mr. Fengar had for a number of years occupied an important position with the Berwind-White Coal Mining Co., his office being at 1 Broadway, New York.

As a side line Mr. Fengar went into the growing of cut flowers and plants for the trade, having been quite successful with carnations. Bedding plants were also grown at the Irvington range. He was a genial and active man of business and had a wide acquaintance in the florist and seed trades. He was a life member of the Society of American Florists, a member of the New York Florists' Club and of Kane Lodge No. 55, F. & A. M. of Newark. Mr. Fengar had always made his home in Newark, of which he was a native.

Besides his widow, Mr. Fengar is survived by one son. The funeral services were held at the Home for Services, Newark, on the afternoon of February 12.

Herman C. Steinhoff.

Herman C. Steinhoff, a florist and nurseryman well and favorably known in the trade of New York and the neighboring cities of New Jersey, died at West Hoboken, N. J., February 9, age 65 years. He had been a sufferer from a complication of asthma and heart trouble. Mr. Steinhoff started in business in West Hoboken 45 years ago and later established a nursery and erected greenhouses at West Norwood, N. J. He formerly forced bulbs extensively at the West Hoboken range and had visited both Europe and Bermuda in the interest of his business.

In late years Mr. Steinhoff had given considerable attention to the growing and forcing of roses and other plants for the Easter and spring trade. A part of the West Hoboken property was recently sold, as in late years that has become a residential section of the city. He had been connected with various horticultural organizations and at the time of his death was treasurer of the New York and New Jersey Association of Plant Growers. He was of a genial and kindly temperament and had many friends.

Mr. Steinhoff is survived by his wife, three daughters and five sons; a sister, Mrs. Lena Dourge and a brother, Wm. Steinhoff.

Columbus, O. Notes.

S. F. Stephens & Son, Greenlawn cemetery, are considerably ahead of other establishments in bulbous stock. The writer was shown, by W. J. Stephens, a house that was quite out of the ordinary, Belle Alliance tulips coming into good bloom, January 23, and White Hawk and Murillo, January 15, all of the highest order. A Dutch hyacinth, La Innocence was seen in quantity, some of the spikes being about eight inches long and stems over 14 inches.

J. B. McKellar's store was about the busiest place one can imagine, when we visited it. He wanted to buy a line of spring bulbs, and finally did, but the salesman had to call four times before Mr. McKellar could take the time from his customers to make the purchase. The new shop, with its complete furnishings, presents a fine appearance and is helping this city overcome its reputation as a one-street town.

The Wilson Seed & Floral Co., 33 East Town street, recently moved from its High street location and with Mr. Wilson's unique advertising schemes is undoubtedly gaining in patronage. It is a question as to which is the side line in this establishment, as both flowers and seeds are sold. Frank Steffans was recently secured to superintend the latter department.

The Riverside Floral Co., North Side, is always a pleasant place to call and Mr. Ackerman has a smile for the traveling salesman that is worth while. When you show him that your prices and goods are of a high order he will buy, if in the market.

T. J. Ludwig's flower shop in the heart of the retail district was doing its usual good business, when we visited it. This city is considered a good florists' town and the Ludwig store is always able to handle its share of the trade. H. G. P.

IRONWOOD, MICH.—R. Lutey and wife, returned February 15, via Chicago, after a week's visit in Detroit.

OMAHA, NEB.—M. A. Fiersten, representing Vaughan's Seed Store, Chicago, returning from the Pacific coast, called on the trade here St. Valentine's week.

ISHPEMING, MICH.—Fire in the storage house of the Ishpeming Greenhouses, February 8, damaged the greenhouses only very slightly.

MARLETTE, MICH.—R. J. Rasmussen & Sons recently completed one house, 21x90 feet, doubling the firm's capacity. They will specialize in growing geraniums this year.

ALBANY, N. Y.—Plans for increasing the facilities of the college of agriculture, Ithaca, were given impetus, February 10, when representatives of four horticultural organizations of the state met with Governor Miller and the budget committee to suggest the building of a plant industry building, to cost \$750,000, which it is expected will be started this year.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

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THE next annual meeting and exhibition of the American Gladiolus Society will be held at Kalamazoo, Mich., in August.

THE officers of the Society of American Florists are making strenuous efforts to obtain reduced rates to Indianapolis, Ind., for the National Flower Show, March 25-April 1.

WE are in receipt of the constitution and by-laws of the New England Florists' Alliance as adopted by the National Flower Growers' Association of New England, and the New England Retail Florists' Association, assisted by a committee from the two Boston wholesale markets. Copies may be had on application to E. Allan Peirce, Waltham, Mass.

Personal.

B. A. Elliott and wife, of Pittsburgh, Pa., are making a trip through the Mediterranean to Egypt.

Plant Quarantine Conference March 15.

A conference is to be called by the Federal Horticultural Board at the United States Department of Agriculture, Washington, D. C., March 15, at 10 a. m., for the purpose of considering the advisability of any modifications, additions to or deductions from, of the classes of plants permitted entry under permit for immediate sale under Regulation 3 of Quarantine No. 37. Such conference will afford opportunity for a full and free discussion of the whole subject of the classes of plants involved and the restrictions enforced under this regulation.

Regulation 3 now provides for the entry of certain classes of bulbs, representing 80 to 90 per cent of the importations into the United States prior to the quarantine, and also of stocks, cuttings, and scions of fruit, rose stocks, and seeds of fruit, forest, ornamental and shade trees and hardy shrubs. The purpose of the conference, therefore, is to consider the desirability of any restrictions in this list of plants or additions to it. Under this regulation open continuing permits are issued for the plants listed. In other words, there is no limitation on the number of plants which may be imported under such permits.

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

The following rose has been offered for registration by E. M. Rosenbluth, Wallingford, Pa., and passed upon by the registration committee:

Name—Greatheart; class — hybrid tea; parentage—sport from Mrs. Walter Easlea, 1917; budded, 1918, under close observation in open ground; description—habit of plant, vigorous and good; character of foliage—good, not susceptible to spot or mildew; freedom of growth and hardiness—free and branching, erect, hardiness remarkable; flower—almost perfect, erect on strong stems; color—pale flesh shaded salmon; form—excellent, high center; fragrance and bud—mild, quite long bud; good in bud and open flower; petalage—of good substance, nearly perfect and lasting; freedom of bloom and lasting qualities—reliable bloomer, wonderful keeper, blooms well in spring, summer and autumn.

The rose is similar to and an improvement on Mme. Edmond Rostand, but a more reliable bloomer, better stems and every bud opening perfectly, but it is different in having more petalage, better bloomer, practically every cane terminus forming good bud and flower. It is superior for the following reasons: As stated above, longer stems, better form and color, more vigorous grower—uniformity of bloom from early to late season.

If no objection to such registration is filed with the secretary of the society within three weeks after this publication, the registration will become permanent. JOHN C. WISTER, Sec'y.

Fifth National Flower Show.

INDIANAPOLIS, IND., MARCH 25-APRIL 1.

Inasmuch as the Fifth National Flower Show has been transferred to Indianapolis, Ind., a few facts regarding the situation there may not be amiss. To begin with, let us assure you that the facilities for staging the show are fully as good here as at Cleveland and there is absolutely no reason why it should not be as big a success here as it was expected to be at Cleveland. We have a splendid trade organization in this state and the way the members re-

sponded to the call of the local committee must have been gratifying to the National Flower Show committee, which met here, February 7.

True, the time is short, but we are well organized and with the co-operation of those who have carried the work up to this point, we will take it right along to a complete success. We will have the co-operation of all the civic organizations here, Governor McCray, the State Board of Agriculture, the Chamber of Commerce and others, besides many leading citizens who have already offered to serve on committees or do anything needed to make the show a success.

We have ample room for staging the exhibit and many more trade displays than are now booked. We urge every prospective exhibitor to bring here everything he intended to show at Cleveland as we have fully as much room here as would have been available there and in a building that is well adapted to the purpose. We will not be able to reproduce the gardens that were distinctly local in character, due to the shortness of the time for preparing stock. That, we cannot help.

Prospective exhibitors in the trade display are reminded of the central location of this city, which should mean a very large attendance of trade visitors. The committee has made a lower rate for space on account of the great amount of space available. The opportunity for business here will be unlimited and we urge you to make reservation of space with Secretary Yering at once. Unloading facilities for carload shipments are unexcelled. Railroad switching is within 500 feet of the building. Your "Hoosier" craftsmen invite and urge you to come. Remember the dates, March 25-April 1.

A. F. J. BAUR.

Rice Bros. Acquire Greenhouses.

Rice Bros., wholesale florists, of Minneapolis, Minn., recently purchased the J. P. Nelson range of greenhouses and 15 acres of land adjoining the city limits. The houses have been used for growing vegetables and were erected four years ago. A full line of stock will be raised, including many novelties, not heretofore grown in that section of the country. The range will be enlarged and rebuilt and it is hoped to make it one of the most up-to-date establishments in the state.

Having founded their wholesale business over 20 years ago, Rice Bros. have built up one of the largest enterprises of that character in the northwest.

National Flower Growers' Ass'n.

CLEVELAND GROWERS.

The Cleveland branch of the Ohio District of the National Flower Growers' Association is planning to hold a "Say It With Flowers Week" at one of the leading moving picture theatres, in the near future. This will include a big spectacle or tableau illustrating what might be called "The Seven Ages of Man in the Use of Flowers." As this theatre has an exceptionally beautiful and large lobby, there will be large exhibits by the various growers.

L. C. VINSON, Sec'y.

Palm Grove Preserved.

Washington, D. C.—Under the terms of a bill passed by the house, February 6, a tract of 1,600 acres, 60 miles southeast of Riverside, Calif., will be set aside as a national monument where large groves of natural wild palms will be preserved.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion.
Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order
For Plant Ads., See Ready Reference Section
Where answers are to be mailed from this office
enclose 10 cents extra to cover postage, etc.

Help Wanted—Seed clerk in a Chi-
cago seed store. Address
Key 824, care American Florist.

Help Wanted—Florist and gardener; mar-
ried man; state salary desired. Address
P. O. Box 70, San Antonio, Texas.

Help Wanted—Experienced man for retail
store; steady position. **The Marguerite
Flower Co., 1392 Broadway, Brooklyn, N. Y.**

Situation Wanted—By gardener; general
inside and outside plantsman; life experi-
ence; age 48, five in family. Address
Key 820, care American Florist.

Situation Wanted — Experienced
grower and propagator of cut flower
and pot plants wants position; single,
middle age. Address,
Key 822, Care American Florist.

Situation Wanted—By active young
man who has had extensive experience
in the New York wholesale market.
Address,
**A. F. F., care American Florist,
134 W. 16th St. New York**

Situation Wanted—On a private, pub-
lic or commercial place by an all
around florist as a grower. Married
man; willing and able to work; want
steady position where quality is want-
ed. Life experience in the greenhouse
business; wife can help. Address,
1509 E. Iron Ave., Salina, Kan.

SALESMEN calling on florist and general trade
can secure good line staple well known goods
paying good commission. Write quick.
B. M. Co., Zane Station, Zanesville, Ohio.

Situation Wanted
GROWER
Single, 25 years' experience. Address
Key 827, care American Florist.

Help Wanted
Experienced Vegetable Seed Clerk,
competent to wait on counter and to
fill orders.
ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

FOREMAN WANTED
Competent man for commercial
greenhouse plant in the south.
Good wages to the right party.
Key 828, care American Florist.

WANTED TO LEASE
Small Greenhouses with Dwelling
in lively town. Address
Key 805, care American Florist.

FOR SALE 14x16 double strength glass,
\$4.50 per box; special price
on 25-box lots. 4-inch flue pipe with coupling, 5c
per foot. Cash with order.
**Box 81,
Herbert Baumann, Niles Center, Ill**

Situation Wanted.—Young married
man wants position in greenhouse es-
tablishment to learn the business;
wages a secondary consideration. Send
full particulars to
Key 825, care American Florist.

For Sale
Flower Shop, old established business
at "L" station. Good location. Leav-
ing town.
**1125 Argyle Street
CHICAGO**

FOR SALE
20-40 ft. lots about (2½ acres). 800 feet on
Harlem and 125 feet Jackson Blvd. 30 minutes
from loop on Garfield Metropolitan Elevated.
Excellent location for florist, adjacent to follow-
ing cemeteries: Concordia, Waltheim, Forest,
Woodlawn and others. Address
E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale
Forty acres; six-room house, Delcolights, water,
telephone; hot house, ten outbuildings in good
condition; Ford tractor, truck, gasoline engine,
twenty pieces of farm machinery, two mules, one
cow, all crops, including dahlia bulbs. Price,
terms, complete description on request.
PHILIP R. CLIPP, Williamstown, N. J.

Help Wanted
At the nursery a good live man, with excellent
general nursery experience, must be a good
salesman, familiar with stock and accustomed
to filling orders. Best of references required.
The Elizabeth Nursery Co.
Box 35, ELIZABETH, N. J.

30% NET
on your investment; more if terms, balance substantial security, modern 18 apart-
ment building North Side, Lincoln park district. Rent \$18,870 now, mortgage
\$65,000, 7 years. Price \$100,000. Terms \$35,000 or to suit.
Dr. P. B. SCHYMAN, 1619 North Robey St., CHICAGO, ILL
Telephone Armitage 571

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street, Chicago, Illinois

For Sale
Flower store in a good growing town
of 13,000 population and two surround-
ing towns of 8,000 each. Good oppor-
tunity for a good Catholic man. 14
miles out of Boston. Address
Key 819, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches

FOR CUT FLOWERS: in two colors on
gummed paper; your card, etc., in
black and leaf adopted by the S. A. F.
in red. Prices: Per 500, \$4.50; per 1000,
\$6.50. Samples on request. Electro of
leaf, postpaid, \$3.00. Cash with order.

American Florist Co.

440 S. Dearborn Street
CHICAGO

Pompon Chrysanthemums



A selection of varieties made after extensive trials, with a view of selecting the best for outdoor cultivation, for which purpose we recommend every variety offered.

Price, except where otherwise noted:

85c per doz.; \$6.00 per 100; \$55.00 per 1000.

- A. Barham.** Early, aster-flowered bronze.
Adironda. Early, aster-flowered golden bronze.
Anna L. Moran. Midseason, large button, orange-scarlet, \$2.00 per doz.; \$15.00 per 100.
Autumn Glow. Aster-flowered, deep carmine-rose.
Bright Eyes. Late, miniature button, white when fully open, while developing, the reverse of the inner petals show an orange apricot, \$1.25 per doz.; \$8.00 per 100.
Captain R. H. Cook. Early midseason, very large button, clear deep rose, \$1.75 per doz.; \$12.00 per 100.
Cometo. Aster-flowered, seedling of Lillian Doty, very free, of compact habit, dark rose shaded mauve.
Comoleta. Early, aster-flowered, excellent yellow.
Cranfordia. Early midseason, large aster-flowered, deep golden yellow.
Edina. Early, aster-flowered, splendid rose-pink.
Excelsior. Early midseason, aster-flowered bright yellow.
Fernridge. Midseason, single, large bright red, \$1.50 per doz.; \$10.00 per 100.
Frank Wilcox. Late, aster-flowered, splendid bronze, \$1.50 per doz.; \$10.00 per 100.
Harrie. Early, aster-flowered, rich yellow.
Hilda Canning. Midseason, medium sized button, light bronze.
Idolf. Very early, aster-flowered, salmon-pink.
Indian. Aster-flowered, good-sized Indian red.
Iva. Button shaped, handsome light bronze.
Juliana. Midseason, large yellow button.
La Garonne. Early, aster-flowered deep flesh rose.
Lillian Doty. Medium early ball-shaped light rose.
Little Dot. Midseason, small deep bronze button.
Marie Dupont. Very early, dwarf, large white aster-flowered.
Mimico. Midseason, tall growing lavender-pink, seedling of Lillian Doty.
Minta. Midseason, small pink button.
Miramar. Midseason, bronze aster-flowered.
Model of Perfection. Midseason, small white button.
Mrs. F. H. Bergen. Midseason, fine pale-pink aster-flowered.
Mrs. H. F. Vincent. Late, good bronze aster, \$1.25 per doz.; \$8.00 per 100.
Mrs. Nellie Kleris. An improved Lillian Doty, better in both color and habit, \$1.75 per doz.; \$12.00 per 100.
Nellie Blake. Early, red-orange aster-flowered, \$1.75 per doz.; \$12.00 per 100.
Nlo. Midseason, pretty small pink button.
October Gold. Early, aster-flowered rich orange-yellow.
Ourray. Midseason, very bright reddish bronze large button.
Romaine Warren. Late, rich bronze.
Soleil d'Or. Midseason, rich orange aster-flowered.
Tints of Gold. Early, glorious golden-yellow aster, \$1.50 per doz.; \$10.00 per 100.
Uvalda. Early, a fine white aster-flowered.
Viola. Midseason, violet-rose medium sized button, \$1.75 per doz.; \$12.00 per 100.
Wanda. Midseason, a fine large white aster-flowered.
White Doty. Early, pure white ball-shaped flower.
White Midget. Late, miniature pure white button, \$2.00 per doz.; \$15.00 per 100.
William Sobey. Midseason, a fine yellow aster-flowered.
Zelia. Early, fine aster-flowered yellow, \$2.00 per doz.; \$15.00 per 100.

Price. Any of the above except where noted.

85c per doz.; \$6.00 per 100; \$55.00 per 1000.

HENRY A. DREER, 714-716 Chestnut Street, Philadelphia, Pa.

THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY.

Indianapolis, Ind.

HEAVY SUPPLY SELLS RAPIDLY.

The local supply is improving with the last several days of sunshine, and it is very fortunate, for due to the slight wave of influenza that has afflicted the city, the death list has been climbing daily, and the call for funeral designs is very heavy. Carnations are very plentiful and are being taken up quickly at four to six cents. Laddie is going well at 10 to 12 cents. Roses are about the only scarce flower. In fact they are really not scarce, but are being bought as rapidly as they come in and the wholesale houses reported advance orders for all the roses they could obtain for St. Valentine's Day. Columbia, Ophelia, Premier, Hoosier and Killarney are the varieties most in demand and are selling very well at six to 20 cents. Jonquils are increasing in supply and what are arriving are selling at six cents. Paper White narcissi are plentiful. Sweet peas are very plentiful and exceptionally fine, bringing \$1 to \$2.50 per 100. Freesias are also numerous. Calla lilies are seen and the call for them quickly absorbs the supply. Violets are abundant, doubles selling at \$1 to \$1.50 per 100 and singles at 75 cents to \$1. The variety of plants is very good and sell well, hyacinths, primroses and cinerarias being among the most popular offerings.

NATIONAL FLOWER SHOW ARRANGEMENTS.

The arrangements for the Fifth National Flower Show are being made daily and the state will soon be ablaze with literature, posters and billboards, as well as stickers and other mediums of advertising. Irwin Bertermann, executive chairman of the local committees, reports that the committees are now running along smoothly and the work of the show is progressing very rapidly. A meeting of the chairmen of every committee was held Tuesday, February 14, at the Chamber of Commerce, at which time every chairman advised as to the advancement his committee had made. The dates of the show are March 25-April 1.

M. M.

Indiana State Florists' Association.

INDIANAPOLIS MEETING, FEBRUARY 7.

The State Florists' Association of Indiana held its monthly meeting at Smith & Young's establishment, Indianapolis, February 7, with an excellent attendance, many florists from other states being present. As the meeting was held on the evening of the same day as that of the National Flower Show committee, full account of which appeared in last week's issue, page 185, all the members of that committee were present, including President S. S. Pennock, of the Society of American Florists; George Asmus, chairman of the committee; Secretary John Young, J. J.

Hess, H. P. Knoble, W. H. Duckham, Frank H. Traendly, Jos. H. Hill and A. F. J. Baur. All spoke favorably of the location of Indianapolis for staging a successful exhibition.

Many new members were taken into the association, which is the result of the membership committee's vigorous canvass. The following were accepted: Henry Wishart, Walter Hasselman, J. Connor, Jr., S. V. Williams, Benj. Schrader and G. Rasmussen. Those proposed for membership were: Earl Fortney, O. K. Owen, Jack Marer, Henry Steckman, Harold Welcome and H. G. Baum.

President Hitz gave a very enthusiastic talk on the national flower show, to be held in Indianapolis, March 25-April 1, and urged every member of the association to put his shoulder to the wheel to make it a success. He stated that this was the one occasion where the florists of Indiana could show the state florists' associations of other states the way to put over a national show in a masterful way and that all should be proud that the exhibition, to a large extent, was in their keeping.

By a unanimous vote the association voted to support the show, every man to do his share and a little more. The florists in other states have voiced their intention of giving the exhibition publicity in their own localities as far as possible, and to urge their customers to come to it. It is expected that reduced interurban rates will be in effect at the time of the show. The meeting then adjourned.

M. M.

Fifth

National Flower Show

Manufacturers' Building

INDIANAPOLIS

March 25--April 1, 1922

The move from Cleveland to Indianapolis has been accomplished without difficulty, and even to advantage.

Indianapolis is a wonderful city, with remarkable drawing powers due to its great interurban system of travel. Just think of it! Indianapolis, for an event such as the National Flower Show, draws from a population of **SIXTY MILLIONS**, all within a day's ride.

A very ordinary exposition held in the same building recently packed it with an attendance of 100,000, something which would be phenomenal anywhere else.

It is an ideal city for a National Flower Show—a city of house owners, with the home life paramount. Within its own limits it has a population of nearly 350,000, citizens all of a prosperous class, due to the splendid industrial conditions enjoyed, with a high percentage of American born.

TRADE EXHIBITS

The Trade Exhibits will be staged in **TWO SECTIONS:**

ON THE MAIN FLOOR, Manufacturer's Building, where the competitive section will be staged—For exhibitors who sell direct to the public. Space Rate \$1.50 per sq. ft., exclusive of equipment, signs, etc.

CONVENTION HALL BUILDING—Where all Trade meetings, American Rose Society's Convention and S. A. F. Directors' Meeting will be held, and where other functions, social and otherwise, will take place—Space Rate \$1.00 per sq. ft., exclusive of equipment, signs, etc. **The trade exhibits in this hall will not be open to the public.**

Plans showing space locations in both halls will be sent to anyone interested on application to the Secretary—But why wait for the plans! Everybody will be well cared for. There is plenty of room and advantages at Indianapolis, such as never enjoyed at any previous National Flower Show.

Address all inquiries to the Secretary, 43 West 18th St., New York. After February 23, the Secretary may be addressed in care of Claypool Hotel, Indianapolis.

JOHN YOUNG, Secretary, 43 West 18th St., New York

VALLEY FOR EASTER



CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18.00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

San Francisco.

SCARCITY OF STOCK CONTINUES.

There has been practically no change in this market as regards supply. The most severe shortage in many years still continues with no early relief in sight. Unusually cold weather continues and is general throughout the state. There has been little change in prices in the wholesale market. Carnations have advanced to \$2.25 per bunch of two dozen. This is the highest mark ever reached for this flower in January. Hadley, Ophelia and Mrs. Chas. Russell are selling from \$4 to \$6.50 per bunch according to grade. Short roses are very scarce and bring \$2 to \$3 per bunch. No Cecile Brunner is in the market. Violet growers are sending in very little stock. In normal seasons the violet crop would now be at its height, but plants have suffered to a great extent from freezing. Prices have advanced to \$1 per dozen bunches. Cut Acacia Melleissina sells for \$1 a bunch. A large amount of it is being used for decorative purposes, instead of greenhouse flowers. Dutch hyacinths are selling well. Tulips clean up quickly at \$8 per 100. Freesias have been bringing \$6 to \$8 per 100 for Purity. Colored kinds command much higher prices. Lillium giganteum is coming in more freely. Lily of the valley is steady at \$8 per 100. Paper White narcissi are getting scarce and clean up quickly at \$1.50 per 100. Chinese narcissi have increased in supply. Daffodils are getting much better and bring the growers \$4 to \$6 per 100 according to length of stem. Growers who made liberal plantings of bulbs are having a very prosperous season so far. Gardenias are practically out of the market while cattleyas are quite plentiful. Retailers report the demand for orchids to be poor. Snapdragon is arriving slowly, many growers reporting bad attacks of rust. Greenhouse gail-

lardias are in excellent demand and sell for \$4 per 100. Sweet peas are scarce. Dealers in greens report the heaviest demand in years. All kinds of eucalyptus are being handled. Asparagus is none too plentiful and adiantums are gradually diminishing. During these days of cut flower scarcity the stores are pushing the sale of flowering and foliage plants with considerable success. Tulips and hyacinths in pans are popular. Azaleas continue to be in fair supply. Cyclamens are as popular as ever. Ericas in the smaller sizes clean up nicely.

NOTES.

G. Rossi & Co. have a fine lot of pot grown tulips and hyacinths in flower at their greenhouses at San Bruno. This very extensive range has fine stocks of palms in various sizes. Boston ferns is another favorite that is grown here on a large scale. Many houses are planted to adiantums and asparagus. The greater part of the cut of this establishment is used to supply the extensive chain of flower stores operated by this firm in this state and Nevada.

The large plantings of Erica melantha of Frank D. Pelicano & Co., on Guttentburg street, suffered severely from the cold weather of the past month. The greater part of the crop was frozen. The dahlia plantings of the firm will all be upon new ground this season and especial care will be taken to develop fancy flowers for the September flower show.

J. W. Davies, president of the Dahlia Society of California, has issued a very attractive and tastefully arranged catalogue of his dahlia novelties for the coming season. The new hybrid cactus, Islam Patrol is reproduced in colors and is particularly handsome. Mr. Davies' dahlia farm is located at 1125 Fillmore street, this city.

B. M. Joseph made his usual handsome window display for St. Valentine's

Day novelties, many of them being shown here for the first time. Manager Wagner says the extremely high prices of flowers are having a bad effect on large decorations, the tendency being to buy greens and cheap stock for such work.

The Misses Hanson, who have for years conducted a flower store at 368 Sutter street will move February 15 to much larger and handsomer quarters at 356 Sutter street. Mrs. Copeland, manager of the store is having it equipped with all up to the minute improvements.

E. W. McLellan, Burlingame, says the past month has been one of the coldest in the history of the city. Prospects are encouraging however, for roses later on as the houses are all showing vigorous growth.

Supervisor Angelo J. Rossi, of Pelicano Rossi & Co., is the newly elected president of the central bureau of city organizations which is composed of 37 local, civic, commercial and professional bodies.

Colored freesias from the K. S. Murray Greenhouses, Redwood City, are in great demand in this market at present. He has specialized in this flower for years and has developed his own strain.

Frank D. Pelicano who has been quite ill for the past 10 days is showing improvement. His illness began with an infected finger and developed into a serious attack of rheumatism.

A visit to the greenhouses of Henry L. Golatzhain, Redwood City, showed an elegant lot of flowering plants which the proprietor has grown for the season's trade.

Reports from the chrysanthemum growing section would seem to indicate that the severe cold has killed many of the stock plants saved for propagating purposes.

The Roger Reynolds Nursery Co. has completed a greenhouse for displaying foliage plants and also for propagating.

JAMES T. LYNCH.

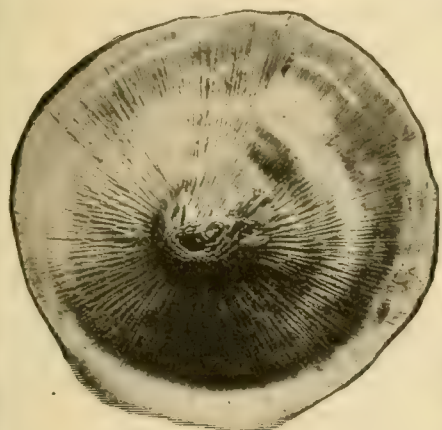
Gladiolus Mrs. Frank Pendleton

Blooms of this have outsold all varieties in all markets for two years; we have choice true stock, sizes first and second, for 1922 at below moderate prices, grown by ourselves. Price, alone, last year and in 1920 kept it from the trade generally. It is now available. Do not be without it. The best summer window display flower that you can grow.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock

Twenty per cent of our No. 1 Bulbs run nearly two inches.



MRS. FRANK PENDLETON.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First..	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First.....	32.00	Niagara, First	40.00
Augusta, Medium.....	25.00	Niagara, Medium.....	35.00
Baron J. Hulot, First.....	60.00	Mad. Monneret, First	25.00
Baron J. Hulot, Medium.....	52.50	Mad. Monneret, Medium	22.00
Chicago White, First.....	30.00	Panama, First	35.00
Chicago White, Medium.....	25.00	Panama, Medium	30.00
Halley, First.....	35.00	Schwaben, Medium.....	42.00
Halley, Medium.....	30.00	Florist Mixed, First	25.00
Mrs. F. King, First.....	22.00	Rainbow Mixed, First.....	40.00
Mrs. F. King, Medium.....	18.00	Standard Mixed, First.....	20.00
Peace, First	45.00	Standard Mixed, Medium....	18.00

Write for special prices on Planting Stock in Black Bulblets and other sizes, of above and of many other named sorts.

Dormant CANNA Roots

Fine sound 2 eyed roots, rot free.

	Per 100		Per 100
King Humbert	\$40.00	Firebird	\$25.00
Yellow King Humbert	40.00	Florence Vaughan..	27.00
Mrs. Alfred Conard.....	90.00	David Harum.....	27.00
The President	75.00	Madam Crozy.....	27.00
Hungaria.....	\$70.00		

CALLA Elliottiana, 1 1/4-inch, per 100 \$14.00



CALADIUMS.

CALADIUMS

The kind with sound center shoots

5 - 7 inch	100, \$ 3.50; 1000, \$ 27.50
7 - 9 inch	" 5.50; " 45.00
9-11 inch	" 10.00; " 90.00

TUBEROSES

Well cured, free from rot

Dwarf Excelsior Pearl, 2nd size, 3-4 in.	100	1000
	\$1.75	\$15.00
Dwarf Excelsior Pearl, 1st size, 4-6 in.	2.75	22.50
Variegated Leaved, single.....	2.85	25.00
Armstrong's Everblooming.....	2.85	25.00
Mexican.....	2.85	25.00
Albino, early single white.....	2.85	25.00



DWARF PEARL TUBEROSE.

"Book for Florists" NOW READY.

VAUGHAN'S SEED STORE, CHICAGO NEW YORK

An Immense Stock of ROSES

At Popular Prices

Roses our selection, in lots of 200 or more of one grade as follows:

	Per 100		Per 100
Roses, short stems.....	\$5.00	Roses, choice medium lengths.....	\$8.00 to \$10.00
Roses, extra good short.....	6.00	Roses, fancy long stems.....	15.00

We grow all the Roses we handle and you will find it pays to buy Direct of the Grower.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

MARKET OVERSUPPLIED WITH STOCK.

Market conditions for St. Valentine's Day, from a grower's standpoint, were nothing to boast about. There seems to be a surplus of everything, with the carnation supply almost approaching an old-fashioned glut. Everywhere the counters were loaded with flowers, while the buyers were conspicuous by their absence. There was a last minute flurry in the shipping departments, but not enough to clean up at good prices the enormous quantity brought in by the mild winter weather of the past few weeks. Even the old-time favorites for Valentine's Day, violets and sweet peas, although of splendid quality, were neglected, no doubt due to the sudden cold snap, which decreased the call for corsage bouquets. Roses, too, were of fine quality and the color was excellent, medium grades being in greatest demand. Columbia and White Killarney are very plentiful, while Premier, Mrs. Chas. Russell and the red roses are the best sellers. There is an abundance of bulbous stock, but even this is not bringing good prices, when one considers the cost of bulbs and the growing of them. Fancy jonquils could be bought for \$30 to \$50 per 1,000, tulips, \$50 to \$60, with Darwins bringing \$10 and \$12 per 100. Callas, calendulas, freesias, mignonettes, pansies and greens are in good supply. As there was no appreciable booking of advance orders for St. Valentine's Day with the huge quantity of stock, this was decidedly a buyer's market. It was a splendid opportunity for the retailer, who went after the business, to reap a rich reward. He was able to buy a splendid variety of flowers, in excellent condition, at reasonable prices; give satisfaction to his customers and make a good profit.

Distance No Obstacle



No other market has the shipping facilities of Chicago. Thirty-four railroads, centering here, radiate to every point. Every depot is within a short mile. The express company maintains on the market a special corps of men and trucks to handle flowers only.

We are nearer than your neighbor.

It is not distance that ordinarily uses up time, but delay; for transfers; for connections; for blunders.

BUY IN THE GREAT CENTRAL MARKET.

KENNICOTT BROTHERS CO

WHOLESALE FLORISTS



National Flower Show, Indianapolis, Ind., March 25 to April 1.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

EVERYTHING SEASONABLE IN CUT FLOWERS AND GREENS.

Mention the American Florist when writing.

NOTES.

W. J. Keimel has been commissioned by the trade organization here, to get together the largest delegation that ever left this city for any national event, to proceed to the National Flower Show at Indianapolis, Ind., on one special day, to be known as "Chicago Day." The date, train and rates will be announced later.

Leo Wietor, son of N. J. Wietor, leaves for California for an extended visit, February 15. N. J. Wietor called attention to the fact that just two years ago, February 13, carnations were selling at 18 to 20 cents each. Quite a contrast from the present day of low prices and no demand.

The Allied Florists' Association carried good St. Valentine's Day advertisements in the newspapers early in the week, also A. Lange, John Mangel, Henry Wittbold & Son, George Wittbold and George Weinhoeber.

Wm. Rausch, the well-known employee of the American Express Co., is all smiles these days. Reason: The charming bookkeeper for John Kruchten & Co., Miss Z. Anderson is flashing a diamond solitaire ring.

Mrs. Ella Grant Wilson, of Cleveland, O., who came to the city for publicity purposes, succeeded in having the local newspaper editors print some of her articles and illustrations.

The second annual banquet of the Commercial Flower Growers' Association, will be held in the Blue Bird room of the Randolph hotel, Thursday, February 16 at 6 o'clock.

John Michaelson, of the E. C. Amling Co., says that this is the first time in his experience that tulips are in greater demand than jonquils for the first cuts of the season.

Bassett & Washburn were so rushed with valentine orders that Mrs. C. L. Washburn came in to help the regular force at the store.

George Asmus is a busy man these days, with new plans for the National Flower Show at Indianapolis, Ind., March 25-April 1.

E. A. Ollinger was called to his old home at Sturgeon Bay, Wis., by the illness of his mother, last week.

A. J. Cultra, of the Onarga Nursery, Onarga, stopped off here on his way back from the Twin Cities.

Ed. Goldenstein, of Vaughan's Seed Store, has returned from an extended northern business trip.

Poehlmann Bros. Co., worked all hands to full capacity Monday, in getting our orders.

Some fine cyclamen plants in bloom, were seen at J. A. Budlong's store recently.

A. T. Pyfer & Co. have choice sweet peas, which they said were in good demand.

Fancy Leaved

CALADIUM BULBS

Mixed colors. Per 100, \$16.00; 25 for \$4 50.

PREPAID from Western Springs, Illinois.

VAUGHAN'S SEED STORE, CHICAGO

H. N. Bruns was well pleased with the demand for his fine line of lily of the valley.

Joseph Foerster Co. reports St. Valentine's Day business highly satisfactory.

Peter Reinberg, Inc., report a heavy business in all of the firm's specialties.

Kennicott Bros. Co. say the business of the past week was quite satisfactory.

A. L. Vaughan & Co. say there was good last-minute call for choice stock.

Zech & Mann had a good shipping business Saturday and Monday.

Visitors: T. J. Noll, Kansas City, Mo; A. E. Kunderd, Goshen, Ind.; R. Lutey and wife, Ironwood, Mich.

Chicago Florists' Club.

The regular monthly meeting of the Chicago Florists' Club was held at the Randolph Hotel, February 9, President Jos. Kohout in the chair. There were 75 members in attendance. George Asmus, who had but recently returned from Indianapolis, spoke about the plans being developed for the Fifth National Flower Show, to be held there March 25-April 1, and recommended that a special day be set aside for the florists of the city, to be known as "Chicago Day." The club heartily concurred in the suggestion and President Kohout appointed Wm. J. Keimel, Elmhurst, chairman of the Chicago Day committee, with power to select the remaining members of the committee.

Mrs. Ella Grant Wilson, of Cleveland, O., gave an address on "Advertising," and stated that she had succeeded in placing 34 articles on floral subjects with Chicago newspapers. A talk on

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE

General Office: FEDERAL LIFE BUILDING
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

asters, illustrated with stereopticon slides, by J. K. Rugowski, of Manitowoc, Wis., was very instructive. B. J. Schilling, of the Chicago, Milwaukee & St. Paul railroad, presented an illustrated lecture on "The Dawn of the Electrical Era in Railroading."

President Kohout announced the meeting of the Illinois State Florists' Association, to be held at Urbana, March 14, and urged all to attend. Wm. J. Keimel and Peter Pearson gave an interesting account of their trip to the Hartford, Conn., conventions and flower show and Mr. Keimel presented the report of the auditing committee. T. E. Waters, chairman of the good of the club committee, regretted the fact that there would be no dancing at the close of the business meeting and in the absence of A. J. Zech reported for him the progress being made with the bowling tournament.

The following were elected members: August F. Urbanski, Florists' Credit Association, Federal Life Building; A. F. Wienold, Oak Park, and Louis Moteff, 34 West Randolph street. Candidates for membership are: J. K. Rugowski, Manitowoc, Wis.; M. N. Duyts, Lake Forest; C. Parker, 66 East Randolph

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

GOOD CROPS ROSES AND CARNATIONS

Mignonette, Tulips, General Pershing Freesias, Etc.

Buy Direct from the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Specials	\$20.00 to \$25.00
Select	15.00 to 20.00
Medium	10.00 to 15.00
Short	6.00 to 8.00

COLUMBIA	
Specials	\$25.00 to \$30.00
Select	18.00 to 20.00
Medium	12.00 to 16.00
Short	10.00

PREMIER	
Specials	\$25.00 to \$30.00
Select	15.00 to 25.00
Medium	10.00 to 15.00
Short	8.00 to 10.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	\$15.00 to \$20.00
Select	12.00 to 15.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

ROSES, Our Selection.....\$10.00 to \$12.00

Carnations	\$ 4.00 to \$ 6.00
Freesia	3.00 to 5.00
Tulip	4.00 to 6.00
Mignonette	6.00 to 8.00
Pansies, per dozen bunches	1.50
Paper Whites	3.00 to 4.00
Stevia, per bunch	.75 to 1.00
Violets	.75 to 1.00
Sweet Peas	1.00 to 2.00
Adiantum	1.50
Asparagus, per bunch	.35c to 50c
extra fancy	.75c
Boxwood, per bunch	.35c
Ferns, per 1,000	\$4.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

street; Fred Poetzel, 72 North Wash-ash avenue; Marshall N. Tyler, 66 East Randolph street.

Before adjournment it was decided that all matters pertaining to the trip to the Kansas City, Mo. convention of the Society of American Florists next August, be left in the hands of the transportation committee.

THE EXHIBITS.

The exhibits of plants and cut flowers were very extensive and included many fine specimens. F. R. Kuehne, Chas. Elliott and John Dutys judged the plants; Richard Salm, Wm. Col-latz, Albert Erickson, cut flowers and T. E. Waters and Geo. Asmus, florists' supplies. The following were the exhibitors:

Peter Pearson showed Darwin tulips, for which he received a certificate of merit and for a basket of tulips and hyacinths, honorable mention.

A. H. Schneider had an extensive plant display, which included Primula obconica, in pans, certificate of merit; Primula obconica and P. malacoides,



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkaline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co.,

LOWELL, MASS., U. S. A.
DEPT. XYZ.

honorable mention; Cinerarias, honorable mention.

In cut flowers the displays were as follows:

Wendland & Keimel, Elmhurst.—Vase of Crusader roses, certificate of merit.

Wehrmann & Wehrmann.—Vase of Sunburst roses, honorable mention.

Premier Rose Gardens.—Vase of Golden Ophelia roses, honorable mention.

Henry D. Neve, Des Plaines.—One vase each of sweet peas, Columbia, Rose Queen, Improved Snowstorm, Mrs. Chas. Zvolanek, honorable mention.

Foehlmann Bros. Co.—One vase each of carnations, Red Matchless, Laddie, C. W. Ward, Belle Washburn, Thomas Joy, special mention.

Sykora Greenhouse Co., Batavia.—Vase Red Superb, and two vases Superb carnations.

GREATER SUPPLY

Our line of Cut Flowers is complete in every respect and includes all the best offerings in Roses, Carnations, Sweet Peas, Violets, Orchids, Valley, Lilies, Daisies, Snapdragons, Stevia, Freesias, Jonquils, Mignonette, etc. All Greens in large supply.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Wholesale Commission Florists

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Hans Jepsen, Maywood.—Vase Iris tingitana, honorable mention.

Geo. Ball, Glen Ellyn.—Vase calendulas, honorable mention.

E. C. Amling Co.—Four vases of A. Frey's Rainbow freesias, honorable mention.

In florists' supplies, the following firms were awarded honorable mention: Irving Stein Co., galvanized basket and boxes, and M. Groth Envelope Co., novelties.

St. Louis, Mo.

GREAT INCREASE IN BUSINESS NOTED.

The market has been very active the past week with a considerable increase in the retail business reported. Roses are the chief item, American Beauty being seen for the first time. Premier is the best seller at \$8 to \$25 per 100. Columbia, Mrs. Chas. Russell, Crusader, Ward, Butterfly, Ophelia, Sunburst and Double White Killarney, all of excellent quality, supply a good demand. Carnation offerings are abundant, Enchantress, in pinks, whites and reds being the most popular. Laddie is in short supply at \$12 to \$15 per 100. Other kinds sell at \$4 to \$6 per 100. In orchids, Cattleya triana and C. Mossiae are the leaders, at \$1 to \$1.25 per bloom. Vandas and cypripediums are on the short side. The quality of the gardenias is fine, which can also be said of tulips, both being abundant, the latter wholesaling at \$4 to

\$6 per 100, for cut stock. Cut jonquils, Narcissi Soleil d'Or and N. Paper White sell readily. A liberal supply of hyacinths, in pots and cut flowers, is on hand, the former bringing 20 cents per bloom. Excellent freesias sell well, Rainbow leading. Other shades are yellow, orange and bronze. Sweet peas are improving right along and sell well. Double violets have made their first appearance, retailing at \$1.25 per bunch of 50. Snapdragons are scarce and sell rapidly. Fine lily of the valley is seen and was quite a factor in the St. Valentine's Day trade. Calendulas are plentiful. Lilies, Easter and Callas, meet a fair demand in funeral work. Mignonettes and stevias are readily disposed of. In pot plants, tulips, hyacinths, Primula obconica and P. malacoides are obtainable, the quality of the last two mentioned being on the decline. Begonia chatelaine and cyclamens move slowly. Ferns sell at \$3.50 per 1,000 and Asparagus plumosus and A. Sprengeri sell at 75 cents to \$1 per bunch. Leucothoe is obtainable. The first huckleberry is seen, going at 75 cents per bunch.

NOTES.

Grimm & Gorly featured a very attractive St. Valentine's Day decoration, consisting of a large red heart, in the center of which were two doors, ajar, giving one a glimpse of a large bunch of violets tied with corsage ribbon. Another window showed a large Mexican air plant.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing.

F. H. Weber had an attractive St. Valentine's Day window decoration, consisting of kewpies of various sizes, dressed in red ribbons, with large hearts in front. Pot plants and cut flowers were nicely arranged between the dolls, suggesting valentines.

The St. Louis Wholesale Cut Flower Co. report a very good business. P. F. Pfaender, of the firm's accessories department, states that chiffon prices increased one-fourth cent because of the rise in the French exchange.

Special boxes, consisting of narcissi, carnations and a few roses, were features of the Ayres Floral Co.'s valentine trade.

F. C. Weber featured a combination of calendulas and lavender sweet peas in its window for St. Valentine's Day.

Excellent pot tulips, hyacinths and jonquils were displayed by the C. Young Floral Co., for the occasion.

Miss M. S. Newman has a fine stock of Laddie carnations, sweet peas and Sweetheart roses.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Artistic suggestions for St. Valentine's Day were seen at the Mullanphy Floral Company.

Hugo Gross is sending in some excellent violets and sweet peas.

J. K. M.

Kansas City.

EXCEPTIONAL DEMAND FOR STOCK.

Stock is plentiful and business unusually good. Carnations took the lead as the quantity item, the quality being very fine. Prices range from \$4 to \$5 per 100. Rose offerings are good and numerous and some good bargains are obtainable in stock wholesaling at \$6 to \$25 per 100. Sweet peas are in heavy supply. White, pink and yellow freesias are in liberal supply and they are of good quality. Bulbous stock, though more plentiful, is nothing to brag about. Calendulas, Rubrum lilies, stocks, lily of the valley, snapdragons, narcissi and a few violets make up the balance of the cut flower list. All seasonable kinds of pot plants are plentiful and sell well. Funeral and decorative work have been features with quantities of flowers sent to the hospitals.

FLORISTS' CLUB MEETING.

The feature of the February 9 meeting of the club was the presence of President S. S. Pennock of the Society of American Florists, Samuel Murray, vice-president, J. J. Hess, treasurer and John Young, secretary, of the same organization. President Pennock told of his recent trip to Europe and a discussion by the members on "What Are We Doing to Make St. Valentine's Day Popular?" aroused considerable interest. The committee of publicity reported that the "Say It With Flowers," signboards had arrived and were being distributed to the members who had ordered them. At the conclusion of the business session, a general good time was had by all, after which the meeting adjourned.

NOTES.

An excellent trade in pot plants is being enjoyed by W. J. Barnes, who finds a steady outlet for his flowers in the very heavy funeral, hospital and decorative work being experienced at this time.

Many of the trade received orders for decorative work for the Real Estate Board's better homes and building exposition last week as well as the automobile show, which began February 11. Funeral work is reported brisk at the Alpha Floral Co.'s establishment, with a fine demand for pot plants. Their own grown sweet peas are rounding into excellent form.

Samuel Murray reports a fine week in business and Miss Hayden, of the store, says it is a delight to see the stock in such fine condition as it sells itself.

The Wm. L. Rock Floral Co. is cutting an excellent lot of roses, lilies, carnations, sweet peas, freesias and bulbous stock. The demand is good.

It is good to see Ray Blessing back on the job again at T. J. Noll & Co.'s

wholesale store, who reports a heavy shipping and local trade.

Some fine decorations are reported by M. Neff, of the Muehlebach Flower Shop, who says the force is kept busy getting the work out.

The Kansas City Wholesale Cut Flower Co. state that it is well supplied with stock and a good call to clean it up.

In talking to Mr. Spain, of the A. Newell store, he says the force is kept busy keeping up with the orders.

The trade of the Linwood Floral Co. has held up well, with plant trade booming.

H. Kusik & Co. has a heavy business in roses and carnations.

Chas. Thomas reports business as holding its own.

E. J. B.

Columbus, O.

EXCELLENT DEMAND FOR ALL STOCK.

Market conditions have been very satisfactory in many respects. There was a plentiful supply of flowers with the possible exception of roses although surplus stocks were not large. The supply was absorbed without any trouble and most of the florists cleaned up nicely during the week. One of the best features was funeral work. With Lent approaching, social affairs are numerous and there has been a good call for flowers and corsages for parties, receptions and other social affairs. Roses are selling briskly and prices range from \$4 to \$12 per dozen. Premier, Sunburst, Columbia and Ward leading. Carnations are staple now and business has been excellent. Violets are in good demand and the quality is fine. Sweet peas and freesias are also selling well as are the full category of spring flowers, including tulips, jonquils, narcissi and hyacinths. Pot plants are also selling better as the spring season for that sort of stock has opened up.

FLOWER GROWERS' AND DEALERS' ASS'N.

The regular semi-monthly meeting of the Flower Growers' and Dealers' Association was held February 7 at the establishment of S. F. Stephens & Son, with a good attendance. The greater part of the time was taken up with putting finishing touches on the valentine advertising campaign and the first of the publicity appeared in the local papers February 9 and will continue until St. Valentine's Day. In conjunction with the newspaper advertising the banners "Say It With Flowers for Valentine" was placed on the delivery wagons of all the establishments. An added feature was a painting of a heart and a flower placed over it. The banners were very striking and attracted a good deal of attention. Owing to unavoidable absence, the talk of the evening by Edward Underwood was postponed, who was to have spoken on "Reminiscences of Florists in Columbus." The meeting then adjourned.

NOTES.

The Wilson Seed Store, 33 East Town street, came to the fore last week when it gave 2,000 carnations to the various

Z M E A C & N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

YELLOW NARCISSUS

DAISIES

PANSIES

STEVIA

TULIPS

JONQUILS

MIGNONETTE

GREENS

Plumousus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies,
Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

**Quality
Speaks
Louder
Than
Prices.**

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

hospitals of the city. It is the second annual affair of the kind and featured "Say It With Flowers." About 70 boy scouts from various troops in the city placed the carnations in every room of the local hospitals. This helps to cheer the monotony of the sick room and was very much appreciated by the patients. Mr. Wilson recently received

his new seed display cases and counters which are up to date in every way. The cases have been placed near the front of the store and attract much attention. The firm is selling a large number of spring flowers at this time, having started its \$1 rose special on Saturdays, when a dozen blooms are sold for that amount.

Cuttings from rose bushes are the latest booty of thieves according to reports made by east side residents to the police department. The persons making the complaint were J. J. Warren, 1019 Wilson Avenue and George S. Thiel, 1015 Wilson Avenue. The roses grown around the houses of these two parties have attracted considerable attention

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

We Are Headquarters For The Following:

SOUTHERN WILD SMILAX of rich dark green. Per standard case, \$7.50.

GALAX, bronze or green, per 1000, \$2.00; per case of 10,000, \$15.00.

FERNS, fancy, the best on the market the year round. Per 1000, \$4.00, case lots.

LEUCOTHOE, green, fine long fancy stock. Per 100, \$1.00; per 1000, \$8.50.

WRITE, PHONE OR WIRE.

E. F. WINTERSON CO.,

166 N. Wabash Avenue,
Phone Central 6004. Established 1892.

Chicago, Ill.

for several seasons and the thieves carefully picked out the choicest bushes and cut the slips. Mr. Thiel has about 60 kinds while Mr. Warren has 30 varieties. The householders fear for the life of the plants for cuttings at this time of the year often result in blighting and death.

Manager Siebert, of the Fifth Avenue Floral Co., is one of the local florists who is very optimistic of the future. His company is cutting a quantity of stock and the demand is increasing.

Walter Stephens, of S. F. Stephens & Son, florists at Greenlawn cemetery, reports a good demand for bulb stocks. His company is cutting narcissi, hyacinths, tulips and jonquils which find a ready sale.

The Riverside Floral Co., on North High street, is having a good trade, according to Otto Ackerman the proprietor. Roses, carnations, violets and spring flowers are the leaders.

Hiram M. Munk, well known florist of this city, died suddenly, February 11. See obituary column for further particulars.

J. W. L.

Rochester, N. Y.

VERY GOOD BUSINESS REPORTED.

Trade the past week has been very good. Tulips, daffodils, narcissi, free-sias, jonquils and calendulas being in heavy demand with good supplies. Carnations are plentiful now and the quality excellent. Roses are much improved, especially Ophelia, Columbia, Premier and Hoosier Beauty. The supply of sweet peas, which are of good quality, has greatly increased. Roman hyacinths are very scarce but lily of the valley is in good supply and the quality excellent. The first snapdragons are seen.

NOTES.

A number of the florists and their delivery chauffeurs were summoned to appear before the Ontario county grand jury, during a John Doe proceeding conducted by District Attorney M. D. Lapham, regarding the theft of Christmas trees from city property in the vicinity of Hemlock lake, just before the holidays. Investigations developed that a number of persons living near the lake were also implicated in cutting the tops off of large pine trees on city property. No one was held on the charges, until further notice.

A LIVE SELLER

COSTS \$2.50 SELLS FOR \$5.00

Greatest line of stock ever offered. Leading retailers everywhere recognize our prepared goods as the leader and recommend it to their neighbor florists. Send \$2.50 for a sample box today. Place it on display and watch the orders come in.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

ARTIFICIAL LILAC.

(White or Lilac color).

Large sprays (3 to bunch), per dozen bu. \$5.00

ARTIFICIAL HEATHER.

(Various Desirable Colors).

12 sprays to bunch, per gross (144) sprays. \$3.00

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Collatus Bros. featured a very fine valentine window display, consisting of a huge red heart pierced through the center with a golden arrow. Small old-fashioned bouquets formed a border in red and white all around the edges.

The monthly meeting of the Florists' Association was held at the Osborn house, February 10, with an excellent attendance.

J. B. Keller & Sons had a novel valentine window consisting of May-pole kewpies holding ribbons of all colors.

Some fine begonias, cyclamens and bulbous plants are seen at H. E. Wilson's store.

CHESTER.

Oklahoma City, Okla.

MILD WEATHER INCREASES SUPPLY.

Ideal spring weather has increased the supply and quality of the carnation crop 100 per cent. Fancy carnations in all varieties are seen, Laddie being exceptionally fine and cleans up readily. Roman hyacinths are still to be had. Cecile Brunner roses are in abundance and callas are a good crop. Pot hyacinths are to be seen although in small numbers at present. Cinerarias move well and a few cyclamens are obtainable. Funeral work has been the big factor with social functions intermingled.

PAUL RICHMOND.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

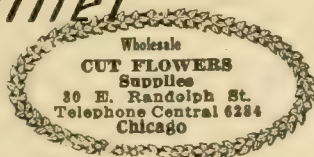
WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO
CENTRAL 879 ILLINOIS

Mention the American Florist when writing.

Tonner



Mention the American Florist when writing.

SMILAX

PREPARED MAGNOLIA

Price and quality guaranteed.

DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977 1978

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

	Dozen	Per 100
Roses, Beauty	\$ 4.00 to \$ 8.00	
" Mrs. Chas. Russell	8.00 to 35.00	
" Butterfly	6.00 to 25.00	
" Columbia	8.00 to 30.00	
" Dunlop	6.00 to 30.00	
" Premier	10.00 to 35.00	
" Hoosier Beauty	6.00 to 25.00	
" Killarney Brilliant	6.00 to 20.00	
" White Killarney	6.00 to 20.00	
" Mrs. Geo. Shawyer	6.00 to 20.00	
" Milady	6.00 to 20.00	
" Mrs. Aaron Ward	5.00 to 20.00	
" Sunburst	6.00 to 20.00	
" Ophelia	6.00 to 20.00	
" Dbl. W. Killarney	6.00 to 20.00	
" Cecile Brunner	3.00	
" Our Selection	4.00 to 6.00	
Calendulas	2.00 to 3.00	
Daisies	12.00 to 18.00	
Cattleyas, per doz.	6.00 to 8.00	
Valley	6.00 to 8.00	
Carnation	25.00 to 30.00	
Lilies, per 100	3.00 to 5.00	
Sweet Peas	6.00 to 8.00	
Paper Whites	1.00 to 2.50	
Violets	2.00 to 3.00	
Adiantum	4.00	
Ferns, per 1,000	2.00	
Galax, per 1,000	1.00	
Leucothoe	.25 to .50	
Sprenger, Plumosus Sprays, per bunch	1.00	
Mexican Ivy	9.00	
Boxwood, 35c per lb., case	12.00	
Southern Wild Smilax, per case	10.00 @ 20.00	
" Crusader	9.00 @ 12.00	
Cattleyas, per doz.	20.00 @ 25.00	
Easter Lilies	8.00 @ 10.00	
Lily of the Valley	2.00 @ 3.00	
Sweet Peas	4.00 @ 6.00	
Freesia	6.00 @ 8.00	
Jonquils		

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

**Matthew
Crawford**

AND

Dr.

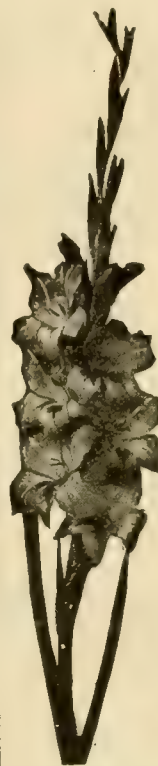
Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.



Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia,
Russell, Milady, White Killarney and Killarney
Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

NEW IMPORTATION

MINIATURE VELVET PANSIES

\$3.60 per gross

MINIATURE RED POPPIES...\$1.80 per gross

CLOTH CARNATIONS...\$25.00 per 1000

White, Ward, Dark Pink and Red

SAM SELIGMAN

116 West 28th Street

NEW YORK

Mention the American Florist when writing.

Here are three cut
flower items that
you will need for

St. Valentine's Day

White Lilac

Gardenias

Orchids

Depend on us for
your supply and
you will not be
disappointed.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

SLIGHT IMPROVEMENT NOTED.

The past week's demand shows quite an improvement over that of the week before although it is far from sufficient to use up the lower priced stocks such as daffodils, sweet peas, carnations, freesia, calendulas, snapdragons, violets, etc. The only stocks that held in price were roses and cattleyas. Roses have been on the short side or at least the demand has been such as to clean up all the short sizes daily, only the long stemmed grades that command from 20 to 25 cents, having to be pushed to get them over. There are practically no good American Beauties which assists a little in moving the longest of the specials particularly in Hadley and Premier. Carnations are more plentiful, but all in the special class bring good money some as high as 10 cents, while the low grades are selling at from two to four cents. Sweet peas have taken a great slump in price because of the quantity coming in on a slow market. Ten days ago specials brought \$1 a bunch; now equal quality sells for 25 cents a bunch of twenty-five sprays. The market has been over supplied with daffodils which have been sold the past week for \$20 per 1,000 although the 100 price was from \$3 to \$6. Tulips are now coming in and bring good prices. There are some good and a lot of very poor Easter lilies, the latter cold storage gigas. A lot of the L. formosums are small and badly split, as if they had been forced too rapidly. There are plenty of callas, the choice flowers of which sell readily. Freesia although good, moves slowly, as do violets. There is an abundance of all kinds of greens.

CLEANING UP EACH DAY.

If there was only some method by which the market could be cleaned up

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Feb. 15.		Per 100
Roses, American Beauty...	\$10.00@	\$150.00
" Russell	10.00@	20.00
" Dunlop	8.00@	16.00
" Pilgrim	10.00@	20.00
" Crusader	10.00@	20.00
" White Killarney...	8.00@	16.00
" Ward	8.00@	16.00
" Maryland	8.00@	16.00
" Hoosier Beauty	10.00@	20.00
" Columbia	10.00@	20.00
" Hadley	10.00@	25.00
" Premier	10.00@	20.00
" Ophelia	10.00@	20.00
" Butterfly	10.00@	20.00
" Cecile Brunner	6.00@	8.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Calendulas, per bunch.	.75@	1.00
Carnations, fancy	10.00@	12.00
Carnations, ordinary		8.00
Cattleyas, per doz.		12.00
Callas	3.00@	4.00
Easter Lilies	25.00@	30.00
White Narcissus	6.00@	8.00
Lily of the Valley		10.00
Smilax, per dozen		6.00
Violets	2.50	
Cypripediums, dozen	4.00@	6.00
Sweet Peas	3.00@	4.00
Stevia, per bunch		.75
Freesia	6.00	
Jonquils	8.00@	10.00
Marguerites	3.00@	4.00

BUFFALO, Feb. 15.		Per 100
Roses, White Killarney...	\$6.00@	\$20.00
" Dbl. Wht. Killarney	6.00@	18.00
" Milady	6.00@	18.00
" Maryland	10.00@	15.00
" Sunburst	8.00@	15.00
" Columbia	8.00@	25.00
" Ophelia	8.00@	20.00
" Russell	15.00@	25.00
" Premier	10.00@	25.00
" Cecile Brunner	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	4.00@	6.00
Easter Lilies	20.00@	25.00
Mignonette	6.00@	10.00
Narcissus, Paper White	4.00@	5.00
Rubrum Lilies	8.00@	10.00
Snapdragons	6.00@	10.00
Sweet Peas	1.00@	4.00
Violets	1.50@	2.00
Freesia	3.00@	6.00
Daisies	2.00@	3.00
Golden Spur	5.00@	6.00
Tulips	4.00@	6.00
Calla Lilies	15.00@	25.00
Buddleia	1.50@	2.00

PHILADELPHIA, Feb. 15.		Per 100
Roses, Beauty, special	75.00@	100.00
" Ophelia	15.00@	25.00
" Columbia	15.00@	30.00
" Mrs. Chas. Russell	15.00@	35.00
" Dble. Wht. Killarney	15.00@	25.00
" Hadley	15.00@	40.00
" Sunburst	15.00@	25.00
" Wards	8.00@	15.00
" Premier	15.00@	40.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	2.00@	4.00
Carnations	8.00@	12.00
Cattleyas	100.00@	150.00
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	10.00
Smilax		.35
Snapdragons, per doz.	1.50@	3.00
Sweet Peas	1.00@	4.00
Violets, single	1.00@	1.50
Violets, double	1.00@	1.50
Callas, per doz.	3.00@	4.00
Stevia, per bch.	.35@	.50

each day even at lower figures, it would help, a large dealer said, to stabilize prices and add to the general market average. As soon as buyers see stock commencing to pile up they at once want lower prices but must be served with fresh stock. Very often a large overstock in one thing will have a bad effect on other market items and weaken

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CARNATIONS and SWEET PEAS.
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prices considerably. The influence of this will hang over for several days when the fresh stock of the article then coming in not more than supplies the demand. What is needed is a large store in the center of the city, which will advertise and display the stock in quantity and move it quickly at retail at twice the wholesale job lot price. Most retailers are afraid of specials with good stock they could buy at half price or less in quantity, thinking it will hurt their regular trade while as a matter of fact it will bring them in many new buyers and give their regular patrons occasional bargains of which they will be glad to take advantage.

NEW ENGLAND GROWERS.

Alfred M. Campbell, who took advantage of his attendance at the Hartford, Conn. flower show, January 25-27, to visit some of the growers around Boston, Mass., declared that at W. D. Howard's, Milford, Mass., he saw carnations better grown than he had ever seen them before; they were simply wonderful in their luxuriance of growth together with quality and quantity of bloom. He had not believed such perfection possible. Among other places visited was Thos. Roland, Nahant, Mass., and Revere Beach where the extensive rose plant with its interesting three-quarter span houses was in the height of its midwinter bloom. The excellent condition of all the stock at both these places and also that of Wm. Sim, S. J. Goddard and others proved that the

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440 SOUTH DEARBORN STREET, CHICAGO

S. S. PENNOCK RETURNS FROM INDIANAPOLIS.

S. S. Pennock who returned February 11, from Indianapolis, reports that the trade and all civic bodies as well as the state government have started at once to organize and work for the great flower show. The publicity in particular is to be in the hands of able men who in the six weeks to come will give it such newspaper notice as a similar show has never had before. The hall in which the show will be staged is splendidly fitted for such an exhibition and Mr. Pennock feels sure the attendance will come well up to the record made here, if it does not surpass it. Arrangements are being made with the railroads by which it is hoped to have half fare excursions from all parts of the state at the time of the show. The dates are March 25-April 1.

NOTES.

C. U. Liggit is of the opinion that growers will find it of great advantage to keep many of their varieties of carnations in for the second year as it had been the experience of growers, particularly in the middle west where this plan had been tried out, that the second year crop came in very early and flowered well the season through producing at least 50 per cent more stock than the year before. Mr. Liggit's business is continually expanding and he has found it necessary to move to a larger office in the same building, the Bulletin, No. 505.

Peter Economus, who several years ago ran a fruit and flower store on Delaware avenue below Market street, but later moved to Peoria, Ill., has returned to this city and leased the entire building at the southwest corner of Delaware avenue and Market street. There are several stores, one of which will be fitted up as a first-class flower shop, the others, candy and fruit. He will take possession April 1, next.

The rose, Pilgrim has had its reputation tossed about considerably the past year by gossips and others who have nothing at stake, but those with good sized stocks keep on cutting and adding appreciably to their bank roll every week.

Harry I. Faust, Merion, sailed from New York February 10, for Porto Rico where he will visit Robert Craig and spend six weeks in this delightful tropical climate fitting himself for a strenuous Easter trade on his return.

The Leo Niessen Co are handling large stocks of so called spring flowers in variety, tulips, daffodils, sweet peas, forget-me-not, etc. Exceptionally fine carnations are a feature as are roses in variety.

John Andre's new addition which will double the size of his greenhouse plant at Doylestown, Pa., is going up at the rate of a finished house every two weeks. Two are already completed and planted.

The Philadelphia Growers' Cut Flower Market is handling a choice lot of *Primula obconica* splendidly in flower. Choice cut roses in variety are also a feature.

Choice Premier and Columbia roses are the leaders in the Edward Reid stock, flanked by sweet peas and high grade carnations.

Jack Berger finds roses a bit scarce but displays fine stocks of carnations, sweet peas, daffodils and other spring bulb stock. K.

New York.

STOCK MOVES FAIRLY WELL.

With an increasing supply of stock during the past week, cleaning up was rather a slow process, yet there was a fair volume of business. This winter's weather has been more favorable to plants than to the human family. There has not been cold long or severe enough to seriously check the crops. Freezes and thaws have succeeded one another with regularity and there has not been a week of steady weather since January 1. There may be said to be a good supply of all the stocks that are in general demand. Some of the buyers complain of the quality of roses, but there is a sufficient quantity. In tulips and narcissi, ever increasing supplies are noted. As the call for dinner decorations has been light, the bulb stock accumulates. There is a fair demand for carnations, but some of the best stock moves slowly. Influenza and pneumonia have raised the death rate during the past week and there is consequently much funeral work, that being the most that the majority of the retail stores are doing. For such work there is an abundance of flowers, lily of the valley being exceptionally plentiful. The violet trade continues slow with much street selling. Although wholesale prices are lower than they were in January, it cannot be said that as yet anything in the line of good stock is being sacrificed.

February 13.—There is considerable activity in the market this morning and the outlook for St. Valentine's Day trade is good.

NOTES.

A number of retailers made bids for St. Valentine's Day trade. At the Chas. A. Dard's store, Madison avenue and 44th street, we noticed a particularly fine cupid decoration. In an artistically finished niche in the center of the stage, so to speak, the little rascal clings to a large heart. There are heart shaped boxes of fine flowers and numerous side decorations of forsythias plants and vases of cut flowers, noteworthy being a fine display of amaryllis.

A. F. Bunyard, Madison avenue and 48th street, has a fine St. Valentine's window and his store is particularly well stocked with the best the market affords.

At the store of H. E. Froment in the Eighteenth street market, in addition to a great stock of roses, exceptionally fine snapdragons have been noticed.

L. B. Coddington, the rose grower of Murray Hill, N. J., started February 6 for a six week's trip to Honolulu accompanied by his youngest son.

In describing a vase of the new rose, Celestial, seen at the M. C. Ford shop, in our notes of February 4, short stems should have read, stout stems.

Edward W. Fengar, well known in the trade, died in a hospital in this city, February 9. See obituary columns for further particulars.

Herman C. Steinhoff, a well known florist and nurseryman, died February 9. Full particulars can be found in the obituary column.

Peter F. McKenney, the retailer of Fifth avenue and 42nd street, who has been ill for several weeks, is believed to be improving.

Joseph S. Fenrich, in the Eighteenth street market is handling fine roses and gardenias. A. F. F.



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Roses, Beauty	\$ 6.00@	\$100.00
" Premier	8.00@	40.00
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" Crusader	6.00@	30.00
" Golden Ophelia	6.00@	20.00
" Columbia	6.00@	25.00
" Pilgrim	6.00@	20.00
" Hadley	6.00@	50.00
" White Killarney	5.00@	15.00
" Dbl. Wt. Killarney	6.00@	20.00
" Dunlop	6.00@	20.00
" Aaron Ward	8.00@	20.00
" Ophelia	6.00@	20.00
" Scott Key	15.00@	75.00
" Sunburst	6.00@	20.00
" Mdm. Butterfly	8.00@	25.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Asp. Plumosus, per bch.	.25@	.75
Bouvardia, per bunch		.50
Carnations	5.00@	8.00
Carnation Laddie	10.00@	12.00
Cattleyas	25.00@	100.00
Gardenias, per doz.	3.00@	6.00
Iris, per doz.	2.00@	3.00
L. Rubrum	15.00@	20.00
Leucothea, per 1000	5.00@	7.00
Lilies, white	15.00@	20.00
Lily of the Valley	1.00@	6.00
Mignonette, per doz.	.50@	.75
per doz., paper whites, ...	.35@	.60
Snapdragons, per doz.	.50@	3.00
Smilax, doz. strings	1.25@	2.00
Galax, green and bronze, per 1,000	1.50@	2.00
Ferns, per 1,000	2.00@	2.50
Violets	.25@	.50
Sweet Peas	2.00@	4.00
Callas, per doz.	2.50@	3.00
Lilac, per bunch	1.00@	2.00
Freesias	2.00@	4.00
Tulips, per doz.	.50@	.75
" Darwins, per doz.		2.00
Asp. Plumosus, per bch.	.15@	.50
Pansies, cut	1.00@	2.00
Calendulas, per bch.	.50@	.75
Violets, single	.50@	.75
Narcissus, yellow	.35@	.60

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Charles Schenck

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- February 21.
Rochambeau, French Line (Havre).
Paris, French Line (Havre).
Tarantia, Cunard-Anchor Line (Glasgow).
Giuseppe Verdi, Transatlantica Statiana (Genoa-Naples).
FROM BOSTON, Collamer, Cosmopolitan Line (Havre-Dunkirk).
- February 22.
FROM NEW ORLEANS, Oranian, I. M. M. Lines (Liverpool).
- February 23.
Sarcoxie, Cosmopolitan Line (Havre-Dunkirk).
Eastern Crag, Cosmopolitan Line (Bordeaux-St. Nazaire).
Huronian, I. M. M. Lines (Hamburg).
FROM HAMPTON ROADS, Barbadian, I. M. M. Lines (Hamburg).
FROM BALTIMORE, Missouri, I. M. M. Lines (London).
- February 24.
Stavangerfjord, Norwegian-America Line (Kristiana).
FROM HAMPTON ROADS, Mercian, I. M. M. Lines (Manchester-Liverpool).
- February 25.
Noordam, Holland-America Line (Rotterdam).
Cedric, I. M. M. Lines (Liverpool).
Maine, I. M. M. Lines (London).
Novian, I. M. M. Lines (Manchester).
Kroonland, I. M. M. Lines (Antwerp).
Scythia, Cunard-Anchor Line (Liverpool).
Pannonia, Cunard-Anchor Line (London).
Porto Rico, Porto Rico Lines (Arcebo-Aguadilla-Mayaguez-Ponce-San Juan).
FROM BOSTON, Beukelsdyk, Holland-America Line (Rotterdam).
FROM PORTLAND, Oxonian, I. M. M. Lines (Liverpool).
FROM BOSTON, Indian, I. M. M. Lines (Liverpool).
FROM BOSTON, Scythian, I. M. M. Lines (Hamburg).
FROM HAMPTON ROADS, Missouri, I. M. M. Lines (London-Antwerp).

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Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Mathewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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Kansas City, Mo.

Samuel Murray 1017 Grand Avenue Member Florists' Telegraph Delivery

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FOR ST. LOUIS

WIRE

Grimm & Gorly

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Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Mention the American Florist when writing.

Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
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107-420-775

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BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

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Madison Ave.,
NEW YORK

Mention the American Florist when writing.

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AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

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PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

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LA CROSSE, WIS.

Send your orders for flowers for de-
livery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

WICHITA, Kansas Shipments for Kansas
and Oklahoma.
W. H. OULP & COMPANY

Quality Flowers Members
Personal Service F. T. D.

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Albany, N. Y.



The Best Service



Mention the American Florist when writing.

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

NEW YORK

Chatmas Florists

CHATMAS BROS.

2726 Eighth Avenue

Bet. 144th and 145th Sts.

Telephone Audubon 6044.

Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.



Kansas and Western

Missouri.

Up-to-date Service.

F. T. D. Est. 1890

Mention the American Florist when writing.

Bronx, New York City

Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK. Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop



Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

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J. W. RODGERS

Elks' Building South Jefferson Street Dayton, O.

Telegraph orders for Dayton will receive
our immediate and careful attention.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service

Randall's Flower Shop

22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 276-271
Main.

Mention the American Florist when writing.

MICHIGAN.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

Mention the American Florist when writing.

BROOKLYN, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

Eleven Stores

Main Store—Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of
New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing.



Telephones:

Lenox 2352

Lenox 7019

1062 Madison Ave.,

Near 80th St.

NEW YORK

Orders from other cities promptly filled.

Mention the American Florist when writing.

Orders in or around Washington, D.C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Nashville, THREE
STORES
Chattanooga
and Atlanta

MEMBER
Florists'
Telegraph
Delivery



Mention the American Florist when writing.

New York



44 Carmine Street
Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



New York's

SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park
Floral Co.

B. E. GILLES, President.
E. P. NEUMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.



GUDE BROS. CO.
FLORISTS
1214 F ST NW
WASHINGTON D.C.

WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

CHICAGO OPPOSITE
FIELD'S

Central Floral Co. 132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Seattle-Rosaia Bros. Finest floral studio
in Northwest. Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city
within 150 miles of Newark.

Telephone
Market 494

Mention the American Florist when writing.

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York.

Telephone
Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

in the Heart of most exclusive residential
section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Chicago, June 19-20, 1922.

JANUARY business failures 2,723, December 2,444.

CAPITOLA, CALIF.—Superintendent W. C. Roberts, of the Brown Bulb Ranch, is making an eastern trip.

MALAGA, N. J.—The seed warehouse and general store of Thos. Evans was totally destroyed by fire, February 3.

ATLANTA, GA.—A. L. Rogers, of Rogers Bros. Seed Co., Chicago, and wife, were callers here this week, enroute to Florida.

UNION SETS in the Chicago district are moving steadily at about \$1.75 for colors and \$2.00 for whites, prompt shipment in car lots.

VISITED CHICAGO: T. S. Pendergrass, representing Waldo Rohnert, Gilroy, Calif.; Mr. White, representing Edgar P. Hurff, Swedesboro, N. J.

NEW ORLEANS, LA.—The J. Steckler Seed Co., reports business very backward on account of the continued wet weather, which has delayed planting.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., writing February 11, says there have been more big rains and some floods, the rains on the whole, doing more good than harm.

R. O. LINCOLN, Santa Cruz, Calif., reports that on account of the recent cold weather there will be an average loss of 50 per cent in freesia bulbs, white callas heavy loss, iris, gladioli and yellow callas uninjured.

TROY, N. Y.—H. W. Gordinier, president of the H. W. Gordinier & Sons Co., died recently. The business will be continued by J. G. Leversee, George Gordinier, and C. H. Gordinier, all of whom have been connected with the company for more than 20 years.

THE L. D. Waller Seed Co., Guadalupe, Calif., in its new contract list (for the seed trade only) describes a number of interesting novelties, including Spencer and Cupid sweet peas, eschscholtzias, double cosmos, American Legion Shirley poppy, Exquisite larkspur, etc.

JERSEY CITY, N. J.—The will of the late Mrs. Jean Hyslop Henderson, widow of the late Peter Henderson, New York, was probated in court here, February 11. The document was recorded and drawn in London, Eng., September 15, 1921. The bulk of the estate is left to Mrs. Nellie Morton Reid Holmes, this city; Chauncey R. Daniels, New York. Among other beneficiaries a bequest of \$5,000 was given to the American Bible Society. Mrs. Henderson inherited most of the estate from her late husband.

JAMES A. BROWN, of the Brown Bulb Ranch, Capitola, Calif., referring to the cold weather damage to freesias, writes February 9: "The freesias, without question, are damaged the worst in the history of the industry. No doubt, there will be as many freesias as ever before but we believe the growth has been stunted and there will be fewer large ones than ever before, also, it may be possible that those which have lost their tops through bad frosts, will turn out red or dark, which of course is not a desirable bulb for the eastern trade. Even the bulbs on the high ground were more or less damaged this season, while in the past, it has only been those on the lower ground that were hurt the most."

Charles H. Breck Retires.

Charles H. Breck has resigned as president and director of the Joseph Breck & Sons Corporation, of Boston, Mass. He has transferred his interest in the business to his son, Luther A. Breck, and his son-in-law, John Benbow, who, together with his brother, Joseph F. Breck, who is treasurer of the corporation, will continue the business as usual.

The house was founded in 1822 (the year Boston became a city) and has been continued without interruption ever since. With the advent of Luther A. Breck as president, and John Benbow as vice-president, the fourth generation of the Breck family succeed in the management of the business.

Charles H. Breck, a student of the Massachusetts Institute of Technology, entered the store in 1868; became a partner with his grandfather, Joseph Breck, and his father, Charles H. B. Breck, in 1875, and succeeded the latter as president in 1900.

The house has seen some wonderful changes during its 100 years, in the kinds, quality and sources of supply of seeds, plants, and nursery stock, while invention and improvement of the implements and machines with which they are planted, cultivated and harvested have made possible the enormous crops now necessary for the world's requirements. The house itself has changed and grown with the years—from Joseph Breck's seed garden, in Lancaster, Massachusetts, where it really started, it has developed into a business occupying nearly two acres of floor space in Boston, with nurseries at Lexington, Mass., and Norfolk, Va., and employs over 300 people in the busy season.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Mention the American Florist when writing.

More "Regulations" for Seedsmen.

Washington, D. C.—Congress has been asked to compel shippers of imported seeds to make known by means of a label on the container the nature and quantity of the contents thereof, the country and locality where the seeds were grown, the name and address of the shipper, or owner shipping or forwarding the same, and the name and address of the consignee.

A bill to amend the seed importation act containing the above regulations has been introduced in congress by Congressman Cantrill, of Kentucky, and has been referred to the house committee on interstate and foreign commerce. It provides: "that no person shall import or offer for entry into the United States any of the seeds enumerated in Section 1 of this act, although unadulterated and fit for seeding purposes unless the case, box, bag, package, crate, bale, bundle, or other container thereof shall be plainly and correctly marked to show the nature and quantity of the contents, the country and locality where the same were grown, the name and address of the shipper, owner, or person shipping or forwarding the same, and the name and address of the consignee."

"That no person shall ship or deliver for shipment from one state or territory or district of the United States into any other state or territory or district any of said seeds, although unadulterated and fit for seeding purposes, the case, box, bag, package, crate, bale, bundle, or other container whereof is not plainly marked so as to show the nature and quantity of the contents, the name and address of the consignee, and the country and locality where such seeds were grown: Provided, however, That nothing in the foregoing shall prevent such shipment or delivery for shipment of a mixture or blend of two or more foreign seeds or of foreign and domestic seeds if the description of such seeds on the case, box, bag, package, crate, bale, bundle, or other container is such as plainly to show that such seeds are such a mixture or blend and the relative proportions of foreign and domestic seeds and the country or countries where the foreign seeds were grown. The secretary of agriculture shall make such rules and regulations for the carrying out of this and the preceding section as he may deem necessary."

Alfred J. Brown Seed Co.

GROWERS OF

**Peas and
Beans**

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

Mention the American Florist when writing.

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea,
Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

Mention the American Florist when writing.

LANDRETH

Seeds Which Succeed

Bloomdale Farm BRISTOL, PA.

Mention the American Florist when writing.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, January 28, 1922, as given by the government market reporter of February 4, 1922:

	Ky.	Blue	Red	Red
	Timothy	Grass	Top	Clover
New York	\$7.75	\$49.00	\$24.00	\$23.50
Baltimore	7.25	45.00	23.00	23.00
Richmond	7.80	50.00	24.00	23.00
Buffalo	7.50	46.00	23.75	23.50
Toledo	7.20	48.00	...	23.25
Louisville	7.50	48.00	25.00	23.75
Chicago	7.25	47.00	23.00	22.75
Minneapolis	6.85	50.00	25.00	24.00
St. Louis	7.10	52.00	23.00	22.50
Kansas City	7.15	50.00	26.00	22.50
Denver	7.25	46.00	22.50	23.50
Salt Lake City	7.50	...	...	22.00
Average for the United States same date.				
1921	\$7.65	\$27.65	\$14.95	\$21.05

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

THE ALBERT DICKINSON COMPANY

35th St. at California Ave.,

CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

Before Placing Orders for
SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.



KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

CHAS. FROST
Kenilworth
N. J.

Mention the American Florist when writing.

FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing.

EDGAR F. HURFF SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pump-
kin, Cucumber and Watermelon Seed
and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing.

An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.

Mention the American Florist when writing.

Richard Diener Company, Inc.

Originators and Growers
of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing.

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn. VALLEY, Douglas County, NEB.

Mention the American Florist when writing.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn
Montana, Idaho, Washington.

Dutch and French Bulbs

C. J. Speelman & Sons | Lagarde & Speelman
Sassenheim, Holland | Ollioules, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke
Box 543, San Jose, Calif.

New Crop Seed

Asparagus Plumosus Nanus

Price February 20th to 28th.

Per 1000 Seeds \$4.00

March price will be lower.

Vaughan's Seed Store, CHICAGO NEW YORK

Mention the American Florist when writing.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Mention the American Florist when writing.

Watkins & Simpson, Ltd.

recommend their pedigree
strains of

Choice Florists' Flower Seeds

Write for Illustrated Catalogue to

27-29 Drury Lane

LONDON, W. C., ENGLAND

Mention the American Florist when writing.

All Seedsmen on the look-out for **PEDIGREE STRAINS AND STOCKS** of

VEGETABLE AND FLOWER SEEDS

of the well-known English quality
should wait for

KELWAY'S

1922 REAL-PRICE CATALOGUE

Before placing their general order. If
without, write for a copy TODAY.

KELWAY & SON
Wholesale Seed Growers
LANGPORT, ENGLAND

Mention the American Florist when writing.

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips, German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.

JAP. LILY BULBS, Giganteum 7-9 from New York or Chicago. All hardy varieties from New York.

BEGONIA and GLOXINIA BULBS, all colors all sizes.

GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Phoenix Roebelenii.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

Wholesale only.

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VALLEY, Douglas County, NEB.

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Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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DREER'S Special Strains of FLORISTS' FLOWER SEEDS

We offer below a few items that are wanted by every Florist, but send for our new Wholesale Price List which contains a complete list of the best of everything in Seeds, Plants and Bulbs.

Trade Pkt. Oz.

Ageratum Blue Perfection. Best dark blue bedder	\$0.15	\$0.60
Alyssum Little Gem (Carpet of Snow). Very dwarf, the best for pots. Extra select stock.	.15	.50
Antirrhinums. See catalogue for list of varieties.		
Asters. We offer only the best kinds and in stock of choicest quality. See catalogue.		
Calendula Orange King. An extra selected strain with very large double flowers averaging over 3 inches across, of bright orange-red, the finest of all.	.20	

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Calendula Golden King. A splendid golden yellow of good size with long stems, fine for cutting.		\$0.20
Candytuft, Giant Hyacinth-flowered or Improved Empress. A very select strain of this grand large flowering white	\$0.15	.40
Centaurea Candidissima. White leaved. 1000 seeds, 40 cts.		2.00
Centaurea Gymnocarpa. White leaved. 1000 seeds, 15 cts.		.50

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Cobaea Scandens. Purple	\$0.10	\$0.30
Didiscus Coeruleus. A very pretty annual with lavender-blue lace-like flowers, quite popular for cutting.	.30	1.50
Dracaena Indivisa. The popular centre plant for vases, etc., long narrow graceful foliage	.10	.30
Heliotrope. Lemoine's Giant. Very large heads of bloom.	.40	2.00
Lobelia. Crystal Palace Compacta. Best dwarf, dark blue, dark foliage.	.40	2.00
Petunia. Superb Double Fringed. Our own unrivaled strain. Mixed colors. 75 cts. per 500 seeds; \$1.50 per 1000 seeds.		
Petunia. Superb Single Fringed. Saved from the finest large fringed flowers. Mixed colors. Our stock this season is of extra-fine quality. 50 cts. per trade packet; 1/16 oz. \$1.50.		
Petunia Howard's Star. A very useful striped variety	.40	2.00
Petunia Rosy Morn. The most popular of all for bedding, filling boxes, vases, etc.	.50	2.50



Bedding Petunia Rosy Morn.

Trade Pkt. Oz.

Petunias. For complete list of varieties see catalogue.		
Salvia Splendens America. This is the earliest, freest and longest blooming of all. Plants not over 18 inches high and of remarkable even growth.	\$0.50	\$4.00
Solanum Capsicastrum Fra Diavolo (Jerusalem Cherry). A new variety of dwarf, compact growth, with smaller foliage and fruit than the type.	.20	.60
Sweet Peas. Orchid-flowered. We offer only the best sorts. See catalogue for varieties and prices.		
Verbena Mammoth, Pink shades	.30	1.50
Verbena Mammoth, Blue shades	.30	1.50
Verbena Mammoth, Purple shades	.30	1.50
Verbena Mammoth, Scarlet shades	.30	1.50
Verbena Mammoth, Pure White	.30	1.50
Verbena Mammoth, Finest Mixed, All colors	.25	1.00
Vinca Rosea. Rose, with darker eye	.25	1.00
Vinca Rosea. Alba. White, with rose eye	.25	1.00
Vinca Rosea. Alba Pura. Pure white	.25	1.00
Vinca Rosea. Mixed. All colors	.20	.75
Zinnias. Now very popular. See catalogue.		

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

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Market Gardeners.

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HILLEGOM, HOLLAND

The R. A. Vanderschoots have a record of 80 years in bulb growing.

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17 BATTERY PLACE

NEW YORK

BULBS

BULBS

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The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

DAVID S. LAKE, president of the Shenandoah Nurseries, Shenandoah, Ia., died February 2, age 77 years.

DAVID HILL, of the D. Hill Nursery Co., Dundee, Ill., who is spending the winter with Mrs. Hill at Claremont, Calif., is greatly improved in health.

Connecticut Nurserymen's Association.

The fifteenth annual meeting of the Connecticut Nurserymen's Association was held at the Hotel Taft, New Haven, February 9, with an excellent attendance. A number of instructive papers were read, which included: "Advertising Suggestions to Nurserymen," by Ralph Bertini, advertising manager of the A. C. Gilbert Co., New Haven; "Bugs That Bring Business," by Dr. W. E. Britton, state entomologist; "Chlorosis, Mosaic and Variegation," by Dr. G. C. Clinton, state botanist; and "State Forests and Recreation," by W. O. Filley, state forester.

All of the present officers were re-elected for 1922, as follows: Henry W. Gottschalk, Manchester, president; Wm. W. McCartney, New Haven, vice-president; W. W. Hunt, Hartford, treasurer; F. J. Rippin, Manchester, secretary; F. S. Baker, Chesire; C. R. Burr, Manchester; Paul Hubbard, Bristol, appointed to executive committee.

F. J. RIPPIN, Sec'y.

New York State Nurserymen's Ass'n.

ROCHESTER MEETING, FEBRUARY 9.

The fifteenth annual meeting of the New York State Nurserymen's Association was held at Rochester, February 9, with an excellent programme. J. P. Rice, chairman of the wholesale committee of the association, at the opening session, reported that his committee did not anticipate any reduction in prices, due to a shortage of stock. After the report of Secretary-Treasurer C. J. Maloy, Rochester, had been read, Prof. L. B. Scott, of the United States Department of Agriculture, presented an address on "The Progress of Our Nursery Stock Investigations," stating that congress had appropriated \$20,000 for investigations for 1921, and a similar amount would be available at the beginning of the fiscal year, July 1, next. Prof. Scott said that his department was devoting most of its time to a comparison of growth of seedling apple stocks, propagation of apple and other stocks by root cuttings and the inauguration of a complete rose stock exchange. The concluding paper at the morning session, by Fred Wallace, Canandaigua, dealt with "The Rose Market of the Future."

At the afternoon session, H. C. Goodwin, Rochester, told "What the Nurserymen Should Advertise," and "The Needs of the Nursery Business As I See It," was the subject of J. H. Campbell's address. The banquet at 6 p. m., at the Powers hotel, was an enjoyable affair, Chas. G. Schoener acting as toastmaster. After an enjoyable evening the convention adjourned.

The officers for 1922 were elected as follows: John P. Rice, Geneva, president; F. T. Burke, Rochester, vice-president; J. M. Pitkin, Newark, secretary-treasurer; Chas. Perkins, Wm. Mastin, Newark; H. W. Clark, Waterloo; Horace Hooker, Rochester; W. J. Maloney, Dansville, executive committee. C. J. MALOY, Sec'y-treas.

Ohio State Nurserymen's Association.

ANNUAL MEETING, FEBRUARY 2.

The fifteenth annual meeting of the Ohio Nurserymen's Association was held at the Southern hotel, Columbus, February 2, President Charles Ernst in the chair. Forty nurserymen of the state were present with guests from a number of other sections. In opening the meeting the president stated that this was the largest and most representative group gathered together in the history of the association.

E. G. Hill, of Richmond, Ind., was the principal speaker at the morning session. He gave a most excellent talk on the subject, "The Introduction of New Varieties," stating that the introduction of new varieties, from time to time, was absolutely necessary for the healthy advancement of the trade. Tribute was paid to the efforts of the late Victor Lemoine and his son, Emile, who is perpetuating the work of his father. He noted the new introductions of lilacs, deutzias and Philadelphus, stating that while P. Virginal is one of the better known kinds of this group, that several less widely known sorts are even superior. In the line of peonies and tritomas, Lemoine and Sessert, another French introducer, have made wonderful contributions to the trade. Mr. Hill gave a resume of the scientific methods employed in the creation of new varieties. In this country Captain Thomas is striving to perfect new varieties of roses that will thrive outdoors and overcome the difficulties that are encountered with the present ever-blooming sorts. The speaker declared that very little incentive was given to the experimenter attempting to create new varieties, largely due to the fact that nurserymen as a rule were very slow to appreciate such efforts.

Three new roses of Mr. Hill's origination were exhibited, namely, America, Angelus and Amelia Gude. It was declared by all who saw them that these were wonderful acquisitions to the cut flower trade.

H. G. Day on the subject of "How the Wholesaler Can Help the Retailer" outlined and discussed the several points as follows: First—prompt replies to correspondence, particularly during the packing season; second—lighter and better packing methods, to overcome the high express charges; third—prompt shipments; fourth—or-

ders placed from time to time, previous to the shipping season, should be combined instead of being sent along in small lots; fifth—stopping the practice of shipping an order "short," then shipping these items later, accompanied with exorbitant packing and express charges; sixth—do not over-plant.

E. C. Cotton explained in detail the history and work of the corn borer and its effect upon the nursery interests. He explained fully the information which his department has had concerning this destructive pest and a record of their investigations to date. The method of control advised was the planting of corn as late in the season as it could be expected to properly mature. The use of corn stalks and sudan grass in infested areas as packing material will have to be discontinued, he said.

Professors Elwood and Fuere of the Ohio State university gave interesting accounts of the deplorable conditions existing in certain parts of France and the need of fruit trees in those districts. Prof. A. C. Hottes introduced the subject of the planting of trees and shrubs on the state university campus by the association. It was decided that a plan be started to provide an arboretum there for the benefit of the university, the nurserymen and public at large.

John Dayton in his subject, "Does Advertising the Scarcity of Stock Increase or Curtail Sales?" emphasized very strongly that the customer should be taken into the confidence of the nurserymen, that it does not pay to advertise unless he has the stock to back up such publicity.

M. Koster & Sons Boskoop, Holland

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MANETTI and Other Stocks for the American Trade.

Mention the American Florist when writing.

Some Excellent Stock

	Per 100	1000
50,000 2 in.. Geraniums; Ricard, Poltevine, Nutt, Montmort, Perkins, Viald, Buchner, etc.....	\$5.25	\$50.00
2 1/4 in.. Heliotropes, 3 varieties.....	4.00	38.00
2 1/4 in.. Marguerites, 3 varieties.....	5.00	45.00
2 1/4 in.. Stocks, 2 varieties.....	3.25	30.00
2 1/4 in.. Calendula Orange King.....	3.00	28.00

Also abundance of other stock. Liberal extras for early orders.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

With Golden Spur, Bic, Victoria and the leading varieties of Narcissus, you should try

King Alfred Spring Glory

PEREBOOM & COMPANY

88 Broad Street,

NEW YORK, N. Y.

THE WORLDS BEST CANNAS

THE BEST VARIETIES FROM ALL SOURCES, FOREIGN AND AMERICAN INTRODUCTIONS

The best quality of roots, both as to vitality and size of divisions. Every order filled with fresh cut roots which must not be confused with roots cut, packed and stored months before delivered to you. They cost a trifle more but are worth considerably more. Every 100 roots we supply will with reasonable treatment, produce 200 or more pot plants.

The subjoined list contains the names of free, large flowering, vigorous growers, any of which will please you and your customers. Order now and say when you want them shipped to you.

Price \$5.00 per 100, \$40.00 per 1,000; except where otherwise noted.

- BEACON**—Free flowering dwarf, bright red.

CHEERFULNESS—Beautiful variegated orange and scarlet with golden border. The florets are medium sized, but very freely produced.

CITY OF PORTLAND—A wonderfully attractive rose-pink. Excellent upright habit and free flowering. \$15.00 per 100, \$125.00 per 1000.

DR. E. ACKERKNECHT—The bronze foliage blends pleasingly with the carmine rose trusses. Vigorous and free.

DUKE OF MARLBORO—An old favorite with deep crimson flowers.

EUREKA—The best white Canna. A very strong grower blooming freely. The flowers are large and become pure white in the full sun. \$8.00 per 100, \$75.00 per 1000.

FANAL—Exceedingly free flowering, deep bright red. A most effective bedder.

FEUERMEER—Another excellent old sort with a profusion of dazzling orange-scarlet flowers.

GAIETY—Wonderfully effective. Deep orange suffused with scarlet and bordered with yellow. A brilliant bedder.
- GOLDEN GATE**—Vigorous and free. A unique combination of yellow and golden shades, blending into rose as the flower matures. \$6.00 per 100, \$50.00 per 1000.

KING HUMBERT—The most popular Canna of this generation. The large orange-scarlet flowers and particularly the very deep bronze foliage make it one of the most useful.

LOUIS REVERCHON—The flowers are brighter and more freely produced than on King Humbert, while the foliage is a greenish bronze.

MRS. ALFRED CONARD—Magnificent trusses of large salmon-pink flowers. Unique and very ornamental. The stock of this variety is very scarce. We have a limited quantity and advise early ordering. \$15.00 per 100.

MRS. KARL KELSEY—A tall, majestic, vigorous grower surmounted by great trusses of large orchid type flowers. Orange-scarlet, streaked and mottled with rose.

RICHARD WALLACE—A well known pure yellow.
- THE GEM**—A seedling of Hungaria, more vigorous, with a profusion of large cream-colored flowers dotted with carmine. Very unusual and attractive. \$7.00 per 100, \$60.00 per 1000.

THE PRESIDENT—The greatest red Canna in commerce. Very heavy, vigorous growths surmounted by great trusses of immense florets of bright scarlet. We heartily endorse this as the greatest Canna introduction of recent years. \$8.00 per 100, \$75.00 per 1000.

WYOMING—We know of no other Canna as effective as this for large plantings. A giant in growth. Extremely vigorous with its deep bronze foliage as an ideal background for large bright orange-colored flowers of the orchid type. It makes an ideal subject.

YELLOW KING HUMBERT—A sport from King Humbert to which it occasionally reverts. Green foliage with yellow flowers, dotted with scarlet. \$8.00 per 100, \$75.00 per 1000.

We have good stocks of many other varieties, prices on which will be quoted on application.
Order now for delivery in February and March.

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.
THESE PRICES ARE INTENDED FOR THE TRADE ONLY

HILL'S CHOICE NURSERY STOCK

Deciduous Shrubs and Trees for Lining Out

	Inch	100	1000
Acer Platanoides.....	6-8	\$6.50	\$50.00
Berberis Thunbergii.....	6-8	4.50	35.00
Calycanthus Flordius.....	x 10-12	8.50	70.00
Clematis Paniculata.....	1-yr.	4.50	35.00
Cornus Alternifolia.....	10-12	6.00	50.00
Cornus Paniculata.....	12-18	8.50	70.00
Cornus Stolonifera Aurea.....	10-12	8.50	70.00
Crataegus Cordata.....	10-12	8.50	70.00
Crataegus Mollis.....	10-12	8.50	70.00
Deutzia Crenata Flore Rosea Pl.	6-10	10.00	
Elaeagnus Angustifolia.....	12-18	6.00	50.00
Evonymus Radicans.....	x 12-15	15.00	
Exochorda Grandiflora.....	x 10-12	9.50	85.00
Forsythia Intermedia.....	10-12	8.50	70.00
Hicoria Ovata.....	8-10	8.50	70.00
Juglans Nigra.....	12-18	4.50	30.00

	Inch	100	1000
Ligustrum Lucidum.....	6-8	\$5.00	\$35.00
Ligustrum Polishi.....	6-12	5.75	42.50
Lirodendron Tulipifera.....	18-24	6.50	50.00
Pachysandra Terminalis.....	x 4-6	8.50	70.00
Philadelphus Coronarius Grand.	10-12	8.00	70.00
Prunus Americana.....	18-24	4.00	30.00
Quercus Palustris.....	10-12	8.50	70.00
Quercus Rubra.....	10-12	6.50	55.00
Robinia Pseudocacia.....	12-18	4.00	30.00
Rosa Canina.....	10-12	2.25	12.50
Sambucus Canadensis Aurea.....	12-18	8.00	70.00
Spiraea Van Houttei.....	6-12	6.50	55.00
Symphoricarpus Alba.....	12-18	5.25	42.50
Symphoricarpus Rubra.....	18-24	6.50	55.00
Viburnum Dentatum.....	10-12	10.00	90.00
Viburnum Lentago.....	10-12	12.00	110.00

SPECIMEN EVERGREENS

Send for Complete Catalog.

EVERGREENS FOR LINING OUT

	Inch	100	1000
Abies Tsuga Canadensis.....	x 8-10	\$21.00	\$200.00
Abies Douglassi.....	x 6-8	13.00	120.00
Juniperus Canadensis.....	xx 10-12	50.00	
Juniperus Virginiana.....	xx 12-18	25.00	225.00
Picea Canadensis.....	xx 10-12	40.00	
Picea pungens.....	x 6-8	14.00	130.00
Pinus Austriaca.....	x 6-10	15.00	140.00
Pinus Mugho Compacta.....	xx 10-12	60.00	
Taxus Cuspidata.....	x 6-8	35.00	

Each X indicates one transplanting. O indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.
THE D. HILL NURSERY CO., Inc., Box 404, **DUNDEE, ILL.**
Mention the American Florist when writing.

W. F. Pohlender stated that competition in the nursery business was not so keen or serious as many of us supposed. There are over 100 million people in the United States and 90 million of them are prospects, he said. A. R. Pickett brought clearly to the minds of those present the need of better informed salesmen. The proposed arboretum at the university, he thought, would be a great help in securing them. On the subject of credits Prof. Elwood stated that the American Society of Landscape Architects approved of a 30-day basis in allowing credit.

General recommendations for the best varieties of commercial and home orchards could not be made, declared T. B. West, because the location and market conditions had such a great effect upon what varieties had best be

planted. He said that the tendency to plant only the early bearing varieties was not always good policy as it was often done at a sacrifice of many other good qualities. W. B. Cole, on the subject of "What Will be Used For Packing Materials in the Future," stated that it was apparent that corn stalks and sudan grass, at least, would have to be eliminated from the available materials.

Mr. Day reported that a member of the state inspection force was growing nursery stock. It was thought that this was an unfair practice and that nurserymen should go on record as disapproving of such practices. The inspectors should receive such remuneration for their services that it would not be necessary to engage in other business pursuits.

The election of officers for the ensuing year resulted as follows: Edward George, Painesville, president; Howard Scarff, New Carlisle, vice-president; A. R. Pickett, Clyde, treasurer; Clarence O. Siebenthaler, Dayton; secretary; T. B. West, Perry; H. J. Champmon, Perry; H. S. Day, Fremont; W. B. Cole, Painesville; Edward Jenkins, Wilmona; executive committee; John H. Dayton, Painesville, to represent the state at the national convention of American Association of Nurserymen as vice-president.

The recommendation that the summer meeting be held at Dayton was received with approval. A vote of thanks was tendered the speakers and E. G. Hill was made honorary member of the association, and the meeting adjourned.

C. O. SIEBENTHALER, Sec'y.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, February 14.—Cucumbers, per crate, \$7 to \$8; head lettuce, per crate, \$3 to \$5.50; carrots, \$5 to \$6 per barrel; cabbage, \$3 per 100-pound sack.

New York, February 10.—Cucumbers, \$2.50 to \$2.75 per dozen; mushrooms, per three-pound basket, \$.85 to \$1.40; radishes, 100 bunches, \$5 to \$8; tomatoes, per pound, 20 to 55 cents; lettuce, one dozen bunches, \$1 to \$1.75; beet tops, per basket, \$2.

Tomato Pollination.

The success of the indoor tomato crop depends to a large degree upon careful hand pollination, especially during the early part of the season. Some growers argue that it takes too much time. However, one can soon form his own conclusions by a little figuring. When each tomato represents five cents and a laborer can set more than 1,000 each trip, the importance of the operation is apparent. There are several methods used by producers in pollination.

We have a local grower who persists in claiming that the only proper way is the spoon method, which means the use of long wooden spoons by which the pollen is caught and directly transferred to the pistils. In operation the spoon is held near the blossom, and with a stick, is tapped or jarred to shed its pollen on the spoon, and is then raised against the pistils of many blooms. Sometimes one bloom will yield enough pollen to set a dozen others. This grower has a reputation for his crop and his method must be all right under care.

However, we have been, in our long experience, often caught with a shortage of labor at this critical time, which necessitated a quicker method. We found that temperature and time of day are important factors, and also moisture. Thus we avoid watering in the morning. We keep ventilators rather close to run up temperature early and smartly, and make several trials. By snapping a few blooms with the fingers we soon find the period when pollen flies, and then it means rapid work with the finger or a stick. A deft jar of the bloom, downward, will do the trick. This motion at once expels the pollen and vibrates the bloom, in which operation those that have no pollen catch some from the others. By this method we have had as good tomatoes as any one. This work depends upon faithful adherence to detail. Later in the season, when the summer heat has set in for good, simply jar the vine, which is sufficient.

Lack of sufficient pollen causes irregular fruit, and entire absence of pollen means no crop at all. Thus many growers miss the early market, as by the natural course of events no fruit forms until the settled weather begins. There is much variation among different types, some being much more easily pollinated than others. The above directions apply with especial force to Bonny Best.

MARKETMAN.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

REX BEGONIAS

3-inch, \$2.00 per dozen.
GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Vland
Good short jointed plants from 2-inch pots,
at \$3.50 per 100; \$35.00 per 1000.
We ship safe anywhere

Wholesale Grower
Elmer Rawlings, ALLEGANY N. Y.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD &
JONES CO.
Robert Pyle, Pres.



WEST GROVE
PENNA.
Ant. Wintzer, Vice-Pres.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6. @ \$25.00.
Seedling Plumosa, \$1.25 per 100; \$10.00 per 1000.
Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower
PEKIN, ILL.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

Mention the American Florist when writing.

English Ivy

Good, bushy plants, tied to three foot stake
\$4.00 per dozen, \$25.00 per 100.

HARDY

Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in our February price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4 inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3 inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000

February Price List Ready.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Seasonable Stock

READY NOW

Asparagus Sprengerii, 2½ inch, \$5.00 per 100, \$45.00 per 1000; 3 inch, \$10.00 per 100, \$90.00 per 1000; heavy 5 inch, \$25.00 per 100; heavy 6 inch, \$35.00 per 100.

Asparagus Plumosus, 2½ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, 2½ inch, \$8.00 per 100.

Begonia Thurstonii, 2½ inch, \$10.00 per 100.

Begonia Argentea Guttata, 2½ inch, \$8.00 per 100.

Begonia Alba Picta, 2½ inch, \$8.00 per 100.

Begonia Pres. Carnot, 2½ inch, \$10.00 per 100.

Begonia Semperflorens, Pink Profusion, 2½ inch, \$8.00 per 100.

Begonia Semperflorens, Gracilis Luminosa, 2½ inch, \$5.00 per 100.

Begonia Semperflorens, Prima Donna, 2½ inch, \$5.00 per 100.

Begonia Sandersonii, 2½ inch, \$8.00 per 100.

Coleus, best market varieties, rooted cuttings, \$1.50 per 100 or \$12.00 per 1000; 2½ inch, pot plants, \$3.50 per 100.

Heliotrope, Centefleur, best of all giant purple, 2½ inch, \$5.00 per 100.

Petunias, double, best named sorts, 2½ inch, \$6.00 per 100, \$50.00 per 1000.

Genista Johnstoni, bushy, 5 inch pot plants, Dwarf Compacta variety, good deep yellow and two weeks later than old type, \$5.00 per dozen.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternantheras, red and yellow, strong bushy plants, 2-in., per 100, \$2.50. Brilliantissima, 2-in., per 100, \$2.75. G. S. GREENHOUSES, Glenwood, Ill.

ASPARAGUS.

Asparagus Sprengerii, 1½-in., \$3.50 per 100; \$30.00 per 1,000; 2½-in., \$5.00 per 100; \$45.00 per 1,000; heavy 4-in., \$15.00 per 100; heavy 5-in., \$25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus Sprengerii, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIDIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 65th and Springfield Ave., Philadelphia, Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100, \$27.50 per 1,000; 3-in., \$6.00 per 100, \$50.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson, \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 50 Park Place, N. Y.

REX BEGONIAS. Fine stock plants, in assortment, 4-in., \$3.00 per doz.; 5-in., \$4.50 per doz.; carefully packed. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Begonias, large leaved, in variety, 2½-in., \$8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese Lily. Write for prices. American Bulb Co., 172 Wabash Ave., Chicago.

Bulbs. Fancy leaved caladium, mixed colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size.	Diameter	Per 100	Per 1000
1½ to 1¾-in.		\$ 6.00	\$ 50.00
1¾ to 2-in.		8.00	75.00
2-inch and up		15.00	125.00

Satisfaction guaranteed.

SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CANNAS.

25,000 CANNAS.

2 and 3 eye; all plump.

	100	1,000
King Humbert	\$5.00	\$45.00
Yellow Humbert	5.00	45.00
Pennsylvania	3.00	22.50
Gustav Gumper	3.00	22.50
Indiana	3.00	22.50

BREEZY BLUFF FLOWER FARM
Oklahoma City, Okla.
R. F. D. 9, Box 214.

100,000 CANNAS. 2 and 3 Eye.
King Humbert, \$3.00 per 100, \$25.00 per 1,000. Richard Wallace, \$1.75 per 100, \$15.00 per 1,000. Cash. BUSHY FLOWER GARDEN, Bushy, Va.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Winter's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1,000
Matchless	\$4.00	\$35.00
Miss Taco	4.00	35.00
Nebraska	5.00	40.00
Winsor Cerise	4.00	35.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00
Thenanthos	5.00	40.00

Cash with Order.
PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1,000
Mrs. C. W. Ward	\$3.50	\$30.00
Matchless	3.50	30.00
White Enchantress	3.00	25.00
Pink Enchantress	3.00	25.00

WIETOR BROS.
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100, \$45.00 per 1,000. Orders filled in rotation as received. Montgomery Gardens, Sac City, Ia.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100, 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

Coleus, mixed brilliant colors, 3-inch, per 100, \$5.00; 2½-in., per 100, \$4.00; pink Trailing Queen, 2½-in., per 100, \$4.00. G. S. GREENHOUSES, Glenwood, Ill.

COLEUS. Assorted 2-in. well rooted, \$2.50 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonaffon, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1,000. December Beauty, \$45.00 per 1,000. Rosanda, White Surprise, Muskoka, Orange Queen, Thanksgiving Pink, \$10.00 per 100. Caprice, Carmelite, Katherine Thompson, Mrs. Greening, Yellow, Lilac, White, Dr. Printemps, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke Billie Burke, \$8.00 per 100. Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.

ELI CROSS,

150 Monroe Ave. Grand Rapids, Mich.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery

	100	1,000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Oconto (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seidewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

	100	1,000
L. Doty (light pink)	\$3.00	\$25.00
Buckingham (pink single)	3.00	25.00
Angelo (fine early pink)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock ready for immediate delivery.

	100	1,000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	6.00	40.00

PETER REINBERG, INC.
Wholesale Florists.
30 E. Randolph St. Chicago, Ill.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co. Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CINERARIA.

Cinerarias in bud and bloom; clean, strong plants, 5-in., 45c; 2½-in., \$6.00 per 100. G. S. GREENHOUSES, Glenwood, Ill.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$90.00 per 1,000. 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. **LYNDHURST FARM, INC.**
First Road, N. J.
Hammonton,

FERNS.

Hardy Ferns at wholesale prices:

	10	100
Evergreen and Marsh shield ferns	\$1.00	\$ 8.00
Maidenhair and wood ferns	1.00	9.00
Goldiana and Ostrich ferns	1.20	10.00
Cinnamon and interrupted	1.30	12.00
and 11 other varieties. Illustrated descriptive list mailed free, 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK , Ferndale, Askov, Minn.		

BOSTON FERNS.
Good, strong bushy stock.

5-in.	\$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsa, Md.

Table ferns, standard varieties, 2½-in., \$5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

FEVERFEW.

FEVERFEW. 2-in., \$4.00 per 100. Cash. **JOSEPH BANCROFT & SON**, Cedar Falls, Ia.

GLADIOLI.

BARGAINS IN GLADIOLI
Halley, sizes 1¼ to 2½, \$19.00 per 1,000; Ida Van, 1¼ to 2½, \$20.00 per 1,000; Mrs. Frances King, 1¼ to 2½, \$20.00 per 1,000; Mrs. Watt, 1¼ to 2½, \$19.00 per 1,000; Panama, 1¼ to 2½, \$23.00 per 1,000, Primulinus, mixed, 1¼ to 2½, \$15.00 per 1,000; Primulinus, mixed, planting stock, ½ to ¾-in., \$5.00 per 1,000; Primulinus, mixed, bublets, 60c per qt., \$14.00 per bu.; Halley bublets, 75c per qt., \$16.00 per bu. First class stock. Cash with order.
KARL E. SCHMIDT
27 Frances St. Auburn, N. Y.

GERANIUMS.

GERANIUMS. 2½-in. pots, S. A. Nutt, Buchner, \$6.00 per 100, \$50.00 per 1000. Richard Poitevine, Hill, Presilly, Viand, Mad. Barney, Landrey, etc., \$7.00 per 100; \$65.00 per 1000. **ROMAN J. IRWIN**, 43 West 18th St., New York.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Vlaud. Good short jointed plants. 2-in., \$3.50 per 100; \$35 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. **ALBERT M. HERR**, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

HYDRANGEAS.

HYDRANGEAS
Field-grown, one-year old, in the following varieties and sizes:
Henry Lambert, Wm. Pfitzer, Lily Moullere, Mme. Petrick and Mme. Riveraine.
3 to 6 branches.....35c each
6 to 9 branches.....40c each

ANTON SCHULTHEIS
316 Nineteenth St. College Point, N. Y.

IMMORTELLES.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. C. J. Speelman & Sons, 470 Greenwich St., New York.

IRISES.

IRISES.
Eighty-seven varieties, true to name; nice young stock, special prices, write for list. **GILBERT H. WILD**, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100, \$25.00 per 1000; 3-in., \$3.75 per 100, \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500, \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

NURSERY STOCK.

10,000 Water Oaks, all sizes; 1,000 Oriental Plane, 12-ft. up; 650 Deutzia, 4 to 6 ft.; goodly number Weigella, Forsythia, Althea, Spirea, Magnolias, Conifers; 150 Purple Lilac; 50,000 Amoor River Privet, (south), 2 to 3 ft. All this stock is ready to ship. Will make attractive prices for spring delivery. Satisfaction guaranteed. **THE CURETON NURSERIES**, Dept. 54, Anstell, Ga.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-8 ft., 6-8 ft., 8-10 ft., 10-12 ft. Grape Vines, 1 and 2-year; Spirea Van Houttel, 12-18 in., 18-24 in., 2-3 ft., 3-4 ft. Write for prices. T. W. RICE, Geneva, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

Select Giant Flowering Pansy seedlings, 40,000 now ready, per 1,000, \$4.00; 4,000, \$15.00; prepaid. **HILLCREST GARDENS**, Albert Lea, Minn.

PELARGONIUMS.

Pelargoniums, Easter Greeting, Lucy Becker, Joy, three best sellers for Easter and spring sales. Strong, clean stock, 2½-in., \$8.00 per 100; 4-in. Greeting, strong spaced plants, ready for 6-in., 20c. Cash. Satisfaction assured. O. B. ULERY, 1325 Maiden Lane, Springfield, O.

PRIMULAS.

Primula obconica, 2½-in., good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-in., at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in. \$5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

PRIVET.

Amoor River Privet, (South), one-year, very fine, 2-3 feet, \$30 per 1000; 3-4 feet, \$40 per 1000 in car lots or less. California Privet, one-year, very fine, 2-3 feet, \$20 per 1000. Crepe Myrtle, deep red and purple, one-year, 18-24 inches, \$50 per 1000; 12-18 inches, \$40 per 1000. No finer stock grown. **THE S. R. MCKEE ROSE GARDENS AND NURSERIES**, Jacksonville, Tex.

PUSSY WILLOWS

Pussy Willows for Forcing. Select stock, full of buds, \$1.00 per 100, \$8.00 per 1000. L. MOSBACK, Askov, Minn.

ROSES.

ANGELUS
The Sensational White for 1922. Order now for March delivery.
Prices will be:

Grafted.	Own Root.
100.....\$ 42.50	100.....\$ 35.00
1,000..... 375.00	1,000..... 300.00
2,500..... 912.50	2,500..... 725.00
5,000..... 1,750.00	5,000..... 1,375.00
10,000..... 3,350.00	10,000..... 2,600.00

CHARLES H. TOTTY CO.
Madison, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

ROSE PLANTS—2½-INCH
Large Stock—None Better
Columbia\$9.00 1000 \$35.00
WIETOR BROS.
Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEEDS.
New crop, live vigorous seeds, of Nanus type. Will make quick-growing, profitable plants. Satisfaction guaranteed. Immediate delivery.
1,000 seeds\$ 1.50
2,000 seeds 2.50
5,000 seeds 5.50
Per pound 12.50
ASPARAGUS SPRENGERI SEEDS.
1,000 seeds\$1.00
2,000 seeds 1.75
5,000 seeds 5.00
Per pound 7.00

SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

Established in 1856. Seeds suitable for the most critical market garden trade. Submit your list of requirements. We will return with special prices.
GREGORY'S HONEST SEEDS
Wholesale Dept.

Marblehead, Mass.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000.
S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Salvia, new crop. Petunia, new Giant Ruffled. For varieties and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

SEEDS.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verberna in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.



Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS. Fine flower; pansy a specialty. Write for catalogue. Frederick Roemer, Quedlinburg, Germany.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

SEEDS.

Seed. New crop Asparagus plumosus Nanus, per 1,000, \$4.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

STOCKS.

Stocks. Beauty of Nice, 2½-in. pots, \$7.50 per 100, \$65.00 per 1000. White, lavender, shell-pink, rose-pink, lilac and purple. ROMAN J. IRWIN, 43 W. 18th St., New York.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClennahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

VINCAS.

Vincas, variegated, bushy, 2-in., \$4.00 per 100; 4-in., \$12.00 per 100. Carefully packed in corrugated cartons. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. DE WITT SISTERS, Feather flowers exclusively. Battle Creek, Mich.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices, DAVIS-JOLIET CO., Davenport, Iowa.

Glass Cloth. A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Bladen, Neb.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$3.50. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1000; 3000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3000 for \$1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

GREATEST FERTILIZER ON EARTH.
No. 1 Canadian unbleached hardwood ashes with a kick in them. For gardens, lawns and flowers. Do not take some other fertilizer just as good from your dealer. If he does not keep them in stock you can be the agent for them and make \$10.00 a ton by selling them to your neighbors for \$2.00 per 100-lb. sack. Send me your order; I will deliver them to your railroad station, all charges paid, for \$30 a ton.
GEORGE STEVENS,
Peterborough, Ontario, Can.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 132 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kind of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouses. Estimate, plans and information gladly given. Write us for catalogue. King Construction Co., North Tonawanda, N. Y.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 S. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Aphine, \$1 per qt., \$2.50 per gal. Fungine, \$1 per qt., \$3.50 per gal. Vermine, \$1 per qt., \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

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STOCK IS MORE PLENTIFUL.

Flowers, which have been somewhat scarce the last few weeks, are coming in more plentifully now including spring flowers, such as jonquils, freesias, calendula, hyacinths, narcissi in cut flowers, and in plants, cyclamens, primulas, lily of the valley, narcissi, both in white and yellow. Roses are still somewhat shy, but are coming in better and promising more in the near future. The crimson carnation is plentiful and as a valentine flower is a prime favorite. Violets are scarce and dealers who once grew them by the thousands are now having them shipped in from New York. They arrive in the best of condition, still retaining their delicate perfume. They have good sales for them. Trade has been good, a miscellaneous call including corsages, funeral work and cut flowers, complimentary boxes for infirmaries and hospitals. Prices are about as usual, roses still retailing at \$4 to \$8 per dozen.

NOTES.

Harold Joy and wife have returned from an extensive and prolonged trip to northern and eastern cities, taking in all the conventions and society meetings while away.

The Joy Floral Co. is receiving a good variety of stock and have been able abundantly to supply their branch houses at Chattanooga, Tenn., and Atlanta, Ga.

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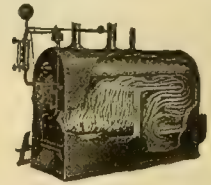
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The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.
Fifth National Flower Show.
The Fifth National Flower Show will be held
at Indianapolis, Ind., March 25 to April 1, 1922.

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SUGGESTIONS FOR PLANT GROWERS.

Early Annuals.
During the warm days of June the carnations deteriorate very rapidly and there is often a great need for some flower to take their place, and an early bench of asters is a great boon at such a time, especially for those who have a good call for funeral work. Seed planted during February and grown in pots or flats until after Easter can be then transplanted to the benches in which the Easter crops are grown and they will be in bloom at the time when most desired. A good strain of early flowering varieties, either Comet or Victoria, should be selected and with good care a paying crop is assured. A sowing of candytuft by March 1 will also produce plants that can be benched after Easter in the same manner and a good cut for Memorial Day be had. The strains of White Giant candytuft now offered make splendid spikes for the filling in of sprays at that great flower day. There are many annuals that can be grown for early spring blooming that are greatly appreciated by the trade, among which might be mentioned calendulas, nasturtiums, scabiosa, sweet sultans and bachelor's buttons.

Dahlias.
The forcing of early dahlias has been practiced successfully by growers the last few years, and roots started at this time will produce flowers for Memorial Day and during June. A good, deep bench, in a house not too warm, should be selected, and while the plants are great feeders in the open ground, it is better not to have the soil too rich in the houses, for the plants grow very tall inside, and with a rich soil make a strong, rampant growth, which will not bloom as early. They can be fed when the buds begin to form by giving them a mulch of half-decayed manure, which will materially assist the flowering and will also provide a covering that will prevent evaporation. They will require but little attention except that long,

strong stakes will be necessary to keep the plants growing erect, to which they should be firmly tied, and then disbudded to produce the better blooms. Any varieties of which it is desired to increase the stock can be planted in the house and the young growths made into cuttings, which root easily at this time.

Cannas.
One of the most decorative beds for summer, especially if it is of large size, is a bed of blooming cannas, for they are very showy and will bloom throughout the summer until frost cuts them down, and the varieties have been greatly improved during the last decade. To make the best showing the plants should be started early enough to have good, strong stock at bedding-out time in May and June. The plants should be started by March 1 and now is the time to procure stock of varieties of which the grower is short or which he has not on hand. The clumps when removed from the winter storage should have all the old soil shaken off, the dried-up stalk and roots cut away. They are then cut up into small pieces and if the stock is plentiful two or three eyes can be left to each piece, but where stock is short they are cut up to single eyes, although with single eyes many weak plants will be produced. Often the clumps have started into growth and where this has happened the eyes should be sorted, those already started being planted together and the dormant eyes by themselves. Have boxes all ready and place an inch of soil on the bottom and then place the divisions on this closely together and cover with light, sifted soil and then water thoroughly. Keep the varieties separate and properly labeled each box to contain but one kind and the name plainly marked on the box, for labels are often lost or misplaced. Place the boxes in a warm location—where hot water heating is used they can be placed on the return pipes. In two or three weeks the plants will have made sufficient roots

to be placed in 3½ or 4-inch pots, when they can be grown on in a house with a temperature of 50° to 60°. In planting cannas outside it should always be remembered that they are very tender and should not be set out until all danger of late frost is past.

Stocks.

The demand for flowers at Memorial Day is in many cases for bunches or sprays to lay upon the graves of the departed relatives and friends, and as much show as can be made is often the object, therefore the grower must have a quantity of what are called the cheaper flowers, and stocks are one of the best at this time, for they are large and prominent, make up well in bouquets or sprays, and are quickly and easily grown. The seed should be sown early in February to be sure to have them in flower by the end of May. The seed germinates quickly and as soon as large enough should be potted. Many grow them in flats, but to have them early pot culture is better, for they do not receive such a severe shock when transplanted in the benches. The planting in the benches should be done in the month of March and the plants can be grown in two ways, to the single spike which will produce a much larger, handsome bloom, or eight to 10 lateral spikes. The former method allows of planting from three to four inches apart, while in the latter the plants should be set eight to nine inches each way. Growing the latter way, that is, to eight or 10 spikes, is the culture most often practiced, and in order to cause the plant to branch as soon as the terminal flower forms it is rubbed out, and the laterals will grow at once. To have these laterals in bloom for Memorial Day the terminal bud should show by the last of April, which will allow about four weeks for the growth of the laterals and the finishing of the bloom. Constant fumigation will be necessary to keep the plants clean of aphids, which very rapidly accumulate on the succulent growth unless kept in check.

Iris Tingitana.

When this beautiful iris was first introduced and forced for cut flowers, it produced a great sensation, the flowers selling in the market as high as \$1 each. It was eagerly sought by all growers of novelties and bid fair to become a standard flower, when along came the quarantine forbidding its importation and it had to be dropped from the list.

It was then taken up by growers in California who had made such a success of freesias and who believed they could do this and other varieties of iris successfully. The experiment proved a success as from the start the plants made a fine growth, forming bulbs of good size and solidity. Then a serious mistake was made in trying to market the stock too soon, which was partly due to the eagerness of the eastern greenhouse men to take chances on the new stock before the bulbs were fully matured or properly cured for shipment.

California grown freesia passed through the same series of unsatisfactory results when it was first introduced, but as soon as the bulbs were allowed to fully mature and become properly ripened, they proved to be better than the French grown stock and entirely replaced them in the market. In passing it may be news to many to know that the field crops of freesias were very badly frozen during

the recent cold spell in California when the thermometer registered as low as 12 degrees of frost; also that callas were cut to the ground, which is likely to affect the supply of these stocks for the coming season.

BULBS SHOULD FLOWER IN FIELD.

Several of the principal California growers of iris have recently visited the Holland and French centers, where a specialty of this plant is made, to learn all they possibly could about the proper time for lifting, ripening and curing the bulbs and all other data that would enable them to produce 100 per cent flowering stock. It was found that no bulb that had not flowered in the field was strong enough or capable of producing or could be forced into flower in the greenhouse. The fault is not always with the bulbs, as growers for the market are so anxious to get



Iris Tingitana
Flowers Six Inches in Diameter.

the early prices that they force the stock too rapidly which is something the iris will not stand. It must be grown cold and brought on gradually for the best results.

Experiences of growers who have this season handled the California grown bulbs differ materially. One who forced 5,000 bulbs did not get 25 flowers; another who had planted only 1,000 had cut over 200 flowers up to February 15 with a good many more showing, but the quality was not nearly as good as that of the imported stock which he formerly had handled in considerable quantities. The experience of another grower who had 1,000 bulbs was that he planted 500 as soon as they came in and the others about six weeks later. The first lot produced him no bloom at all while the second forcing was giving him quite a satisfactory lot of flowers, which would seem to show that the bulbs required a longer period of rest.

Reports from California are that the growers have learned considerable in the past two years, particularly as to the ripening of the bulbs, which are to remain longer in the ground before lifting and that the stock which is gaining in size each year will be so graded that only plump solid bulbs, each sure to contain a flower will be sent out.

Are Plant Exports in Danger?

The federal horticultural board, through the enforcement of Quarantine No. 37, forbidding the importation of large classes of plants and plant products from nearly all foreign countries is seriously endangering our exports of fruits and cereals, according to John Kingdon Smith. Although the board attempts to justify its action by pointing out that most European countries at one time or another had or still have laws on their statute books prohibiting the importation of living plants from the United States, it is well to explain that such laws were enacted during the time that a very dangerous, virulent vineyard disease, phylloxera was prevalent. After the epidemic, which originated in California, the quarantine laws in Europe were allowed to become non-operative. The difference between the board's Quarantine No. 37 and European action in such matters is clearly pointed out by Mr. Smith, who shows our quarantine laws are directed at latent insect pests and diseases while Europe sought only to prevent the spread of a specific epidemic. He considers as ridiculous the board's contention that America is more susceptible to foreign infestations than Europe is to our native plant pests.

It is a matter of common knowledge in European and American horticultural circles that Quarantine No. 37 is responsible for the almost complete extinction of the Belgian plant industry and for the serious crippling of Dutch, French and English plant exports to the United States. Much bitterness is being kept alive in the affected trade centers abroad, not only by what has been done by the board but also by our threatening attitude to what little foreign plant products is still permitted to be imported here. Retaliation is being spoken of in more than one country today and England recently instituted a mild form of protective action to begin with.

In conclusion, Mr. Smith believes the sooner we announce the return to pre-war conditions to cover plant imports the quicker we will remove the precedent, which may at any time be used against us. Without exports we do not need one-half of the crops grown in this country at present, but by encouraging our foreign customers to send us their products, under our pre-war protection laws, we may continue to sell them our surplus.

National Publicity Campaign.

SUCCESS.

A short time ago in listening to an address we were somewhat affected by the remark of the speaker, who said: "Success is not made by laying awake at night, but by keeping awake in the day-time." Then and there we were reminded how much this statement pertained to the business we all love so well, and yet do so little toward elevating our standards as do other lines.

We can give much credit, however, to the progress made during the last few years in our industry, compared with former years, and what it amounts to we will leave to your own imagination. Such being the case, is it not worth while encouraging others so that more success and more progress will come in like proportion? Does this success not deserve keeping awake in the day-time? And if so, surely the evidence will be forthcoming. What the need is we will leave to the conscientious thinkers who ultimately reap the benefits.

HENRY PENN, Chairman,
National Publicity Campaign.

Society of American Florists.

FIFTH NATIONAL FLOWER SHOW.

Practically all the trade exhibitors who had reserved space in the National Flower Show to have been held in Cleveland, O., have arranged to sign contracts for similar space areas in the show now to be held in Indianapolis, March 25-April 1, and many have increased their reservations.

A. L. Randall Co. of Chicago, have arranged for an exhibit to be made on an unusually large scale. They will make a wonderful display, planning to exhibit a complete flower shop, with all up-to-date fittings and accessories, such as refrigerators, display racks and cabinets, in fact, everything to be found in a fully complete establishment.

The auxiliary building at Indianapolis, in which will be staged exhibits of purely a trade nature, affords excellent facilities for fine displays, and those in charge of them will not be hampered by visitors from the ranks of the public, only those connected with the trade being admitted to the building. All of the supply houses will be represented in this building, and florist visitors will find the latest novelties in ribbons, baskets, pottery, and the hundred and one things necessary in floral work, and other supplies and auxiliaries interesting only to the trade, both growers and retailers. It will pay anyone catering to the florist trade to make an exhibit in this section, as indications are that there will be a record-breaking attendance of florists from all sections of this country and Canada.

The secretary is now in Indianapolis, with headquarters at the Flower Show Executive offices, Chamber of Commerce building, where he will be pleased to make space reservations, and furnish any information required in regard to the show. Floor plans of both the Manufacturers' building, where the competitive exhibits and such other exhibits as are of interest to the general public will be staged, and the Convention Hall building, where the distinctly trade exhibits will be located, are about ready for issue; but prospective exhibitors need not wait to receive them as all space locations are choice and mutual interests will be well served by immediate communication with the secretary at the Indianapolis address given.

The final schedule of premiums is now in press, and its distribution will be hurried as much as possible. There is little or no change in the classes forming the plant section, as set out in the preliminary schedule; and the added classes covering the cut flower section have had generous premiums set over to them.

The National Flower Show committee finds plenty of assurance that there will be no dearth of entries in the competitive section, in fact, the prospects for a full show appear to be just as good in Indianapolis as they ever were in Cleveland. The Indianapolis florists are working like the proverbial beavers for the success of the show, and they have the backing of all the commercial and municipal bodies of the city all anxious for the same success. Indeed, it may be said that public interest in the show is state-wide from the governor down. It is a matter of pride to the whole community to have such a splendid exposition staged in their midst, and this feeling adds not a little to the prospects for a complete financial success of our undertaking.

JOHN YOUNG, Sec'y.

MIAMI, FLA.—Victor Abel, longtime florist and plantsman here, languishes in the county jail on a bigamy charge by wife No. 10.



IRIS TINGITANA.

With Acacia Pubescens and Orange King Calendulas in Japanese Basket.

Fifth National Flower Show.

PRESIDENT PENNOCK'S MESSAGE.

In a letter dated February 17, received from Irwin Bertermann, executive chairman of the local National Flower Show interests in Indianapolis, he is very enthusiastic indeed about the forthcoming National Flower Show, and says that—"The whole city and state have swung to our assistance. I have as yet to find one person who will not commit himself to this end. The National Flower Show is already a success, as stated above, provided the florists themselves are loyal to their own institutions and to their own welfare."

This is certainly fine, and presages a successful show; and quoting still further from Mr. Bertermann's letter—"The success of the Indianapolis show is practically assured, so far as attendance is concerned." This has bothered us in other shows, wondering whether the attendance would be big enough to make the show a financial success. With this an assured fact, the thing now is for each and every florist in every part of the United States and Canada to hold their end up as to exhibits, whether they be large or small, from every grower who has the business and the National Flower Show at heart. We are sure to have one of the most wonderful and successful shows ever staged in this country, so

I am appealing to every member of the trade to exhibit, and as I said above, even if it is small, we want the small exhibitor as well as the large.

Our business is in very much better shape than many other lines of trade, and with the continual advertising which we are getting, the National Flower Show is one part of this publicity. Bigger and better business is our slogan, and by these individual efforts we will be helping an enterprise of this kind along and boosting our own business at the same time.

EXECUTIVE CHAIRMAN BERTERMANN.

It is a pleasure to be able to state to the florists of the country that the Fifth National Flower Show will be held in two modern buildings in the finest residential portion of Indianapolis; that the whole city of Indianapolis, Chamber of Commerce, clubs and organizations are lending their assistance, and that the population of the numerous prosperous cities of Indiana and surrounding states will lend their aid with a huge attendance.

It is therefore fitting and appropriate that the florists of the country extend even greater efforts than they had in mind for Cleveland to stage the most wonderful show ever arranged for, so that our national exhibition will be the tremendous success it is intended to be.

It is also a pleasure to state that the committees of Indiana boys are a splen-

did lot and in full accord and with but one purpose, a successful outcome.

FROM OUR OWN CORRESPONDENT.

When the Fifth National Flower Show opens in Indianapolis, March 25, it will be a larger and more beautiful exhibit than had been planned originally for Cleveland, in the opinion of Irwin Bertermann, of Indianapolis, who is vice-chairman of the National Flower Show committee and local executive chairman of flower show interests in this city.

"We have yet to meet with our first refusal from anyone whom we have asked to serve on committees, or to assist in making arrangements for the show," said Mr. Bertermann, in discussing the progress being made by the various sub-committees which have been appointed to perfect the arrangements for the Indianapolis show. With many exhibitors seeking a greater amount of floor space than they had originally planned to use at the Cleveland show, and with a greater combined floor space in the two buildings which will be used for display, than would have been available in Cleveland, the prospect is that the show will assume even greater proportions.

Sixteen sub-committee heads have been named by Mr. Bertermann, and these chairman have, in turn, selected the full personnel of their committees. John Young, secretary of the Society of American Florists, will arrive in Indianapolis, Thursday, February 23, from New York, and from then on until the time for the exhibition to open will devote his time to the perfection of details for the flower show. Word has been received from Herman P. Knoble, of Cleveland, a member of the National Flower Show committee, that he will arrive in Indianapolis on the same day with a list of Cleveland exhibitors. E. H. Mann, of Richmond, Ind., chairman of the out-of-town exhibits committee, is making a tour of the upper Ohio region, and the territory around Pittsburgh, Pa., for the purpose of lining up all of the large florists in those regions.

With the addition of a number of exhibitors from Indiana who had not planned to enter the Cleveland show, the list of exhibitors is being constantly augmented. W. J. Keimel, president of the Chicago Florists' Club, has promised the largest delegation of florists that have ever left Chicago, for the Indianapolis show. The A. L. Randall Co., of Chicago, has arranged to install some large electric fountains for the exhibition. One of the features of the show will be a model flower shop. Arrangements have also been made for the Florists' Telegraph Delivery Association, with headquarters at Detroit, to have a full exhibit.

The transportation committee has announced that steam roads will permit one and one-half single fares for the round trip for florists coming to the show from any point in the United States and Canada. Indiana interurban lines will sell round trip tickets to Indianapolis during exhibition week on the basis of one and one-half times the single fare. It seems probable that a similar reduction will be granted by steam lines.

In considering means for making the show a success from a practical standpoint, the National Flower Show committee determined to select the men available for the direction of the exhibition and for the management of publicity. In line with this Claude Wallin was selected as director, and Fred Millis was chosen to handle publicity. Both are well known Indianapolis men and recognized experts in their line. Mr. Wallin served as director and Mr. Millis as publicity manager

for the Indianapolis Industrial Exposition, held in October, 1921. The exposition lasted five days, during which 150,000 people from all parts of the state poured into the exposition building, far exceeding the most sanguine expectations of the promoters.

The fact that the floral and trade exhibits will be separated at the National Flower Show has many distinct advantages which were never possible before. The floral displays are to be set up in the Manufacturers' building at the Indiana state fair grounds, while trade exhibits will be placed in the Woman's Art building, which adjoins the Manufacturers' building. A canvas aisle will connect the two buildings. Both the Manufacturers' building and the Woman's Art building are of recent construction and will be admirably adapted to the exhibitions. In the Manufacturers' building 60,000 square feet of space will be available for exhibits.

Indianapolis being practically at the center of population of the United States gives it an unequaled central location. Sixty million people live within 24-hour railroad service, and 1,500,000 within a radius of 60 miles. Seventeen railroad lines and 13 interurban lines center at the exhibition city. A transportation committee consisting of railroad officials as well as florists is working out plans for the speedy and efficient handling of exhibits, and is preparing information for the use of exhibitors regarding the best ways and time of shipment.

The date set for the opening of the show coincides with the opening of the spring vacation of Indiana schools. Teachers from every part of the state will be in Indianapolis for the teachers' institute, which will be in session for several days. With reduced rates on interurban lines already announced and equal reductions likely to be effective on steam roads, thousands of school children will come with their parents for the flower show, which will prove a drawing card of far more than usual interest.

Indianapolis, apart from the flower show, has many attractions to offer the visitor. On the outskirts of the city is the motor speedway famous for the 500-mile International Sweepstakes Race which is run annually. Fort Benjamin Harrison, one of the largest army posts in the United States, adjoins the city. It now serves as headquarters for the Fifth Army Corps. In the center of the city stands the soldiers' and sailors' monument, which as an example of colossal sculpture is unsurpassed. This civil war monument is second in height only to the Washington monument.

The newly finished city library, erected on land given by James Whitcomb Riley, is one of the finest buildings of its kind. The John Herron Art institute ranks high among such institutions. Seven hundred and eighty-six different products are manufactured in the city. Six theaters and 55 motion picture houses offer varied amusement. There are 51 hotels, which offer splendid accommodations to the visitor.

LOCAL COMMITTEES.

Admission—Charles G. Pahud, chairman; John Bertermann, Jack Marer, Wallace O. Lee, A. D. Warren, Frank E. Rieman, Robert J. Branhan, Sol Schloss.

Information—Oscar G. Carlstedt, chairman; E. G. Hill, J. L. Grande, John Kilcoyne, Robt. Kiefer, John Heidenreich, Arthur Heidenreich, Wm. F. Roepke, Herbert Tons, Wm. G. Fox, Joseph Moch.

Concessions—Lennis S. Elder, chairman; Brandt C. Downey, Robt. Ellis, E. A. Nelson, E. A. McKernan.

Exterior Decorations—Walter Bertermann, chairman; Herman Junge, John Rieman, Arch V. Grossman.

Interior Decorations—H. L. Wiegand, chairman; C. M. Balluff, Theo. A. Dornier, W. W. Coles, C. S. Barnaby.

Lectures and Schools—E. E. Temperley, chairman; Benj. J. Burris, E. U. Graff, Miss Elsa Huebner, Mrs. E. C. Rumpfer, Dan Bash, Mrs. John Downing Johnson, J. Edgar Stuart.

Local Exhibits—Henry Rieman, chairman; Mayor Samuel Lewis Shank, Charles A. Bookwalter, John Hartje, John Grande, Sr., Bert C. Hitz, Frank C. Jordan.

Music—L. E. Hitz, chairman; Dr. Harry G. Hill, Mrs. Lafayette Page, Mrs. Geo. B. Wiegand, Mrs. A. F. J. Baur, Anders Rasmussen.

Nurserymen—Harry Hobbs, chairman; Ed. George, Houston Tall, Prof. Lawrence Greene, James H. Lowry, Prof. B. H. Ries.

Out of Town Exhibits—E. H. Mann, chairman; Joseph Kohout, Roman J. Irwin, A. M. Campbell, W. A. Rowe.

Printing—O. E. Steinkamp, chairman; G. R. Gause, Harry Pahud, C. H. Schwomeyer, Carl Sonnenschmidt.

Retail Exhibits—Edwin Morner, chairman; Fred E. Dornier, Morris Marer, Otto Laurenz, David Kelly, C. L. Niednagel, Chas. L. Frank, Wm. H. Blackman.

Special Premiums—Fred H. Lemon, chairman; Alfred Pochelon, David Geddes, Fred Lautenschlager, James A. McLaughlin, David Vesey, Fred G. Heinel.

Special Features—Clarence R. Greene, chairman; Roltare C. Eggleston, Governor Warren T. McCray, Col. John B. Reynolds, Mrs. Hugh McK. Landon, W. J. Hasselman.

Staging Committee—George B. Wiegand, chairman; George Asmus, Arthur Herrington.

State Conservation—Richard Lieber, chairman; W. A. Guthrie, John W. Holtzman, Frank N. Wallace, Geo. N. Mannfeld, George Berg, Harry F. Dietz, Dr. Frank B. Wynn, Miss Ida Anderson, Miss Lucy Campbell, Miss Mary Phinney.

Transportation—Joseph A. McGowan, chairman; J. W. Gardener, F. B. Humston, Bert Weedon, John S. Naughton, L. B. Jay, R. C. Fiscus, J. M. Morissey, Charles Zoller, F. V. Martin, N. L. Bassett, Edgar Harrison, Thomas Gore, John W. Quill, W. J. Smith.

M. M.

ALLENTOWN, PA.—John E. Horn & Bro. recently moved its flower shop from 20 North Sixth street into more commodious quarters at 32 North Sixth street.

VIRGINIA, MINN.—The new greenhouses of North Side park were recently completed and will be used to grow plants for the local parks and boulevards.

MILWAUKEE, WIS.—John C. Arnold, who has been residing in Texas for the past year, has purchased the Bell Flower Shop, formerly owned by him, and will continue the business.

MORGANTOWN, W. VA.—Earl McCay opened an up-to-date flower shop at 220 Wall street, February 11. Mr. McCay was formerly in charge of the floral department of the Sturgiss Pharmacy, this city.

NEWARK, O.—The Ankele Floral Co. was recently organized here by John M. Ankele and his two sons, Carl J. and Alfred A. Ankele. The new firm will build greenhouses at an early date and will engage in both the wholesale and retail business.



Claude Wallin.
Exposition Director.



Irwin Bertermann.
Vice-Chairman National Flower Show Committee



Fred Millis.
Publicity Director.

SOME LOCAL LEADERS IN INDIANAPOLIS NATIONAL FLOWER SHOW MANAGEMENT.

New York Spring Show.

GRAND CENTRAL PALACE, MARCH 13-19.

At this time a little less than three weeks from the opening date, arrangements for the New York Spring Show are practically completed. The members of the flower show committee, resting from their labors covering several months, are congratulating themselves upon having projected a show which shall not only equal the finest exhibition hitherto staged in the Grand Central palace, but in many respects will eclipse the record.

Manager Arthur Herrington's plans show a material change in the layout of the exhibition, a change which will increase the picturesque effect considerably. There are to be five big groups, or gardens, four of them in locations similar to those set apart for the grand displays at the last show.

The exhibitors will be F. R. Pierson, Tarrytown, N. Y.; A. N. Pierson, Inc., Cromwell, Conn.; Bobbink & Atkins, and Julius Roehrs Co., Rutherford, N. J. The fifth large exhibit is to be staged by Wadley & Smythe, New York, and will be centrally located, the layout including a formal garden with walks lined with orange trees. Last year there were only four large groups.

In the final schedule of premiums sent out a week or two ago it was erroneously due to a misunderstanding, mentioned that in addition to the special gold medals to be awarded in the big group class, the Garden Club of America offered a gold medal for the most artistic and practical exhibit in the class. The garden club does offer a gold medal, but it is to be awarded for the most artistic and practical exhibit in the show. Exhibitors will please take note of this correction. It is expected that all other large exhibit classes will be well filled. In fact from a survey of entries assured, there will not be a foot of space available for such exhibits unfilled.

There will be two stagings of cut roses during the week of the exhibition, one on Tuesday, March 14, the other on Friday March 17. This is to insure that the public always greatly interested in roses shall have flowers in good condition to view throughout the show. The big displays of cut roses to cover each 300 square feet of space will be staged on Wednesday, March 15.

Carnations, in all the classes set apart for them, will be staged on Thursday, March 16. Sweet pea day will be March 17. All plants, both flowering and foliage, including roses and orchid plants, will be staged on the first day, March 13.

Table decoration classes will have their stagings on five days this year, leaving out Tuesday and Sunday, but there are no competitive classes for commercial exhibitors.

A. Frylink & Sons, Sassenheim, Holland, who offer prizes in Class 168 of the final schedule, have amended the class description to read as follows: Collection of tulips and narcissi, 12 flowers in a vase; 12 varieties single early tulips; 12 varieties Darwin tulips; 10 varieties Breeder tulips; narcissi, 12 varieties Trumpet daffodils; 12 varieties cup or crown narcissi (varieties Incomparabilis, Barri, Leeds and Poeticus). First prize, \$75; second prize, \$50; third prize, \$25.

An important feature of the show will be the section in which are the exhibits staged by the Garden Club of America. The club's classes are open only to its own members and members of its affiliating bodies but considerable competition is expected, and entries have already been received from distant points, including one from a club in Lake Forest, Ill. There are four classes to be filled, one covering a Japanese arrangement, another a miniature garden, a third a dinner table decoration, and the fourth a simple cottage or bungalow luncheon table decoration.

There will be a tea garden, as usual, conducted under the patronage of the Garden Club of America, for the benefit of the Girl Scouts, and the Virginia Day Nursery. In connection with the tea garden and in an adjoining room, will be held a fashion show, under the direction of Lucille, Ltd., opening at 3:30 and 4:30 o'clock every afternoon. Dancing will be a feature in the Fashion Show room every afternoon from 5 to 7 o'clock.

TRADE EXHIBITS.

The space set apart for trade exhibits has been well taken up, in fact, very little at this time being unreserved. Prospective exhibitors desirous of making reservations should make applications for space immediately, as every

available foot will be apportioned well ahead of the opening day.

The official programme is now in course of preparation, and it will prove to be of the usual high order of excellence. The secretary will be pleased to hear from horticultural supply houses who wish to be represented in the advertising pages of the book, a publication which is preserved by all who receive it as a work of horticultural reference.

TRADE TICKETS.

Trade tickets are now ready for distribution. They are supplied at the following rates: In quantities of 50 to 100, at 50 cents each, and in quantities of 100 or more, 40 cents each. These prices include the war tax and the price of the general admission, \$1, is printed on them. Purchasers of blocks of 100 or more will be entitled to a refund of the price paid for all unused tickets, a cheque for same being mailed after the show, as soon as ticket accounts can be determined.

Trade tickets are supplied upon application at the offices of the International Exposition Co., Canadian Pacific building, 342 Madison avenue, New York, and cannot be purchased elsewhere. Cheques must accompany all orders.

JOHN YOUNG, Sec'y.

MINNEAPOLIS, MINN.—O. H. Carlson is in California on a winter vacation.

DES PLAINES, ILL.—Henry Neve recently sold his greenhouses to M. J. Roeser, who will continue operation. Mr. Neve has purchased several acres of land.

DENVER, COLO.—The Roberts Rose Co. sustained a loss amounting to \$5,000, when fire damaged its greenhouses and delivery trucks and other accessories recently.

PANA, ILL.—Walter A. Amling recently completed seven new greenhouses, which will be planted to roses. The new additions give his establishment a total of 21 houses.

SYRACUSE, N. Y.—The Syracuse Pottery Co., 711 East Division street, recently purchased 80 acres of land near Amboy, N. Y., and will begin erecting a plant, early in the spring.

Commercial Flower Growers' of Chicago.

The monthly meeting of the Commercial Flower Growers of Chicago was held at the Randolph hotel. President Pearson in the chair, February 16. Before proceeding with the business of the evening, a fine dinner and entertainment, as provided by Paul E. Weiss, chairman of the committee, was enjoyed by the members. The application of Chas. McCauley, Geneva, Ill., was received and favorably acted upon by the membership committee and the applicant duly elected to membership.

President Pearson announced that the main topic of the evening was the advertising question, and after some preliminary remarks, introduced J. F. Ammann, of Edwardsville, who favored us with a splendid talk, giving the experiences and the results obtained of the various trade centers in conducting advertising campaigns. Mr. Ammann's remarks were interesting and instructive and a rising vote of thanks was extended him upon conclusion.

Among the communications received was one from the West Town Exposition, Inc., wherein they ask for our support in conducting a flower show in connection with the regular exposition. A motion prevailed that the Commercial Flower Growers of Chicago co-operate with that organization in staging a flower show at the Second Infantry armory, the week beginning March 27. President Pearson appointed Paul E. Weiss chairman of the committee to take this matter in hand, he to choose his assistants.

A further communication was received from J. F. Ammann, secretary of the National Flower Growers' Association, calling attention to Section 1 of Article 4 of the by-laws and requesting that a director be elected to represent our association on the board of the National Flower Growers' Association. Peter Pearson was elected to this office. George Harrer moved to provide an alternate, which motion carried and Otto H. Amling was elected to serve.

Many of the members took part in the discussion of publicity. The various speakers pointed out the necessity of pushing the sale of our product and all were agreed that the present funds were not adequate to advertise our product as it should be. W. J. Keimel moved that a rising vote be taken on the question of increasing the percentage of advertising assessment from one-half of one per cent to one per cent of the amount of the gross sales of each grower and that the retailers who are now supplying only a small part of the funds collected, be dropped from participation in the growers' advertising movement. Every grower present rose in support of this motion, which was declared carried.

It was decided to instruct the executive board of our association to draft amendments to the constitution and by-laws of our organization and that of the Allied Florists' Association to fit the change, also to meet with the board of directors of the Allied Florists' Association and to report the progress made at the next meeting of our association. It was decided to give the officers of the executive board a vote of confidence to proceed in our behalf.

Mr. Keimel, Mr. Ammann and others spoke on the advisability of employing a field secretary, who could give his undivided time to the ever increasing work of our association, and it was decided that the executive board be instructed to look around for a capable man for this work and report progress at the next meeting.

Jos. Kohout spoke for the Fifth National Flower Show, to be held at Indianapolis, March 25-April 1, and urged

all growers to stage exhibits. After the president had given his report of the proceedings of the Hartford, Conn., convention of the National Flower Growers' Association, January 26, the meeting adjourned.

OTTO H. AMLING, Sec'y.

New York Federation of Hort. Societies.

ITHACA MEETING, FEBRUARY 16.

The members of the New York Federation of Horticultural Societies and Floral Clubs met for luncheon at Forest Home, adjacent to Cornell university, Ithaca, February 16. Following the luncheon, a short business meeting was held, President F. R. Pierson in the chair, being one of the best and most enthusiastic the organization has ever held.

President F. R. Pierson of Tarrytown, N. Y., of the organization made a short address in which he praised the college, and recommended a closer affiliation between the trade and the institution, which would more strongly cement the friendship already existing between the floriculture department and the commercial men. He said that many florists formerly sneered at the college-trained man, but that the up-to-date instruction now being given, with its emphasis on practical application, was rapidly dispelling this view.

Secretary Arno H. Nehrling of the university read the minutes of the previous meeting and Treasurer W. A. Adams, Buffalo, reported that the organization was in a healthy financial condition. Dr. Earl A. Bates, of Ithaca, reported for the committee on horticultural building at the State Fair grounds, and President Pierson told of the progress of a resolution requesting revision of federal Quarantine No. 37. The question of holding a florists' gathering at Cornell university during the annual field days in June was also discussed and received favorable comment.

Prof. Edward A. White, head of the department of floriculture, was the first speaker. He welcomed the members of the federation to Cornell university and presented a brief account of the work of his department during the past year. He stated that the floricultural work of the institution was being built up very rapidly, and that the students now studying floriculture were of a very satisfactory type. He added that the department had gained very much in a practical way by the acquisition of Prof. Arno H. Nehrling, who joined the staff April, 1921, and who is in close touch with the field of commercial floriculture. The members of the federation expressed enthusiasm over the work of the college.

Charles Henry Fox of Philadelphia and Edwin Jenkins, of Lenox, Mass., were guests at the luncheon and both made short addresses. Mr. Fox gave his enthusiastic support to college training for florists, and put in a good word for the florists. Mr. Jenkins contrasted present conditions at the university with those of 10 years ago and commended Prof. White upon the great improvement which has taken place. He declared that not only should commercial florists come to Cornell, but that gardeners and owners of private estates ought to avail themselves of the instruction given here. He advocated regular visits to the institution at annual Farmers' Week.

Alexander Lurie, a graduate of Cornell, who has been in commercial work for some years, spoke in behalf of the college man. There were also a few words from W. F. Bultman, of Syracuse, N. Y. The meeting adjourned.

IN ATTENDANCE.

F. R. Pierson, Tarrytown.
A. H. Nehrling, Ithaca.
Charles H. Fox, Philadelphia.
Edwin Jenkins, Lenox, Mass.
Charles A. Stuart.
Alex Lurie, Ithaca.
Herbert W. Bool, Ithaca.
E. L. Stein, Syracuse.
David B. Murray, Ithaca.
Dr. Erl A. Bates, Syracuse.
William A. Hannell, Syracuse.
A. M. Fancher, Binghamton.
Fred A. Danker, Albany.
W. A. Adams, Buffalo.
Prof. E. A. White, Ithaca.
Clement G. Bowers, Binghamton.
H. S. Morgan, Auburn.
Thos. W. Quigley, Syracuse.
Austin W. W. Sand, Ithaca.
H. B. Hoffman, Elmira.
C. E. Hunn, Ithaca.
Dr. A. C. Beal, Ithaca.
G. E. McCoy, Chicago.
Mark Sullivan, Buffalo.
R. E. Christie, Ithaca.
Wm. E. Perkins, Fulton.
John F. Lake, Ithaca.
F. Scharound, Syracuse.
Werner F. Bultman, Syracuse.

C. G. B.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society was held at Glen Cove, L. I., February 8, President Wm. Milstead in the chair. A petition for active membership was received from Andrew Johnson, Roslyn, L. I. The dinner committee was given a hearty vote of thanks and discharged.

Frank Watson, Thos. Meech and Thos. Scott were appointed to judge the exhibits and their decisions follow: Jos. Bonhler, for six tomatoes, 1st; James McCarthy, for pot of *Primula malacoides*, 1st; Vase of sweet peas, Rose Queen, exhibited by Peter Smith, certificate of culture. The displays for the March 8 meeting will consist of 12 mixed roses, pot or pan of tulips and 12 carnations.

ARTHUR COOK, Sec'y.

Ontario Horticultural Association.

TORONTO MEETING, FEBRUARY 9-10.

The sixteenth annual convention of the Ontario Horticultural Association was held at the King Edward hotel, February 9-10, with an attendance of more than 300 delegates. After President Miss Mary Yates, Port Credit, had read her address, E. S. Archibald, Ottawa, presented a paper on "Soils and Fertilizers." Other interesting and instructive addresses read on the first day were: "A Provincial Horticultural Show," by J. E. Carter, Guelph; "Floral Adornment of a City and Railroad Right-of-Way by a Horticultural Society," by Dr. F. E. Bennett, St. Thomas; "Symposium of the Iris," which was illustrated by stereopticon slides, the following phases being treated: "Culture," by Prof. W. T. Macoun, Ottawa; "Garden Use," by Rev. G. W. Tebs, Burlington; "Names and Varieties," by Dr. F. G. Brethour, Toronto; "Some Hardy Flowering Trees of the North Temperate Zone," by John Dunbar, Rochester, N. Y.; "Kingsville Gardens," by J. E. Brown, Kingsville; "Continuity in Garden Bloom," by Geo. Baldwin, Fellow Royal Horticultural Society, Toronto, and "Improved Home Surroundings," by A. H. Tomlinson, Guelph.

At the opening of Friday morning's session, Treasurer C. A. Hesson, St. Catharines, presented his report, showing the association to be in a good financial condition. After the reports of the various committees many more in-



CHICAGO COMMERCIAL FLOWER GROWERS' ASSOCIATION.
Banquet at the Hotel Randolph, February 16.

teresting papers were presented, among them being "What Relation Should Exist Between the Amateur and Professional Gardener?" by W. E. Groves, Hamilton. At the conclusion of the meeting it was voted it was the most successful in the history of the organization.

The following officers were elected for 1922: Reverend W. M. McKay, Weston, president; J. P. Jaffray, Galt, first vice-president; J. E. Carter, Guelph, second vice-president; J. Lockie Wilson, Provincial building, Toronto, secretary; C. A. Hesson, St. Catharines, treasurer.

J. LOCKIE WILSON, Sec'y.

Cleveland Horticultural Society.

The regular monthly meeting of the Horticultural Society was held February 9. The failure of the Fifth National Flower Show to be held here was the main topic of discussion and the inconvenience it was giving the private gardeners, as they were growing much additional material and were not in position to ship to any other city where it might be held.

There were two beautiful plants of cyclamen in 8-inch pots, being exhibited by R. P. Brydon, held over from last year, which showed what could be done with two-year-old bulbs, instead of the old method of dumping the plants when through blooming. He also staged a very fine collection of colored freesias which were just as strong as the Purity type, being a great addition to the cut blooms at this season, having a wonderful range of colors.

M. Webb showed a pot plant of *Agathaea coelestis* which makes a beautiful plant being a little different from the average pot plant at this season.

Charles Irish, a local arborist, gave an interesting talk on spraying and answered a number of questions. He explained how successful the trial had been of spraying orchards from an aeroplane, saying that this year would see much more of it accomplished at a great saving to the government and private owners.

W. J. BRUCE, Sec'y.

Des Moines Floral Arts Club.

The Floral Arts Club, of Des Moines, Ia., held its regular monthly meeting at the Harris-Emery Tea room, February 14. Following the dinner the president, F. J. Wright, introduced Prof. S. A. Beach, dean of horticulture, Iowa State college, Ames, as the speaker of the evening. He spoke of "Vocational Training," and told of the time when students were required to take many studies that were foreign to the particular course they had in mind. But now all roads lead to the goal and students gain much time pursuing the courses desired at present-day colleges.

Prof. Voltz, of the same college, emphasized the need of carefully labeling trees, plants and shrubs in public gardens. L. E. Foglesong, landscape artist for the state executive council, described, in part, the plans for the new perennial garden at the State House grounds, Des Moines, which will contain 9,000 square feet of space and about 10,000 plants, all of which are to be carefully labeled.

At the January meeting of the club, J. W. Ash had offered a purse of 500 coins for the best display of flowers for the February meeting. Miss M. McMillan, of the Guthrie-Lorenz Co., was the only entrant, exhibiting a beautiful collection of corsages, it being ladies' night. When the purse was awarded it proved to be a real curiosity, comprising 500 cowries, which is the smallest value of any monetary system. Mr. Ash had secured the money while in Y. M. C. A. work in British India. At the conclusion of the meeting the ladies received the corsages and Miss McMillan generously shared the contents of the purse with all present.

P. B. F.

Farmers' Week at Cornell University.

ELABORATE PROGRAMME AND EXHIBITS.

The department of floriculture of Cornell university, Ithaca, N. Y., recently featured one of the biggest and most largely attended floricultural events that has ever occurred at that institution, which took place on the occasion of the college of agriculture's annual Farmers' Week, from February 13-18, in con-

junction with the annual meeting of the New York Federation of Horticultural Societies and Floral Clubs, February 16. Never in the history of the institution have the floricultural features been so popular, and it is estimated that greater crowds came to see the flowers and hear the lectures than visited the work of any other one department in the university. This widespread, popular attraction of flowers for the 4,000 people who attended is probably the one most significant feature of the occasion and it certainly augurs well for the future of the trade in this country to note this increasing popular interest.

That the college has a grand opportunity and is doing a great work in educating the public to appreciate flowers, is manifested by the fact that many people returned day after day to see the flowers again and to learn something about them. The facilities of the department were taxed to the utmost to take care of the throngs of visitors, and the lecture room was so crowded that more than half of the many people who came to the doors had to be turned away. It is hoped to have a larger auditorium for next year's meetings.

The number of Farmers' Week visitors was considerably increased by the commercial florists and others who came to Ithaca to attend the meeting of the New York Federation of Horticultural Societies and Floral Clubs which was in session at the same time. A constant succession of events was provided in the programme of the floricultural department. There were exhibits and there were lectures. Many commercial florists as well as horticulturists, gardeners and amateurs attended the lectures, which were on topics of current interest to all classes of growers, as well as lectures of importance on related or allied subjects in various other departments. Each address was of one hour's duration, and nearly all were illustrated with lantern slides. The lectures of the floricultural department were given by members of the departmental staff, and also by guests of prominence who came to Ithaca to speak on various phases of the industry. Among these speakers were Charles Henry Fox, of Philadelphia, Pa., and Edwin Jenkins, of Lenox, Mass.

C. G. B.

Walter J. Stephens.

Walter J. Stephens, newly elected president of the Ohio District of the National Flower Growers' Association, was born at Columbus, July 19, 1890. He attended the public schools in that city and later the Ohio State university. Upon graduation in 1912 the degree of B. Sc., was conferred upon him and returned the next year for his master's degree in chemistry. He was elected to three honorary fraternities while in the university, Phi Beta Kappa, Honorary Chemical and Military O. In 1914 he taught chemistry at the university of Iowa, Iowa City, but gave up this line of work to enter into business with his father under the firm name of S. F. Stephens & Son. This is one of the oldest floral establishments in Columbus.

In May, 1918, Mr. Stephens entered military service and was first assigned to the machine gun company of the 52nd infantry, Sixth division. He went overseas July 6, and shortly after arriving in France was sent to the gas school at Châtillon-sur-Seine. He was then transferred from the machine gunners to the chemical warfare service and saw action in the Vosges sector and the Meuse-Argonne campaign. He spent nearly a year overseas, visiting France, England, Luxembourg and Germany.

Mr. Stephens has always been active in the interests of the local and national florists' organizations.

He is an Elk, Mason, Knight of Pythias, Dramatic Order of Knights of Khorassan, member of the Civitan Club, Chamber of Commerce, West Side Business Men's Association, and South Side Civic Improvement Association.

Nashville, Tenn.

TRADE GOOD DESPITE WEATHER.

What came near being one of the finest St. Valentine's Day in years was almost spoiled by a cold, steady down-pour of rain, February 14. But in spite of the inclement weather the florists seemed to be doing a thriving trade, judging from the activities at the stores. Ample preparations had been made for the occasion and flowers of every kind seemed to be more than plentiful. Three of the most prominent dealers featured a joint display advertisement in the daily newspapers, calling attention to the beautiful flowers and the suitability of their uses for St. Valentine's Day gifts. Roses and carnations were plentiful and fine, Premier roses being especially good. Plants and birch boxes went well and the call for miscellaneous boxes of cut flowers was all that could be desired. Corsage bouquets were not forgotten and the salesladies were kept busy making up these attractive remembrances, comprising combinations of violets, lily of the valley and freesias. In plants, cyclamens, primulas and hyacinths, calendulas, jonquils and red tulips were featured in baskets. Roses show no increase in price, bringing \$4 to \$8 per dozen and carnations \$3. All violets shipped in sold well and white lilies were popular.

CARNATION DAY.

The uptown florists have inaugurated a carnation day, held Saturday, February 18, in which the three central floral stores participated: Geny Bros., Joy Floral Co., and L. H. Haury & Sons. They opened the campaign by a joint advertisement in the morning papers, calling attention to same, with the slogan, "Cash and Carry, \$1.25 per Dozen." The retail price is \$3.00 per dozen in ordinary times. They will try to feature it once a week.

NOTES.

The only mignonette obtainable in the city was seen at the Joy Floral Co.'s establishment, many fine large spikes being sold. The firm's valentine window was very attractive, consisting of

red carnations, with a huge valentine on an easel, veiled with a streamer of red baby ribbon, upon which cupids, lily of the valley and lilies were alternately strung. Premier and Columbia roses are exceptionally good here and the firm is amply able to supply its Chattanooga, Tenn., and Atlanta, Ga., houses.

Geny Bros. had a most attractive display of birch boxes, baskets and cut flowers of all kinds. Easter lilies, carnations and roses were quantity items that went well.

Truck growers will hold a meeting in this city next week. Arnold Schmidt, the veteran vegetable man, is still busily engaged with his work.

Plants were very popular at L. H. Haury & Son's establishment, St. Valentine's Day.

The McIntyre Floral Co. cleaned up well on roses, carnations and cut flowers.

M. C. D.



W. J. Stephens, Columbus, O.
Pres. Ohio District Nat. Flower Growers' Ass'n.

Boston, Mass.

DEMAND BETTER THAN EXPECTED.

The market at the opening this week showed a small advance in price owing to the demand for St. Valentine's Day. The trade in general for the occasion was slightly better than a year ago. Violets especially sold more readily, though they held at the same price as last year. After mid-week, values slumped about one-third on all stocks. Sweet peas, which have been enjoying a ready market at good prices, came in quite liberally this week and are now selling at a little better than half the price of a week ago. Spring bulbous stock is not very plentiful except jonquils which are about equal in supply to the demand. Marguerites, pansies and Sweetheart roses were in good demand early in the week, also red roses, though numerous orders for the latter had to be filled with substitutes, as there were not half enough to go around. There is nothing new arriving in the novelty line except cut acacia, which is not selling without some urging.

NOTES.

There are several salesmen and growers from both markets on the sick list at the present time, Walter Holden, George Hanan and John McFarland, from the co-operative market, and Wm. McAlpine, Edw. Rogean and J. Nelson, of the Florists' Exchange.

Thursday, February 23, was carnation night of the meeting of the Garden-

ers' and Florists' Club at Horticultural hall. S. J. Goddard, E. Winkler and E. W. Howard were the speakers.

John Streiferd, Braintree, died February 13. See obituary column for further particulars. E. F. S.

Pittsburgh, Pa.

ST. VALENTINE'S BUSINESS GOOD.

St. Valentine's Day, another of the big days for the florist, is gone and the ones who advertised and pushed things reaped a harvest and the florist who reports nothing unusual has only himself to blame. From the wholesalers' standpoint it was away above their expectations, passing last year's total. There was more stock than usual and prices were reasonable and everyone could get just about what he wanted, when he wanted it. The weather was ideal and everything worked out just right to get the most out of the occasion. The principal call was for small corsage flowers, such as short roses, sweet peas, lily of the valley, violets and baby primroses, all of which cleaned up nicely. Roses were at their best and all grades were plentiful and with no increase in prices they all sold well. The only shortage noted was in red, and there was not nearly enough of these to go around. Carnations in the colored varieties sold well, but the white moved slowly. Sweet peas were never better and all cleaned up at list prices. For the first time since Christmas this market was sold out of lily of the valley and violets. The quality of the first shipments of violets received was not very good, but the later shipments were much better. Bulbous stock, such as jonquils, freesias and tulips were in big supply, but the demand took them all. The supply of Easter and Calla lilies was small and they disappeared quickly in funeral work. Pussy willow was another popular item.

NOTES.

C. C. Philips and M. S. Goldman, of the artificial flower department of the McCallum Co., have just returned from Dayton, O., where they were attending the decorators' and window trimmers' convention.

There was much disappointment here in transferring the Fifth National Flower Show from Cleveland, O., to Indianapolis, Ind., and there is no doubt but that it will cut down the attendance from this section, but then it could not be helped and our loss is the other fellow's gain.

The Queen Flower Shop has moved from its old location on Smithfield street to the corner of Fifth avenue and Market street, in the high rent district. Go to it, boys, you have done something that older heads have refused to tackle and you deserve to win. There is no use talking—to do business you have got to be where the business is and that is always where the rent is highest—that's what makes it high.

E. C. T.

San Francisco.

SLIGHT REDUCTION IN PRICES.

There was a slight reduction in prices on some items last week, bulbous stock being chiefly affected. The weather has moderated somewhat. Trade is keeping up very satisfactorily, funeral and decorative work being the chief outlet for stock. Roses have not changed as far as price is concerned. Very fine Mrs. Chas. Russell and Columbia are coming in but Premier is scarce. Ophelia and Butterfly are showing better quality. The absence of short roses of all varieties is the cause of much complaint among the retailers. Carnations have dropped down to \$1.50 per bunch, but they clean up quickly at these prices. Laddie is yet \$1.50 per dozen blooms and is considered to be at its best now. There has been a sharp reduction in the price of lily of the valley,

which sells at \$4 to \$6 per 100. It is being largely featured in the stores. Lillium giganteum has declined to \$4 per dozen. Chinese narcissi is bringing \$2 per 100, which is considered an excellent price. Paper Whites have dropped to 50 to 75 cents per 100 and is of only fair quality. Daffodils have increased in supply at \$2.50 to \$3 per 100. Long, fancy stock is scarce. Tulips show no change in values and move well. Hyacinths of exceptional quality are seen. Some splendid sweet peas are arriving and sell readily at \$4 per dozen bunches, each bunch containing two dozen stems. Orchids are sufficient for all requirements, cattleyas, laelios and Phaelenopsis amabilis, the latter being popular for weddings. Violets are poor and only Giant is obtainable, and it is reported that the season is about over. It is said that later on some Marie Louise violets may be obtainable. Marigolds are increasing in quantity and find a ready market. Anemones are in short supply, but freesias are plentiful and move well. Cut Erica melanthera is used in many ways and during the past month of shortage in other line has proven a life saver. The supply of acacias is increasing and fruit blossoms are seen. Mexican ivy is in strong demand. Green goods seem to be sufficient for all purposes, although the demand is very heavy. Plant trade is very active and the stores were well stocked with it for St. Valentine's Day. Mme. Wagner rhododendrons were brought in last week and went well.

NOTES.

It is stated by growers of sweet peas that the plantings have not been injured by the cold spell. While there has not been an appreciable surface growth, as is usual in abnormally cold weather, the root growth has flourished and this, as a rule, establishes a long flowering season. Plantings are reported large on account of profitable prices last year.

G. Rossi & Co. are showing a fine lot of rhododendrons at the Wholesale Co-operative Market. The call for flowering plants and greens was never better than it has been since the first of the year, according to Michael Rossi, Jr.

At the Eric James greenhouses great activity is noted in preparing stock for Easter. Many houses are planted to roses and much space is devoted to nephrolepis, cibotiums and begonias, all vigorous.

A good crop of phaelenopsis is being cut by Peterson & Haywood, Hillsborough. Plant demand is good and their retail shop at Burlingame is doing a rushing business.

The California State Floral Society held a meeting, February 10, at Red Men's hall. The gladiolus was the chief flower under discussion and a fine talk by H. Ely a feature.

A flower show will be held at Woodland, Yolo county, April 8, to be given under the auspices of the city council and generous prizes will be offered for all spring flowers.

G. Masichi, who operated a flower shop on Columbus avenue under the name of the Italian American Florist, recently discontinued business.

E. W. McLellan is being congratulated because of the fine sweet peas he is sending in from his Burlingame range.

Podesta & Baldocchi featured a window of hyacinths, tulips and daffodils recently, making a very artistic effect.

Garabaldi Bros., San Bruno, are cutting a fine lot of snapdragons. They intend to grow roses next season.

A very busy week was reported by Albert O. Stein in decorative work for the automobile show.

Chas. W. Brown of Brown & Kennedy, is reported confined to his home with illness.

P. Vincent Matrai, of the Art Floral Co., is ill at his home.

A. Bottini, of Bottini & Co., is ill with pneumonia.

JAMES T. LYNCH.

OBITUARY.

The Late David S. Lake.

The late David S. Lake, president of the Shenandoah Nurseries, Inc., Shenandoah, Ia., brief announcement of whose death appeared in our issue of February 18, page 272, died at his home in that city, from diabetes, February 2, age 77 years. He was born at Loudon Center, N. H., January 27, 1845, and was the son of David and Julia B. (Sanborn) Lake. After completing a course of study at the academy in Pittsfield, N. H., he took Horace Greeley's advice and when 19 years old went to Wisconsin, later engaging in teaching school in Illinois. Following this work for five years he secured employment in a nursery at Prairie City, Ill.

After accumulating a few hundred dollars, Mr. Lake decided to embark in business for himself and established a small nursery at Shenandoah, Ia., in 1870. By painstaking efforts he developed one of the greatest enterprises of its kind in the middle west, with co-ordinate interests reaching into many states, France and other European countries.

Mr. Lake used his money freely for the upbuilding of Shenandoah. He constructed houses to furnish employment to laboring men and sold them to people on easy terms or rented the homes at a rate far below what the investment would have brought in some other enterprise. A strong characteristic of Mr. Lake during his entire life was his friendship for the working man and during his last illness his talk was largely about them, the girls of the office and all his associates in the nursery work of years gone by. Honesty in business and square dealing was his motto. When he found a man in his employ who showed indications of wanting to make something of himself he pushed him forward and helped him. A large number of men now well-to-do and holding honorable positions in life can point to the help and advice of D. S. Lake as one of the prime causes of their success.

In 1872 Mr. Lake married Hannah O'Day, of Shenandoah, who died in 1914. Three children survive him, A. F. Lake, who has been associated in the business for 25 years; Ralph S. Lake, in charge of the office for 20 years, and a daughter, Clara B. Lake, who has been the mainstay of the home and his devoted companion since the death of Mrs. Lake. In the arrangements for the continuation of the business, the three children will share equally and have the same voice in the management, the Shenandoah Nurseries, Inc., and the Cottrill Brick & Tile Works, Inc., continuing without change of name. Of Mr. Lake's many other interests in Shenandoah and elsewhere disposition has been made that is entirely satisfactory to the members of the family. Two brothers survive, A. S. Lake, of Shenandoah, and Albert E. Lake, of Murdock, Neb.

The funeral services were held at the late home, February 4, Rev. W. J. Turner, of Moline, Ill., and Rev. C. S. Hanley, of Shenandoah, officiating. Between the hour of 10 a. m. and 11 a. m., the home was open for friends to view for the last time the face of their friend. Just previous to his death, the Western Association of Nurserymen at its convention in Kansas City, Mo., passed resolutions of sympathy for Mr. Lake, which were a great comfort to him. It was characteristic of Mr. Lake that he desired the working men of his plants to act as pall bearers, who were: R. T. Robirds, S. P. Nelson, A. C. Swanson, J. E. Rulon and T. I. Hayes, of the nursery, and P. A. Kryselmier, of the brickyard.

Arthur I. Vescelius.

Arthur I. Vescelius, well known retail florist of Paterson, N. J., died in the Lackman hospital, Philadelphia, Pa., February 19, age 63 years. He was attending a banquet of the Sons of Veterans, in the Adelphi hotel, that city, when stricken with a cerebral hemorrhage and was at once taken to the hospital, but never regained consciousness.

Mr. Vescelius was born in Paterson, the son of Dr. Geo. E. Vescelius, a Union soldier who was killed in action in the Civil war. Ancestors of Mr. Vescelius also saw service in the Revolutionary war. He received his education in Prof. Hopper's school, at that time a noted institution of Paterson. After leaving school he accepted a position with the Roger's Locomotive shops as cashier, which he held until entering the florist's business over 30 years ago.

Well known and highly respected in the trade of New York city, where he had business dealings, Mr. Vescelius was considered a man of fine character, straightforward and upright. He was a member of the New York Florists' Club, the Sons of Veterans, Sons of the American Revolution and many other fraternal orders. He was a member of the Second Presbyterian church, of Paterson. Mr. Vescelius was twice married, his first wife being Mary E. Davidson, by whom he had two children, one, Arthur G., surviving him. About three years' ago Mr. Vescelius was united in marriage to Miss Catherine Werner, of New York, who lives to mourn his death. Other relatives who survive are his mother and one sister.

Luke Collins.

Luke Collins, well known florist of Chicago, died at his home in that city February 20. He was a brother of George Collins, well known grower. Mrs. Collins and two sons, William and Fred, survive, also another brother, Henry. Interment at Rosehill cemetery, February 23.

Mr. Collins was born in Salisbury, Eng., about 70 years ago, and came to the United States when about 20 years of age. He spent some 15 years in eastern private gardens, and then moved to California. Coming to Chicago, he was foreman for Wiator Bros. for a time, and had been engaged in the retail flower business on his own account about 20 years. He was sick only a few days with influenza.

The Late Hollis H. Hunnewell.

In regard to the death of the late Hollis H. Hunnewell which was recorded in our issue of January 28, page 97, T. D. Hasfield, of Wellesley, Mass., offers the following correct information about the deceased: "The late Hollis H. Hunnewell was not a son, but a grandson of H. H. Hunnewell, who owned the well known estate bearing his name, at Wellesley, Mass. He died nearly 20 years ago and was succeeded in the ownership by his son Walter, who passed away in September, 1921. Walter Hunnewell was an uncle of the late Hollis H. Hunnewell. The Hill Crest estate is located at Natick, Mass., and not Wellesley, Mass., as stated."

John Streiford.

John Streiford, well known plant grower of Braintree, Mass., died at his home in that city, February 13. Mr. Streiford was one of the oldest growers of New England, coming to that section in the early sixties. The funeral services were held at the late home, February 16.

Mr. Streiford is survived by a daughter and a son, Carl Streiford, who conducts the business.

E. F. S.

THE AMERICAN FLORIST

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Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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LINSEED oil has advanced from 84 to 87 cents per gallon.

IN London, February 28, at the wedding of Princess Mary, festoons of flowers supported by pillars will decorate the roadway near Westminster Abbey.

Personal.

Harry Bayersdorfer, head of the well known supply firm of H. Bayersdorfer & Co., Philadelphia, Pa., will celebrate another birthday anniversary, March 1, having been born at Mt. Holly, N. J., in 1861. Paul Berkowitz, of the same firm, who was born at Saltsburg, Indiana county, Pa., will celebrate his sixty-fifth birthday anniversary, February 28.

Wm. F. Gude, Washington, D. C., who broke his ankle some five weeks ago, is still confined to his home, but progressing favorably.

Eugene Dailedouze, of Brooklyn, N. Y., is at Fort Myers, Fla.

Plant Quarantine Conference Postponed.

Washington, D. C., February 17.—The plant quarantine conference called to meet here March 15 has been postponed until April 19, the federal horticultural board of the United States Department of Agriculture announced today. The first date, it was found, conflicted with important national and international flower shows scheduled for the latter part of March, thus preventing many florists and horticulturists from attending.

The conference will meet at the offices of the board here at 10 a. m., April 19, for the purpose of considering the advisability of any modifications, additions to or deductions from, of the classes of plants permitted entry under permit for immediate sale under Regulation 3 of Quarantine No. 37. Opportunity will be afforded for full and free discussion of the whole subject of the classes of plants involved and the restrictions enforced under this regulation.

S. A. F. SUGGESTIONS.

Dr. Marlatt, chairman of the federal horticultural board, consented to change the date of the Plant Conference from March 15 to April 19, and the trade appreciates that, but the tariff and legislative committee has been unable to get a definite and explicit statement as to the scope of the conference and what specific subjects the board will be prepared to discuss. On February 13 the committee wrote to Dr. Marlatt as follows:

"Would it not be possible to postpone the conference until after Easter? If this can be done and a corrected notice issued, please allow me to renew the suggestions made in behalf of this committee in my letter to you of December 31, that the notice be in more specific terms. Also that two hearings instead of one be held, one following the other, or the one hearing be divided into two parts: the first to consider changes in Quarantine No. 37 as it now stands, the second to consider further restrictions of imports.

"Both are important subjects yet not directly related, and I am sure you would not want it said justly again that the hearing was called at a time when those most interested could not attend, or that they did not know what specific subjects would be considered. Let us have a fair open hearing this time, the matter of further restrictions is far too important to be mixed in or buried with protests over spilt milk. Please be good enough to let me have your decision on these points as promptly as possible."

Under date of February 14, the committee received the following non-committal reply from Dr. Marlatt:

"The information given in the notice would seem to be adequate. It states definitely that the conference is called for the purpose of considering the advisability of any modifications—additions to or deductions from—of the classes of plants permitted entry for immediate sale under Regulation 3 of Quarantine No. 37. This notice, therefore, involves both a reconsideration of all the classes of plants now included under Regulation 3 and also a consideration of any additions, which may be properly made to the plants there listed. Any attempt to discuss the matter with respect to any particular plant or classes of plants or requirements of entry would necessarily involve a certain prejudging of the subjects to be considered by the conference.

"The board's wish, however, is to give opportunity at this conference, as stated in the notice, for a full and free discussion of the whole subject of the

classes of plants involved and the restrictions enforced under this regulation."

Regulation 3 includes lily bulbs, lily of the valley pips, narcissus, hyacinths, tulips, fruit and rose stocks. Which of these items does the board plan to quarantine, if any? And if none, why not frankly say so and save the trade the necessity of providing ammunition it may not use? It is assumed that the board has already made its plans and is preparing to carry them through. It need not call a conference to consider "modifications," but to comply with the law it must call a hearing to consider additional quarantines. The inference is obvious.

How can there be a "full and free discussion of the whole subject" by interested persons unless those persons know that what they are interested in will be discussed? If it is the board's intention to quarantine rose stocks and narcissus bulbs there will be no "full and free discussion" of those subjects unless those interested in such items are present at the conference—and they will not be there unless they know that those items will be discussed. They are not interested enough in "modifications to Quarantine No. 37" to warrant their going.

Of course the trade would gladly give the board some practical constructive guidance with regard to modifications of Quarantine No. 37, but if additional quarantines are planned this committee will be fully occupied in meeting the main issue. The trade has largely adapted itself to the iniquities of Quarantine No. 37, to lift the quarantine on items that are not now purchasable in commercial quantities would be futile anyway, but the trade is vitally interested in additional quarantines.

Will the conference discuss "modifications to Quarantine No. 37" or "additional quarantines?" To consider both at the same time would result in burying the important matter of additional quarantines under a jumble of protests over spilt milk. Does Dr. Marlatt want that, or does he want "a full and free discussion?"

JAMES MCHUTCHISON, Chairman,
Tariff and Legislative Committee.

American Dahlia Society.

The next meeting of the executive committee, of the American Dahlia Society will be held at the Hotel Grand, New York, Wednesday, March 15, at 10 a. m. The annual dahlia show will be held on the roof garden, Pennsylvania hotel, New York, September 26-28.

Two trial grounds will be maintained this season, the northern at Storrs, Conn., and the southern at College Park, Md., where all new varieties will be tested. For further information in connection with these trials, address, President Richard Vincent, Jr., White Marsh, Md., or Secretary Wm. J. Rathgeber, 198 Norton street, New Haven, Conn.

The society is making highly satisfactory progress, the membership increasing daily.

Bloy Denles Connection.

With reference to the news item in our issue of February 11, page 186, concerning the incorporation of the Indian Village Greenhouses, Detroit, Mich., giving Michael Bloy as a stockholder, Mr. Bloy states the firm has no authority to use his name in that connection.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order **For Plant Advs., See Ready Reference Section**

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Seed clerk in a Chicago seed store. Address

Key 826, care American Florist.

Help Wanted—Experienced man for retail store; steady position. **The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.**

Situation Wanted—By gardener; general inside and outside plantsman; life experience; age 48, five in family. Address

Key 820, care American Florist.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,

Key 822, Care American Florist.

Situation Wanted—By active young man who has had extensive experience in the New York wholesale market. Address,

A. F. F., care American Florist.
134 W. 16th St. New York

Situation Wanted—By young man of 24 years' experience in most branches of landscape gardening and horticulture; preferably on private estate. Address,

Wm. Bolliger, 905 S. Orchard St.,
Urbana, Ill.

SALESMEN calling on florist and general trade can secure good line staple well known goods paying good commission. Write quick.

B. M. Co., Zane Station, Zanesville, Ohio.

Situation Wanted

GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

FOREMAN WANTED

Competent man for commercial greenhouse plant in the south. Good wages to the right party.

Key 828, care American Florist.

SALESMEN

We are placing on the market a brand new line of vases, jardiniers, linings for baskets and other specialties made from artistically lithographed metal. We desire men who will represent us exclusively in large centers on commission basis. Write specifying territory you cover and furnish references. Only high grade men considered.

American Stamping Co., Elizabeth, N. J.

FOR SALE 14x18 double strength glass, \$4.50 per box; special price on 25-box lots; 2½-in. flower pots, \$5.00 per 1000. F. O. B. Niles Center. Cash with order.

Box 81,
Herbert Baumann, Niles Center, Ill.

Situation Wanted—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to
Key 825, care American Florist.

For Sale

Flower Shop, old established business at "L" station. Good location. Leaving town.

1125 Argyle Street
CHICAGO

FOR SALE

20-40 ft. lots about (2½ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltheim, Forest, Woodlawn and others. Address

E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

Help Wanted

At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.

The Elizabeth Nursery Co.
Box 35, ELIZABETH, N. J.

30% NET

on your investment; more if terms, balance substantial security, modern 18 apartment building North Side, Lincoln park district. Rent \$18,870 now, mortgage \$65,000, 7 years. Price \$100,000. Terms \$35,000 or to suit.

Dr. P. B. SCHYMAN, 1619 North Robey St., CHICAGO, ILL.
Telephone Armitage 571

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F. Shipping Labels



Actual size of leaf 2½x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

Baltimore, Md.

ABUNDANCE OF STOCK NOTED.

One could not wish for better market conditions, as there is an abundance of every kind of seasonable flowers. Roses are plentiful and the grade of stock is very good. Red carnations were scarce for St. Valentine's Day but red roses filled in very well. Everyone seems pleased with the business.

FLORISTS' CLUB MEETING.

On February 13 the members of the club, their wives, children and friends to the number of eighty enjoyed one of the finest social evenings held in some time. Before the meeting an informal dinner was held in honor of S. S. Pennock, of Philadelphia, at the Hotel Renner, the following members being present: Joseph Merritt, J. J. Perry, C. M. Wagner, I. H. Moss, H. I. Moss, F. C. Bauer, Adam Repp, Robert W. Johnston, Wm. J. Johnston, W. E. McKissick, Robert L. Graham, Jr., Robert L. Graham, Albert Fiedler, Charles Siegwart, J. J. Cummings, Jr., Prof. Thomas B. Symonds, E. W. Seidwitz, W. J. Muth, W. F. Ekas, Claymore Sieck, Harry Glick, Ferdinand Guerth, Lou Glick, W. F. Buschardt, W. G. Lehr, A. F. Hills, Wm. Feast and Charles F. Feast.

Mrs. Turnbull of the Women's Civic League told of the work of the organization she represented, how they as a body encouraged the beautifying of backyards, the planting of window boxes, offering prizes in order to create a spirit of rivalry. She then told of the work of the Flower Mart, which is held each year in order to raise funds to carry on this work, and then asked that a committee be appointed from the club membership to co-operate with them. The president was then authorized to appoint a committee to work with the league. Charles F. Feast, chairman of the general Florists' Telegraph Delivery Association committee, was called upon to make his report. He told of the progress made and named some of the important committees already appointed. He urged the club to support in every way possible the plans for the great business meeting of that organization in this city next October.

All business for the evening was suspended and Mr. Pennock was introduced by the president as the speaker of the evening. Mr. Pennock first told of the organization which he was called upon to represent in Germany. The Society of Friends despised war and considered war a poor method of settling disputes. However, when this country was forced to enter the war they decided that they must help in some way, so they sent relief missions to various countries, including Russia, Belgium and France, while the war was in progress. After the war they were asked by Herbert Hoover to continue these missions of relief among the undernourished children of the allied nations and also among the children of the enemy. Mr. Pennock and his workers were sent into Germany. Their headquarters were established at Essen and from this point carried on their work in various other towns and cities, among the larger ones being Frankfurt, Darmstadt and Wiesbaden. With the aid of his valuable collection of slides, Mr. Pennock showed us how the food was cooked; how it was transported in large thermos kettles to various points of distribution; how the children were examined to determine their undernourished condition, for only this type was fed; and some of the pitiful, deformed bodies as a result of malnutrition.

After the story of his work and its results, he then started us on a trip down the beautiful Rhine valley, the scenes of which were very familiar to the writer, having spent eight months in this picturesque country while a member of the Army of Occupation. Mr. Pennock started from Maintz or Mayence as the French call it, it being the bridgehead occupied by them, on his

trip down the valley. The first town of importance after leaving Maintz is Bingen. "Bingen on the Rhine" is familiar to us all through its associations with the poem of this name and the celebrated rat tower of fiction.

From here on one passes beautiful hills with terraced vineyards and little white castles nestling here and there among the green. He then showed us a picture of the rock of the Lorelei, and farther down the old fort of Ehrenbreitstein over which at the present time Old Glory floats. He then showed us various scenes in and around Coblenz, and pictures taken while visiting the home of the originator of the rose Karl Druschki, from Coblenz down through Luxembourg into France. While in France he visited many beautiful rose gardens, showing many pictures taken in them. It was indeed an interesting and inspiring lecture, greatly enjoyed by all. At the close a rising vote of thanks was extended to Mr. Pennock.

After the lecture ice cream and homemade cake, furnished by the ladies, was served to all and was thoroughly enjoyed.

NOTES.

Our good Florists' Club president had some difficulty in reaching the city the night of the club meeting. He started from home at 3:30 p. m., but got stuck in the mud a short distance from home. After two hours he had succeeded in pulling out the car they started on the road to town. Just within the city limits the car balked again and refused to go any further. After using a little persuasive power it started and he finally reached his destination in time to partake of the good supper awaiting him.

"Say It With Flowers" right from the heart. What better messenger could one send than the flower; roses, love; pansies, thoughts; hyacinths loveliness; daisies white, innocence; daisies yellow, beauty; forget-me-not has its own message; heliotrope, devotion; ivy, friendship; ferns, fascination.

The following ladies donated cakes at the recent meeting of the club: Mrs. Joseph Merritt, Mrs. R. Graham, Mrs. Eberle, Mrs. Robert W. Johnston and Miss Isabelle Johnston. Needless to say the cake was enjoyed by everyone and the club wishes to take this opportunity of thanking them for their substantial support.

The next social evening of the club is ladies' night and will be held April 10. J. Horace McFarland will be the speaker.

Thos. Stevenson has returned from Florida and we are hoping he will tell us all about his trip at the next club meeting.

A number are planning to attend the New York spring show in March from this city.

Joseph Merritt is cutting some fine Butterfly roses and Red Radiance carnations.

Stevenson Bros. are cutting some fine Richmond roses.

ROBERT W. JOHNSTON.

Toledo, O.

BEST VALENTINE BUSINESS IN YEARS.

The best valentine business in years is the unanimous version of florists here regarding the demand for flower valentines, February 14. Little trade had been expected owing to the industrial depression and when the day was over, florists could hardly believe their eyes when they figured up the sales for St. Valentine's Day. Very little advertising was used but windows with splendid effect and many handsome and unique displays were seen about town, which were responsible to a great extent for the large business enjoyed. The retail stores centered their attack this year on plants. Tulips, hyacinths, begonias, daffodils and cyclamens, trimmed with ribbon and cupid's arrows, sold excep-

tionally well. Novelties were also in brisk demand by the younger element. Violets, sweet peas and roses led among cut flowers. The supply of both plants and cut flowers was adequate. Telegraph orders showed an increase for this day that was very encouraging. Funeral work has been unusually heavy during the past week and business on the whole has shown a remarkable revival that augurs well for Easter.

NOTES.

Local growers held a meeting at Schramm Bros. last week that was brimming over with enthusiasm. As a result of the good things that were discussed, it was decided to have a big get-together dinner at some hotel at which plans would be made to promote the best interests of the florists in Northwestern Ohio. J. L. Schiller and Wm. Krueger are taking an active interest in promoting this dinner at which a record-breaking attendance is expected.

In connection with George Beban's motion picture, "The Sign of the Rose," which is playing this week at the Valentine theatre, local florists are holding a flower show in its spacious lobby, which is proving a great drawing card. Schramm Bros., the Helmer Flower Shop, Feniger's, Helen Patten, Spanner's Flower Shop and Suder's are the exhibitors taking part. This is good publicity for the trade.

Schramm Bros. are remodeling their entire office with a view to promoting greater efficiency. St. Valentine's Day trade was the best this firm has ever experienced. Plants were featured and great quantities sold. George Schramm, chief artist, is now on the road to recovery after a two months' illness.

The Avery Flower Shop on Ashland avenue is rapidly forging to the front. This store always has neat window displays and is located in a fine district where flower buyers are numerous.

Funeral work has been exceptionally brisk with Metz & Bateman. They report a fine St. Valentine's Day trade.

A. C. K.

Denver, Colo.

MARKET IS CLEANED UP.

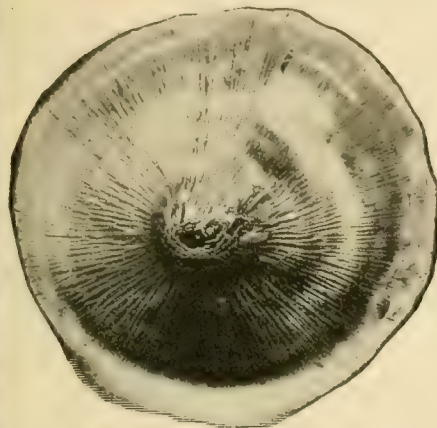
The close of this week has seen the market entirely clean of stock as the result of the large number of orders for the funeral of W. J. Barker, vice-president of the Denver Gas & Electric Co., which was held February 19. Local orders have been light during the latter part of the week but the shipping trade has been excellent and each day has seen the market practically cleared of stock, as the supply has been light on account of the large cut for St. Valentine's Day. All stock, however, has been of excellent quality. The St. Valentine's Day trade was heavy and practically every shop in town had to call on additional help in order to get out the orders. Some establishments started in the morning to wrap all packages with white paper and appropriate valentine stickers in red on the outside, but this had to be discontinued early in the morning. A good supply of all stock was on hand, with the exception of red carnations and roses, the call for the latter, however, being not very heavy and the supply sufficient. Corsages of sweet peas and violets were the favorite token of the event and this stock was plentiful and of excellent quality. Another feature was bouquets of spring flowers. Prices held steady at the following quotations: Roses, \$2 to \$6 per dozen; carnations, \$1 to \$1.50; sweet violets, 75 cents per bunch. Bulbous peas, 75 cents to \$1 per bunch, and cut stock brought from \$1.50 to \$3 per dozen. With the exception of tulips, which are short stemmed, this section was of excellent quality for cut flower work. Shipping orders for St. Valentine's Day were very light. N. H. N.

Gladiolus Mrs. Frank Pendleton

Blooms of this have outsold all varieties in all markets for two years; we have choice true stock, sizes first and second, for 1922 at below moderate prices, grown by ourselves. Price, alone, last year and in 1920 kept it from the trade generally. It is now available. Do not be without it. The best summer window display flower that you can grow.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock
Twenty per cent of our No. 1 Bulbs run nearly two inches.



MRS. FRANK PENDLETON.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First..	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First.....	32.00	Niagara, First	40.00
Augusta, Medium.....	25.00	Niagara, Medium.....	35.00
Baron J. Hulot, First.....	60.00	Mad. Monneret, First	25.00
Baron J. Hulot, Medium.....	52.50	Mad. Monneret, Medium....	22.00
Chicago White, First.....	30.00	Panama, First	35.00
Chicago White, Medium.....	25.00	Panama, Medium	30.00
Halley, First.....	35.00	Schwaben, Medium.....	42.00
Halley, Medium.....	30.00	Florist Mixed, First	25.00
Mrs. F. King, First.....	22.00	Rainbow Mixed, First....	40.00
Mrs. F. King, Medium.....	18.00	Standard Mixed, First.....	20.00
Peace, First	45.00	Standard Mixed, Medium....	18.00

Write for special prices on Planting Stock in Black Bulblets and other sizes, of above and of many other named sorts.

Dormant CANNA Roots

Fine sound 2 eyed roots, rot free.

	Per 1000		Per 1000
King Humbert	\$40.00	Firebird	\$75.00
Yellow King Humbert	40.00	Florence Vaughan..	27.00
Mrs. Alfred Conard...	90.00	David Harum.....	27.00
The President	75.00	Madam Crozy.....	27.00
Hungaria.....			\$70.00

CALLA Elliotiana, 1¼-inch, per 100.....\$14.00



CALADIUMS.

CALADIUMS

The kind with sound center shoots

5 - 7 inch.....	100, \$ 3.50;	1000, \$ 27.50
7 - 9 inch.....	" 5.50;	" 45.00
9-11 inch.....	" 10.00;	" 90.00

TUBEROSES

Well cured, free from rot

Dwarf Excelsior Pearl, 2nd size, 3-4 in.....	100	1000
	\$1.75	\$15.00
Dwarf Excelsior Pearl, 1st size, 4-6 in.....	2.75	22.50
Variegated Leaved, single.....	2.85	25.00
Armstrong's Everblooming....	2.85	25.00
Mexican.....	2.85	25.00
Albino, early single white.....	2.85	25.00



DWARF PEARL TUBEROSE.

"Book for Florists" NOW READY.
VAUGHAN'S SEED STORE, CHICAGO
NEW YORK

Pompon Chrysanthemums



A selection of varieties made after extensive trials, with a view of selecting the best for outdoor cultivation, for which purpose we recommend every variety offered.

Price, except where otherwise noted:

85c per doz; \$6.00 per 100; \$55.00 per 1000.

A. Barham. Early, aster-flowered bronze.

Adironda. Early, aster-flowered golden bronze.

Anna L. Moran. Midseason, large button, orange-scarlet, \$2.00 per doz.; \$15.00 per 100.

Autumn Glow. Aster-flowered, deep carmine-rose.

Bright Eyes. Late, miniature button, white when fully open, while developing, the reverse of the inner petals show an orange apricot, \$1.25 per doz.; \$8.00 per 100.

Captain R. H. Cook. Early midseason, very large button, clear deep rose, \$1.75 per doz.; \$12.00 per 100.

Cometo. Aster-flowered, seedling of Lillian Doty, very free, of compact habit, dark rose shaded mauve.

Comoleta. Early, aster-flowered, excellent yellow.

Cranfordia. Early midseason, large aster-flowered, deep golden yellow.

Edina. Early, aster-flowered, splendid rose-pink.

Excelsior. Early midseason, aster-flowered bright yellow.

Fernridge. Midseason, single, large bright red, \$1.50 per doz.; \$10.00 per 100.

Frank Wilcox. Late, aster-flowered, splendid bronze, \$1.50 per doz.; \$10.00 per 100.

Harrie. Early, aster-flowered, rich yellow.

Hilda Canning. Midseason, medium sized button, light bronze.

Idolf. Very early, aster-flowered, salmon-pink.

Indian. Aster-flowered, good-sized Indian red.

Iva. Button shaped, handsome light bronze.

Juliana. Midseason, large yellow button.

La Garonne. Early, aster-flowered deep flesh rose.

Lillian Doty. Medium early ball-shaped light rose.

Little Dot. Midseason, small deep bronze button.

Marie Dupont. Very early, dwarf, large white aster-flowered.

Mimico. Midseason, tall growing lavender-pink, seedling of Lillian Doty.

Minta. Midseason, small pink button.

Miramar. Midseason, bronze aster-flowered.

Model of Perfection. Midseason, small white button.

Mrs. F. H. Bergen. Midseason, fine pale-pink aster-flowered.

Mrs. H. F. Vincent. Late, good bronze aster, \$1.25 per doz.; \$8.00 per 100.

Mrs. Nellie Kleris. An improved Lillian Doty, better in both color and habit, \$1.75 per doz.; \$12.00 per 100.

Nellie Blake. Early, red-orange aster-flowered, \$1.75 per doz.; \$12.00 per 100.

Nio. Midseason, pretty small pink button.

October Gold. Early, aster-flowered rich orange-yellow.

Ouray. Midseason, very bright reddish bronze large button.

Romaine Warren. Late, rich bronze.

Soleil d'Or. Midseason, rich orange aster-flowered.

Tints of Gold. Early, glorious golden-yellow aster, \$1.50 per doz.; \$10.00 per 100.

Uvalda. Early, a fine white aster-flowered.

Viola. Midseason, violet-rose medium sized button, \$1.75 per doz.; \$12.00 per 100.

Wanda. Midseason, a fine large white aster-flowered.

White Doty. Early, pure white ball-shaped flower.

White Midget. Late, miniature pure white button, \$2.00 per doz.; \$15.00 per 100.

William Sobey. Midseason, a fine yellow aster-flowered.

Zelia. Early, fine aster-flowered yellow, \$2.00 per doz.; \$15.00 per 100.

Price. Any of the above except where noted.

85c per doz.; \$6.00 per 100; \$55.00 per 1000.

HENRY A. DREER, 714-716 Chestnut Street, Philadelphia, Pa.

THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY.

Columbus, O.

BRISK VALENTINE TRADE.

Business during St. Valentine's Day was brisk in every way, but since that date it has been a little quiet. The tone of the market is still good, however. There is a considerable amount of funeral work and this helps to maintain the volume. Party work is fairly good, but some of the parties are now being held without a profusion of flowers. The offerings of all stock, with the possible exception of roses, is good and prices are now down to about the pre-war levels. Roses, carnations, sweet peas, violets and pot plants and bulbs are leading, roses bringing \$4 to \$8, mostly Premier, Sunburst, Columbia and Butterfly. Carnations are quoted at \$2 to \$2.50 and the quality is excellent. Violets of good quality are selling briskly. Sweet peas are quoted at \$1.50 per bunch. Jonquils are sold from \$2 to \$3 and there is also a good call for hyacinths. Pot plants are becoming more prominent and sell better as spring approaches.

NOTES.

This city does not appropriate sufficient money annually for the proper care of its trees and shrubbery, according to Superintendent of Parks James Underwood in his recent annual report. With only \$4,550 available for forestry and landscape work very little could be done last year beyond removing dead and dangerous trees. The department

also tried to carry out a programme of tree trimming which was not completed owing to lack of funds. The superintendent pointed out that Detroit Mich., appropriates \$120,000 annually for the forestry department.

The window of the retail store of the Fifth Avenue Floral Co., of East Broad street, for St. Valentine's day was very attractive. A large heart made of red materials and illuminated with scores of electric lights, was the feature. Around the heart were exhibited loose flowers and corsages suitable for valentine gifts. The store has been recently redecorated and is proving quite popular. Manager Siebert of the company reports a good demand for roses, carnations and sweet peas, and they are cutting quantities of this stock. Bulbous stock, with as tulips, jonquils and hyacinths are also being sold in large quantities.

McKellar, the Florist, 35 West Broad street, will soon give up the High street shop near Broad street and concentrate all of the business at his main establishment. He reports the best valentine business he has ever experienced with a scarcity of certain flowers. The demand ran largely towards roses, carnations, violets and sweet peas. Mr. McKellar has been busy recently on decorations for a number of conventions and social affairs at the Deshler hotel.

Growers and retailers of this city presented the family of the late Hiram M. Munk, former treasurer of the Munk

Floral Co., a large wreath as a tribute to his memory. The wreath was made by T. J. Ludwig, 82 North High street, from flowers donated by the various members of the Flower Growers' and Retailers' association.

Carl W. Huber, who operates greenhouses on Lockbourne road, is having a good call for his product. He is cutting roses, carnations and other seasonal flowers. Steps are being taken to increase the output of the plant.

The Cottage Rose Garden, South High street, is cutting a large number of carnations which find a ready sale. The concern is also specializing in pot plants, for which a good demand is developing. Herman Kropp is manager.

Mrs. Williams, manager of the local branch of the Zettitz Floral Products Co., reports a good call for roses which is the specialty of the company. Weather conditions, however, have not been the best for a good crop.

An excellent business for St. Valentine's Day and immediately following is reported by Frank C. Viereck. The public is buying carnations, roses, violets and sweet peas.

J. W. L.

CLINTON, ILL.—Schell Samuels and wife, who have been conducting a small flower shop at their home, 614 West Washington street, will install an up-to-date store in the Moore Estate building about March 1.

An Immense Stock of ROSES

At Popular Prices

Roses our selection, in lots of 200 or more of one grade as follows:

	Per 100		Per 100
Roses, short stems.....	\$5.00	Roses, choice medium lengths.....	\$8.00 to \$10.00
Roses, extra good short.....	6.00	Roses, fancy long stems.....	15.00

We grow all the Roses we handle and you will find it pays to buy Direct of the Grower.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

HEAVY SUPPLY MOVES SLOWLY.

The general report of the wholesalers concerning St. Valentine's Day business is that there was an exceptionally large volume but prices were much lower than last year. In fact some stated that prices were about one-half of last year, but owing to the large supply of stock of all kinds, the total business probably equalled last year's in money value. Roses, which were of excellent quality, were the best sellers, especially Premier, Mrs. Chas. Russell and Milady, but there was a surplus of carnations, some of which it was impossible to move. The average price obtained for carnations for valentine week was very low. Many telegrams were sent broadcast in an effort to move the surplus carnation stock, with the result that some of the buyers, who had contracted in advance for their supply at higher prices, asked for a reduction after the shipments had been received. This, of course, causes unpleasantness. The violet growers, too, no doubt, will be disappointed with their returns, but it was an impossibility to move the enormous quantity which reached this market the three days before February 14, at anything near the price the grower would like to get for them. As the quantity was greater than had been expected, no special efforts had been made to book large orders for them in advance. Sweet peas fared better than the violets. Bulbous stock did not average up any too well, when one considers the original cost. This week, owing to the reasonable prices and the quantity of stock available, trade seems to be more brisk. A great many consignments are going out of town and the express men handling the cut flower shipments were almost as busy on Monday of this week, as if

there had been a holiday. The bargain prices offered last week are bringing results. It usually takes a week to stimulate business when low prices and a large quantity of flowers are offered after a season of high prices and scarcity of supply. Roses and carnations are of excellent quality and tulips and jonquils are selling from four cents up. Darwin tulips bring 10 cents. There has been a scarcity of asparagus with the result that there was a good demand for A. Sprengeri. At times it was difficult to find either. Freesias, calendulas and callas are plentiful. It will not be possible to get any more heather this season, as the cold snap in California has ruined the supply. Orchids and lily of the valley can readily be obtained. Sweet peas are plentiful and of excellent quality. Retailers were well pleased with St. Valentine's Day business, the price of blooming plants being one-half of that a year ago. Newspaper publicity helped considerably.

NOTES.

Alderman John Powers, who celebrated his seventieth birthday, February 17, and is concluding his thirty-third consecutive year in the city council, was presented with a bouquet of roses by Mayor Thompson, the gift of his colleagues.

E. A. Ollinger has the sympathy of many friends in the death of his mother at the family home, Sturgeon Bay, Wis., Sunday night, February 19. Funeral Wednesday, February 22.

Ed. Manie, who has spent several months in the south, representing the Pulverized Poultry Manure Co., returned this week, and reports business only fair.

H. G. Frey, representing the McCallum Co. Pittsburgh, Pa., was a visitor this week, enroute to the Pacific coast.

Valley

For Easter

CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18.00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS

3032-42 W. Madison St., Chicago, Ill.

GREATER SUPPLY

Our line of Cut Flowers is complete in every respect and includes all the best offerings in Roses, Carnations, Sweet Peas, Violets, Orchids, Valley, Lilies, Daisies, Snapdragons, Stevia, Freesias, Jonquils, Mignonette, etc. All Greens in large supply.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Wholesale Commission Florists

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

Miss Nettie Parker, of the A. T. Pyfer Co., met with a very painful and disastrous accident, February 16. She and George Leper, also of the A. T. Pyfer Co., were on their way home from the store in a taxicab when it collided with a limousine at Lake street and Michigan boulevard. The force of the collision threw Miss Parker from the seat, right into the shattered glass and she was cut so badly that it was necessary to put 30 stitches in her face and neck. Her kneecap and ankle were also badly injured. She was taken to St. Luke's hospital but later removed to the Midwest hospital, where she is now recovering from the shock and painful injuries. The stitches were removed Monday, February 20, and the wounds seem to be healing nicely. George Leper received a severe bruise on the forehead but suffered no other injuries. The Florists' Club sent a

basket of flowers and fruit to Miss Parker, February 18.

Kroeschell Bros. Co. have received an order from Stielow Bros., Niles Center, for a new 250-H. P. Kroeschell hot water boiler. Fred Lautenschlager, the well known representative of this firm, on his recent visit to Cincinnati, O., secured additional orders for boilers to heat one-third million square feet of new glass.

Ella Grant Wilson, who was in the city on publicity matters recently, has returned to Cleveland, O., from where she writes she finds her desk piled high with material that must be taken care of before the National Flower Show at Indianapolis, March 25-April 1.

Ove Ghatt, of La Porte, Ind., stopped in the city on his trip to Alabama on business. His local headquarters, in charge of T. E. Waters, are in Room 222, Atlas block.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE

General Office: FEDERAL LIFE BUILDING
168 N. Michigan Blvd., CHICAGO



PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

GOOD CROPS

ROSES AND CARNATIONS

Mignonette, Tulips, General Pershing Freesias, Etc.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCaULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue CHICAGO

EVERYTHING SEASONABLE IN CUT FLOWERS AND GREENS.

Mention the American Florist when writing.

Joseph Kohout, of Libertyville, who has just given Lord & Burnham a contract for about \$50,000 worth of greenhouses, says he finds it far more agreeable to have greenhouses out in the country, rather than in the vicinity of the city. Mrs. Kohout, who has had a mild attack of influenza, is now convalescent. Mr. Kohout is sending out letters to all the local growers, asking them to make exhibits at the Indianapolis Flower Show.

C. L. Washburn and wife leave for California, February 23, where Mr. Washburn will celebrate his sixty-third birthday, February 27. Mr. Washburn states that the freeze in California did an approximate damage of \$5,000 to the orange and lemon groves. The palms and other decorative plants suffered no damage, as they were protected.

John P. Degan has returned from his pleasure trip to the coast and will assume his new duties with the American Bulb Co., February 27.

George Ball, the well-known grower, is at Suburban hospital for a minor operation. He expects to be there about two weeks.

Paul R. Klingsporn is well satisfied with the volume of business done by the Chicago Flower Growers' Association.

Phil Schupp says that cyclamen plants are moving well and that there

Fancy Leaved CALADIUM BULBS

Mixed colors. Per 100, \$16.00; 25 for \$4.50.
Separate Colors per 100, \$18.00.

PREPAID from Western Springs, Illinois.

VAUGHAN'S SEED STORE, CHICAGO

is a better call for carnations this week.

Allie Zech made a wonderful bowling score of 603 for three games at the Elks' tournament last week.

Peter Reinberg, Inc., reports good business for St. Valentine's Day.

Frank Jarel, of Zech & Mann's force, is on the sick list.

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

LOWELL, MASS., U. S. A.
DEPT. XYZ.

The John C. Meyer Thread Co.,

J. L. Johnson, of DeKalb, was a visitor this week. He disposed of a surplus stock of gladiolus bulbs and states that the past year has been the best he has experienced. He had a good call for funeral work and also sold quantities of plants direct to the consumer. He attributes his good business, in spite of the general depression, to advertising on movie slides and in the DeKalb newspapers.

Stielow Bros., who are putting up six new houses, report that the glazing is just about finished and that they will be ready to start planting March 1. The houses were started January 2. Quite a record for winter building.

The Soukal Floral & Nursery Co., 5330 South Mason avenue, has been incorporated, capital, \$50,000, to grow and deal in nursery stock, etc. The incorporators are Frank Soukas, Ladislav Drahos, and Frank Chuman.

Vaughan's retail store front is illuminated by colored vegetable seed posters. Fancy leaved caladiums and other scarce items are being freely moved.

Howard A. Muir, successor to the Washington Park Flower Shop, announces the opening of his new location, 558 East Sixty-third street.

A. T. Pyfer in looking up records finds that carnations sold at just one-half the price received last year at St. Valentine's Day.

Luke Collins, the well known florist of 1457 East 70th street, died February 20. For further particulars, see obituary.

John Poehlmann, of the Poehlmann Bros. Co., says the new radio installation at his home works wonderfully.

MURPHYSBORO, ILL.—Chas. A. Ihle recently completed the erection of a new salesroom and office at his greenhouse establishment. Twenty-second and Logan streets, and will specialize this year in pot plants, cut flowers, vegetable plants, garden and field seeds.

GREENVILLE, S. C.—The Mauldin-Childers Floral Co., wholesale florists, is the name of a new concern recently formed in this city. Thos. Mauldin, who formerly conducted the Mauldin Floral Co., is president and G. Lake Childers, sales and business manager. The company will dispose of its stock through the Greenville Pharmacy.

St. Louis, Mo.

EXCELLENT TRADE REPORTED.

Business the past week was the best experienced in many years. St. Valentine's Day being very successful for the florists. Spring stock is in very good demand at present. Jonquils, narcissi, freesias, carnations and daffodils are proving popular in spiral boxes at \$1 to \$5 each. Roses show no change in price, with few American Beauties seen and scarcely any call. Premier is the best kind supplying the exclusive trade at \$10 to \$40 per 100. Mrs. Chas. Russell, White Killarney, Ward, Crusader Columbia, Sunburst, Ophelia and Butterfly supply a good demand, the two latter being the highest priced, selling at \$8 to \$20 per 100. Very little call is reported for Cecile Brunner. Carnations sell well, the red and pink kinds being more popular than whites. Laddies are scarce at \$6 to \$8 per 100. Lily of the valley, gardenias and orchids sell well, the former bringing \$6 to \$8 per 100. Orchids sell at \$1 to \$1.50 per bloom. Cattleya trianae being the best. Cypripediums have little call, but are plentiful. Cut and pot material of tulips, jonquils, daffodils narcissi and freesias supply a good demand, freesias lagging a little behind, however. Prices range from \$3 to \$8 per 100, jonquils bringing the higher figures. In pot plants tulips bring six cents per flower, jonquils eight to 10 cents per bloom and hyacinths 15 to 20 cents per bloom. Freesias are obtainable in white or dyed shades of yellow, orange or bronze, at \$4 to \$6 per 100. Rainbow is the best. Sweet peas show great improvement and they clean up well. Double violets are popular, most of the stock being shipped in from other markets. They sell at \$1 to \$1.50 per 100. Single violets bring less and there was a heavy call for them St. Valentine's Day. Snapdragons are scarce, all selling. Calendulas are much sought after at \$3 to \$8 per 100. Easter and calla lilies have little trouble in selling. Mignonette, at \$10 per 100, is plentiful. Stevia, of good quality, supplies a good demand. For decorating pot plants and other uses pussy willows prove popular. Leucothoe sells at 75 cents to \$1 per 100. Galax, bronze and green, is obtainable in any quantity. Primula obconica, P. malacoides, cyclamens and begonias in pots, offer

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

YELLOW NARCISSUS

DAISIES

PANSIES

STEVIA

TULIPS

JONQUILS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies,
Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

**Quality
Speaks
Louder
Than
Prices.**

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

variety. Ferns clean up at \$3.50 per 1,000. Excellent Asparagus Sprengeri and A. plumosa is being offered. Adiantums move well.

The St. Louis Wholesale Cut Flower Co. report a daily clean-up of stock throughout the past week.

Grimm & Gorly enjoyed a good valentine business, making a record

for February 14. The balance of the week was also excellent. J. K. M.

NEW BEDFORD, MASS.—The Malonson Greenhouses, 318 Mt. Pleasant street, sustained a severe loss by fire, recently, its boiler house and a quantity of stock was destroyed, the damage being about \$2,000.

ALBANY, ALA.—The City Park greenhouses were damaged considerably by fire recently, caused from a defect in the heating apparatus.

WINNIPEG, MAN.—C. E. Howe has obtained a yield of 22½ bushels of flax, per acre, from a 250-acre field. The entire crop, which was of exceptionally high quality, was sold for seed.

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Southern Wild Smilax, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Milwaukee, Wis.

SLIGHT DECLINE IN PRICES.

Business the past week, considering conditions, was good. With the lengthening of the days the daily receipts of cut flowers is on the increase and while the demand is good a reduction on some items was necessary to move what was held over. From general reports the volume of business done St. Valentine's Day was fully up to last year if not greater, but it was a case of less money, so the probable increase was necessary to bring the total in dollars and cents up to the same period in 1921. As usual the great call was for the smaller sized cut flowers, such as sweet peas, violets, lily of the valley and spring flowers, all of which were in good supply and cleaned up. Pot plants in bloom, enjoyed a good call, and the business in this line was brisk. All in all the quality of stock was fine, indeed.

FLORISTS' CLUB MEETING, MARCH 2.

The next regular Florists' Club meeting will be held March 2, at Eleventh and Prairie streets. As the particulars for the coming display of cut flowers and plants to be held at the Public Library building, March 15-16, will come up, President Alfred Locker is anxious to have a large attendance.

S. S. Skidelsky of S. S. Skidelsky & Co., New York, who was in town last week, was confined to his room a short time with rheumatism.

E. O.

Buffalo, N. Y.

DEMAND EXCEED EXPECTATIONS.

St. Valentine's Day trade was equal to all expectations. Each year seems to bear witness to the fact that it is only second to Easter as a floral holiday. Violets, roses, sweet peas were in excellent demand and corsages proved very popular. Plant arrangements, in boxes, birch boxes and other receptacles went well, primulas, cyclamens, begonias and daffodils being used. Lilac plants were also obtainable, and were nicely trimmed. The growers are now preparing for Easter and the plants in the greenhouses are looking exceptionally good.

NOTES.

The display men of this city held an exhibition at the La Fayette hotel February 21, at which were living models wearing the latest creations in gowns to which were fastened corsage bou-

A LIVE SELLER

COSTS \$2.50 SELLS FOR \$5.00

Greatest line of stock ever offered. Leading retailers everywhere recognize our prepared goods as the leader and recommend it to their neighbor florists. Send \$2.50 for a sample box today. Place it on display and watch the orders come in.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

ARTIFICIAL LILAC.

(White or Lilac color).

Large sprays (3 to bunch), per dozen bu. **\$5.00**

ARTIFICIAL HEATHER.

(Various Desirable Colors).

12 sprays to bunch, per gross (144) sprays. **\$3.00**

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

quets. J. M. Febelkorn, decorator for S. A. Anderson, had charge of all the floral work and corsages. Mr. Anderson recently furnished a solid blanket of violets, freesias and orchids for an out-of-town funeral.

The writer attended Farmers' Week at Cornell university Ithaca, February 16, the annual meeting of the New York Federation of Horticultural Societies and Floral Clubs being held on that date. A full account will be found elsewhere in this issue.

E. M. Naukum, who has had charge of florist publicity work for western New

York has been appointed secretary of the New England Florists' Alliance, as stated in our issue of February 18, page 241.

Extensive advertising carried on by the local trade in the newspapers previous to St. Valentine's Day helped business wonderfully.

Oliver Klinkenmeyer, head salesman for the W. F. Kasting Co., is seriously ill and all in the trade wish him a speedy recovery.

J. E. Wiese who has been in Europe since December 28 is expected home for Easter.

BISON.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS CHICAGO, ILL.

L. D. Phone Central 8016-8017

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3 50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N.WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

Tonner

Wholesale CUT FLOWERS Supplies

80 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing.

SMILAX

PREPARED MAGNOLIA

Price and quality guaranteed.

DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.

The Wholesale Supply House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977 1978

Wholesale Flower Markets

Chicago CURRENT PRICE LIST

Roses, Beauty	Dozen 4.00 @ \$ 8.00	Per 100
" Mrs. Chas. Russell	8.00 @ 35.00	
" Butterfly	6.00 @ 25.00	
" Columbia	8.00 @ 30.00	
" Dunlop	6.00 @ 30.00	
" Premier	10.00 @ 35.00	
" Hoosier Beauty	6.00 @ 25.00	
" Killarney Brilliant	6.00 @ 20.00	
" White Killarney	6.00 @ 20.00	
" Mrs. Geo. Shawyer	6.00 @ 20.00	
" Milady	6.00 @ 20.00	
" Mrs. Aaron Ward	5.00 @ 20.00	
" Sunburst	6.00 @ 20.00	
" Ophelia	6.00 @ 20.00	
" Dbl. W. Killarney	6.00 @ 20.00	
" Cecile Brunner	8.00	
" Our Selection	4.00 @ 6.00	
Calendulas	2.00 @ 3.00	
Daisies	12.00 @ 18.00	
Cattleyas, per doz	6.00 @ 8.00	
Valley	6.00 @ 8.00	
Carnation	20.00 @ 25.00	
Easter Lilies	8.00 @ 10.00	
Lily of the Valley	3.00 @ 5.00	
Sweet Peas	6.00 @ 8.00	
Paper Whites	1.00 @ 2.50	
Violets	2.00 @ 3.00	
Adiantum	4.00	
Ferns, per 1,000	2.00	
Galax, per 1,000	1.00	
Leucothoe	.25 @ .50	
Sprengerii, Plumosus Sprays, per bunch	1.00	
Mexican Ivy	35c per lb., case	9.00
Southern Wild Smilax, per case	10.00 @ 20.00	
" Crusader	4.00 @ 6.00	
Jonquils	6.00 @ 8.00	

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Enough for two quarts either pink or yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY Matthew Crawford AND Dr. Van Fleet

Second Edition now ready with valuable addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St. CHICAGO.

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

NEW IMPORTATION

MINIATURE VELVET PANSIES

\$3.60 per gross

MINIATURE RED POPPIES...\$1.80 per gross

CLOTH CARNATIONS....\$25.00 per 1000

White, Ward, Dark Pink and Red

SAM SELIGMAN

116 West 28th Street NEW YORK

Mention the American Florist when writing.

We continue to have a
large supply of

GARDENIAS

\$4.00, \$5.00 and
\$6.00 per dozen.

At these prices everybody can
handle them.

ORCHIDS

We carry them in stock in
quantity. We handle the most
dependable supply of Orchids
in this market. On a day's
notice we can furnish you most
any quantity.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

COLD WEATHER DECREASES DEMAND.

The extreme cold weather of the past week interfered very materially with the demand and shortened the supply as well. The thermometer for several days bounced along from as low as zero and from that up to 15 and 18 degrees above. There was also considerable snow. However, with all these handicaps, there was no great accumulation and Saturday, when the temperature rose almost above freezing, found the market fairly cleaned up with the exception of calendulas, freesias and Paper White narcissi, which were somewhat overstocked. Roses the whole week were on the short side, selling up well every day. Carnations were about equal to the demand; daffodils, which are always popular at this season, were a bit too plentiful, at least their price, three to four cents, leaves the grower after the marketing expenses, very little to pay this year's huge-priced bulb bill. There are tulips in variety that bring better prices. Freesia hangs fire as do calendulas, while Paper Whites are used in cheap funeral work. Sweet peas are a quantity product that are in good demand, although the top market price is but three cents. Formosum lilies have the market to themselves, the few remaining cold-storage gigas being very poor, in fact, many of the formosums show split and crippled flowers. Cattleyas are about equal to the call. Callas are good stock, the best quality bringing top prices. White lilacs and lily of the valley are in demand at last week's prices. Violets are very slow. Florida asparagus was scarce due, it was thought, to poor shipping conditions, one dealer declaring he was short 900 bunches in his usual receipts for the week.

CALLA LILIES.

It is now reported that the cold spell in January experienced on the California coast, when the thermometer

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Feb. 22.		Per 100
Roses, American Beauty...	\$10.00@	\$150.00
" Russell	10.00@	20.00
" Dunlop	8.00@	16.00
" Pilgrim	10.00@	20.00
" Crusader	10.00@	20.00
" White Killarney...	8.00@	16.00
" Ward	8.00@	16.00
" Maryland	8.00@	16.00
" Hoosier Beauty	10.00@	20.00
" Columbia	10.00@	20.00
" Hadley	10.00@	25.00
" Premier	10.00@	20.00
" Ophelia	10.00@	20.00
" Butterfly	10.00@	20.00
" Cecile Brunner	6.00@	8.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Calendulas, per bunch...	.75@	1.00
Carnations, fancy	10.00@	12.00
Carnations, ordinary		8.00
Cattleyas, per doz.		12.00
Callas	3.00@	4.00
Easter Lilies	25.00@	30.00
White Narcissus	6.00@	8.00
Lily of the Valley		10.00
Smilax, per dozen		6.00
Violets	2.50	
Cypripediums, dozen	4.00@	6.00
Sweet Peas	3.00@	4.00
Stevia, per bunch		.75
Freesia	6.00	
Jonquills	8.00@	10.00
Marguerites	3.00@	4.00

BUFFALO, Feb. 22.		Per 100
Roses, White Killarney...	\$ 6.00@	\$15.00
" Dbl. Wht. Killarney	6.00@	15.00
" Milady	6.00@	18.00
" Maryland	6.00@	12.00
" Sunburst	6.00@	12.00
" Columbia	8.00@	25.00
" Ophelia	6.00@	15.00
" Russell	10.00@	15.00
" Premier	10.00@	18.00
" Cecile Brunner	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	5.00@	6.00
Easter Lilies	20.00@	25.00
Mignonette	4.00@	6.00
Narcissus, Paper White	4.00@	5.00
Rubrum Lilies	8.00@	20.00
Snaptagons	6.00@	10.00
Sweet Peas	1.00@	3.00
Violets	.75@	1.00
Freesias	3.00@	6.00
Daisies	2.00@	3.00
Golden Spur	4.00@	6.00
Tulips	4.00@	6.00
Calla Lilies	15.00@	25.00
Buddleia	.75@	2.00

PHILADELPHIA, Feb. 22.		Per 100
Roses, Beauty, special	\$75.00@	\$100.00
" Butterfly	15.00@	20.00
" Ophelia	15.00@	20.00
" Columbia	15.00@	25.00
" Mrs. Chas. Russell	15.00@	35.00
" Dbl. Wht. Killarney	15.00@	20.00
" Hadley	15.00@	35.00
" Sunburst	15.00@	20.00
" Wards	8.00@	15.00
" Premier	15.00@	25.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	1.00
Asparagus, strings	.75@	1.00
Calendulas	2.00@	4.00
Carnations	6.00@	10.00
Cattleyas	100.00@	150.00
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snaptagons, per doz.	1.50@	3.00
Sweet Peas	.50@	3.00
Violets, single	.50@	1.00
Violets, double	.75@	1.00
Callas	15.00@	25.00
Daffodils	3.00@	4.00
Tulips	3.00@	8.00
White Lilac, per bunch...	2.00@	2.50

went down to 20 degrees, cut the calla lilies to the ground and caused great damage to the crops of freesias then in full growth in the fields. It is hoped the bulbs are not damaged materially, but under the circumstances all growers of these bulbs should look carefully after their present stock, as it may be all they will have to depend on for next season.

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own management through the

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WM. C. LYNCH, Manager

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PHILADELPHIA, - - PA.

This Week High Grade
Roses, Sweet Peas, Violets
and Carnations

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EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.
Exceptional Service.

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PENNSYLVANIA HORTICULTURAL SOCIETY.

Adolph Krum, of Garden City, N. Y., gave an illustrated lecture before the Pennsylvania Horticultural Society at its monthly meeting Tuesday, February 21, at the New Century Club. His subject was, "The Really Worth While Vegetables for the Home Garden." Mr. Krum handled his subject admirably, showing the food values of the different classes of garden favorites. Over 60 beautifully colored slides were used to illustrate the lecture. There were also exhibitions of pot plants and cut flowers. The next meeting, March 2, will be featured with an address on "Out Door Rose Culture," by Dr. Robt. Huey.

NOTES.

H. E. Bates, representative of the Lord & Burnham Co., reports a most gratifying increase in commercial greenhouse building, saying that January was the best in the experience of the company and that February was likely also to prove a record breaker. In this locality, in addition to some very good work in prospect, they are erecting for B. K. Hedrick, Perkasio, Pa., one house 50x250 feet, and for Dr. Walker, Mendenhall, Pa., one house 41x200 feet, also two for Stephen Mortensen, Southampton Pa., 32x150 feet and one 28x150 feet. The many friends of D. T. Connor of the office force will learn with regret that he is on the sick list.

Wonder what Robert Craig will say when the news reaches him of the

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plant quarantine against Porto Rico? Easter stock at his Norwood Station, Pa., greenhouses in splendid shape, the roses and hydrangeas being especially promising.

Pennock Bros. have now a making-up bench fitted up in the rear of the greenhouse. This is free from store disturbance and gives also the advantage of bright daylight. A splendid St. Valentine's Day trade was the report.

Wm. P. Lynch of the Philadelphia 'Growers' Cut Flower Market reports his grower's membership is gaining. High grade Columbia and Premier roses are leaders in their list of roses.

Premier and Columbia roses, high grade carnations and sweet peas, are leading features of the Edw. Reid stock. Out of town trade was very good the past week.

Bulbous stock, such as daffodils, tulips, etc., is a feature with Berger Bros., being seen in great variety. Choice sweet peas are also a leader.

Chas. H. Grakelow paid a flying visit to Pittsburgh, Pa., February 14, on

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Headquarters of the Cudahy Roses

MILWAUKEE, WIS.

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444-446 Milwaukee Street

Wholesale Flower Markets

PITTSBURGH, Feb. 22.			Per 100
Roses, Beauty, spl., doz.	\$ 9.00	\$60.00	
" " fcy., doz.	7.50	45.00	
" " ex., doz.	6.00	25.00	
" " No. 1, doz.	4.00	15.00	
" American Legion	10.00@	30.00	
" Killarney	8.00@	20.00	
" Maryland	8.00@	20.00	
" Sunburst	8.00@	20.00	
" Mrs. Aaron Ward	8.00@	20.00	
" Russell	8.00@	30.00	
" Columbia	8.00@	25.00	
" Ophelia	8.00@	20.00	
" Hilda	8.00@	20.00	
" Premier	10.00@	30.00	
" Madam Butterfly	10.00@	25.00	
Carnations	4.00@	6.00	
Calendulas	2.00@	4.00	
Calla Lilies, per doz.	2.50@	3.00	
Lilies		25.00	
Valley		6.50	
Ferns, per 1,000		4.00	
Galax, per 1,000		2.00	
Plumosus, per bunch		.50	
Sprengerl, per bunch		.60	
Smilax, per doz. strings		3.00	
Sweet Peas	1.50@	4.00	
Violets		1.50	
Baby Primroses	.50@	1.00	
Narcissus, Paper Whites	4.00@	6.00	
Jonquils	4.00@	6.00	
Tulips	4.00@	3.00	
Freσίας	4.00@	6.00	
Snapdragons, per doz.	.75@	2.00	
Pussy Willows	4.00@	8.00	
CINCINNATI, Feb. 22.			Per 100
Roses, Premier	8.00@	30.00	
" Russell	8.00@	30.00	
" Columbia	8.00@	30.00	
" Butterfly	8.00@	30.00	
" Pink Killarney	8.00@	30.00	
" White Killarney	8.00@	30.00	
" Sunburst	8.00@	30.00	
" Mrs. Aaron Ward	8.00@	30.00	
" Ophelia	8.00@	30.00	
" Baby Doll	3.00@	4.00	
Daffodils	4.00@	6.00	
Freσίας	4.00@	6.00	
Rubrum	4.00@	8.00	
Primulas		1.00	
Violets	1.00@	1.50	
Narcissus, white	3.00@	4.00	
Ferns, per 1,000		3.00	
Galax, per 1,000		1.50	
Leucothoe		6.00	
Plumosus (south) per bch.		.25	
Smilax, per string	.15@	.25	
Hyacinths	8.00@	10.00	
Coontle Leaves		2.00	

business for the order of Elks, of which he is grand master for Pennsylvania.

High grade carnations and roses are seen in quantity at the Leo Niessen Co. establishment.

K.

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MINNEAPOLIS, MINN.

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218 North Fifth St.

Send list in for quotations.

St. Louis, Feb. 22.			Per 100
Roses, Premier	\$4.00@	\$25.00	
" White Killarney	4.00@	10.00	
" Columbia	6.00@	15.00	
" Crusader	6.00@	15.00	
" Ophelia	6.00@	15.00	
" Russell	6.00@	30.00	
" Ward	4.00@	8.00	
" Butterfly	6.00@	15.00	
" Sunburst	6.00@	15.00	
Carnations	3.00@	6.00	
Valley	6.00@	8.00	
Narcissus		4.00	
" Yellow		6.00	
Mignonette	8.00@	10.00	
Sweet Peas	1.00@	2.50	
Violets	.50@	1.50	
Callas, per doz.	10.00@	25.00	
Lilies, per doz.		25.00	
Leucothoe		.75	
Galax, green, per 1,000		1.50	
Galax, bronze, per 1,000		1.50	
Ferns, per 1,000		3.50	
MILWAUKEE, Feb. 22.			Per 100
Roses, Killarney, W. K'l'y.	\$ 8.00@	\$20.00	
" Premier	12.00@	35.00	
" Ophelia	10.00@	20.00	
" Columbia	10.00@	35.00	
" Ward	8.00@	15.00	
" Hoosier Beauty	10.00@	25.00	
" Butterfly	10.00@	25.00	
Carnations	6.00@	8.00	
Hyacinths	10.00@	12.00	
Orchids, Cattleyas, doz.	12.00@	15.00	
Strawflowers, bunch	.25@	.50	
Sweet Peas	2.00@	4.00	
Violets	1.00@	1.50	
Wild Smilax, per case		7.50	
Fancy Ferns, per 1,000		4.00	
Paper Whites	4.00@	8.00	
Calendulas	6.00@	10.00	
Trumpets	8.00@	10.00	
Tulips	6.00@	8.00	
Adiantum		2.00	
Galax, per 1,000		2.00	
Asparagus, per bunch	.50@	.75	

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New York.

CARNATIONS ADVANCE IN PRICE.

Business was fair during the past week, prices remaining firm, with advances on carnations. There was considerable activity February 13, Lincoln's birthday being observed on that day. Florists also stocked heavily for St. Valentine's Day, many of the shops in the heart of the city reporting good sales. In other sections it does not appear that there was much increase in business. A snow storm February 15 and zero temperature the following morning did not affect the supply of stock nor hamper trade. The offerings of American Beauty roses and gardenias continue light, prices being fine in both cases. Bulbous stock continues ample and of good quality, noteworthy being many fine Darwin tulips. There are many good cattleyas on the market with little change in values, excepting for special stock in hybrids that are above the average. In Easter lilies, Rubrums and callas there is a plentiful supply. Carnations sell fairly well. There does not seem to be much use made of violets, except funeral work, and that does not clean up the supply the surplus going to the street men. The better grades of singles are more in demand than doubles. Considering the general complaint of business and that many society people are at winter resorts and many others on the way, we can state that instead of complaining, the trade should be thankful that business is as good as it is.

February 20.—The cold wave has passed and the weather is now mild. Indications point to an increased supply of stock for this week with easier prices.

FLORISTS' CLUB ITINERARY FOR CONVENTION.

The Florists' Club has had printed and published suggested itineraries for the trip in connection with the convention of the Society of American Florists, at Kansas City, August 15-17, 1922. They are based on a special train schedule of 125 or more passengers. Itinerary No. 1 suggests leaving this city via the New York Central railway, August 12 at 2 p. m., arriving at Cleveland, O., 4:30 a. m., August 13 and from there over the Big Four route to St. Louis, then taking the Missouri Pacific railway to Kansas City. After the convention it is proposed to visit St. Paul, Minneapolis and Duluth, Minn., taking a steamer at Duluth for Houghton, Mich., and journeying to Detroit, Mich., via Sault Ste. Marie and Mackinac Island. It is further proposed to visit Niagara Falls, N. Y., on the return trip, which will end August 23 at this city. The cost on the above mentioned basis will be \$16 to \$20 per day, including transportation, meals and hotel accommodations. Itinerary No. two is a more ambitious effort and contemplates, after the convention, a journey to Denver, Colorado Springs, Colo., Salt Lake City, Utah, Yellowstone Park, the Grand Canyon of Arizona and Mammoth Hot Springs. The time would be extended to August 31, when the party would reach this city. The cost per day is given as the same as in the first mentioned itinerary.

NOTES.

The fifteenth annual ball and entertainment of the Greek-American Florists' Association will be held at the Commodore hotel on the evening of March 1. An orchestra of 50 pieces

will furnish choice music. Tickets can be purchased in advance at the New York Florists' Supply Co., 103 West Twenty-eighth street, or at the hotel on the evening of the event. A high class vaudeville entertainment beginning at 8:30 p. m., will precede the dancing.

Newark, N. J., retailers who are constant buyers on this market, report a great volume of work for the funeral of the late Mayor Archibald, of that city, which was held February 14. His remains lay in state at the City hall and afterward at the Presbyterian church, where services were held.

Theodore Malandre, of Malandre Bros., has got into the "movies." We do not mean that he is involved in any of the various scandals that affect that profession, but a picture from Florida is being shown here in which he is a smiling figure in a wedding party at Miami.

Fred Miller, West Toronto, Ont., was in this city last week and visited his friend A. M. Westwood, the Pennsylvania Terminal Florist. Mr. Miller is one of a company that is about to erect a large range of greenhouses near Toronto.

We recently received from Secretary John Young, 43 West Eighteenth street, the final schedule of the Ninth Annual Spring Show, to be staged at Grand Central palace, March 13-19. It is a bulky and comprehensive document.

In addition to American Beauty, American Legion and other roses and a fine line of carnations, M. C. Ford, in the Eighteenth street market, has excellent offerings in Darwin tulips.

Leo B. Lowenthal, proprietor of the Gramercy Floral Co., 3830 Broadway, recently added to his business by buying the store of the Riviera Florist, 4025 Broadway.

Alexander E. Hogg, a veteran employee of the Brooklyn Park department and a member of the local Florists' Club, has been quite ill with influenza but is now improving.

We have recently noticed at the shop of Herman Weiss, 121 West Twenty-eighth street an exceptionally fine stock of carnations, sweet peas and cut hyacinths.

Edw. Brenner, in the Eighteenth street market, is handling an exceptionally fine stock of the narcissus, King Albert, grown by Peter Buerlein, Hillsdale, N. J.

Burglars entered the store of W. H. Long, 412 Columbus avenue, on the night of February 17, wrecked the safe and got away with \$500 in money and jewelry.

Roman J. Irwin has on exhibition at his store a large collections of photographs of the cactus range and garden of A. G. Greiner, St. Louis, Mo.

The finest sweet peas noticed last week were at I. Goldenstein's, in the Eighteenth street market, who is also receiving good gardenias.

Doyle & Booth, 112 West Twenty-eighth street, are receiving exceptionally good stock of cattleya hybrids and white albas.

Harry Charles, 104 West Twenty-eighth street, is well stocked with violets and other seasonable offerings.

An excellent St. Valentine's Day trade was reported by the Broadway Florist, 2094 Broadway.

Eugene Dailedouze and wife are sojourning at Fort Meyers, Fla.

Visitor: P. Welch, Boston, Mass.
A. F. F.



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Wholesale Flower Markets

New York, Feb. 22.			Per 100
Roses, Beauty		\$ 6.00 @	\$100.00
" Premier		8.00 @	40.00
" American Legion		6.00 @	40.00
" Crusader		6.00 @	30.00
" Golden Ophelia		6.00 @	20.00
" Columbia		6.00 @	25.00
" Pilgrim		6.00 @	20.00
" Hadley		6.00 @	50.00
" White Killarney		5.00 @	15.00
" Old. Wt. Killarney		6.00 @	20.00
" Dunlop		6.00 @	20.00
" Aaron Ward		8.00 @	15.00
" Ophelia		6.00 @	20.00
" Scott Key		15.00 @	75.00
" Sunburst		6.00 @	15.00
" Mdm. Butterfly		8.00 @	15.00
Adiantum Croweanum and			
Hybrid		1.00 @	1.50
Asp. Plumosus, per bch.		.25 @	.75
Bouvardia, per bunch			.50
Carnations		5.00 @	8.00
Carnation Laddie		10.00 @	12.00
Cattleyas		25.00 @	100.00
Gardenias, per doz		3.00 @	6.00
Iris, per doz.		2.00 @	3.00
L. Rubrum		15.00 @	20.00
Leucothoe, per 1,000		5.00 @	7.00
Lilies, White		15.00 @	20.00
Lily of the Valley		1.00 @	6.00
Mignonette, per doz.		.50 @	.75
Narcissus, Paper Whites,			
per doz.		.35 @	.60
Snapdragons, per doz.		.50 @	3.00
Smilax, doz. strings		1.25 @	2.00
Galax, green and bronze,			
per 1,000		1.50 @	2.50
Ferns, per 1,000		2.00 @	2.50
Violets		.25 @	.50
Sweet Peas		2.00 @	4.00
Callas, per doz.		2.50 @	3.00
Lilac, per bunch		1.00 @	2.00
Freesias		2.00 @	4.00
Tulips, per doz.		.50 @	.75
" Darwins, per doz.			2.00
Asp. Plumosus, per bunch,			
southern		.15 @	.50
Pansies, cut		1.00 @	2.00
Calendulas, per bunch		.50 @	.75
Violets, single		.50 @	.75
Narcissus, yellow		.35 @	.75
Hyacinths, cut, per doz.		.60 @	.75

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Fresh Cut Decorative Evergreens

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Plumosus Sprays and Mistletoe and Ber-
ries. Our Orchids are grown by Carillo &
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—FLOWERS—

Mail and Telegraph orders carefully filled
138-140 Fourth St., East

Mention the American Florist when writing.

Montclair, N. J.

Tel. L. D. 438

F. W. Massmann, Inc.

416-418 Bloomfield Avenue
F. T. D. and NATIONAL FLORIST



Deliveries: Montclair, Caldwell,
Verona, Glen Ridge, Bloomfield
and all of the Oranges.

Mention the American Florist when writing.

CHICAGO

The Homes of Flowers

CHICAGO

Alpha Floral Company

Our
Motto:
Satisfaction,
Quality and
Service.

Johnson & Chronis
FLORISTS

Northwest Corner
Adams Street and Wabash Avenue.

Southeast Corner
47th St. and Lake Park Ave.

**ORDERS
IN OR
AROUND**

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRAFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Mention the American Florist when writing.

SAVANNAH, GA. ←

John Wolf

The Largest Grower
of Cut Flowers in the South

Member of Florists' Telegraph Delivery.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
Niagara Falls and Western New York.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

CHICAGO

Engel
The
Palmer House
Florist
17 E. MONROE ST.

Mention the American Florist when writing.

NEW YORK

Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus

Mention the American Florist when writing.

HARTFORD, CONN.

George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association

TORONTO, CAN.

Canada's Best Known and Most Reliable
Florist

Only
the
Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and
guarantee safe arrival.

Milwaukee, Wis. ←

FOX'S

Incorporated

437-39-41 Milwaukee Street

Members of Florists' Telegraph Delivery

PHILADELPHIA, PA.

Chas. H. Grakelow

Broad St., at Cumberland

Central City Shop, 1908 Market St.

Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO.



745 Buckingham Place
L. D. Phone, Buckingham 1000

Send us your retail orders

We have the Best Facilities in the City
No Branch Stores, Established 1857
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

CHICAGO.



77-79 E. Madison Street

Mention the American Florist when writing.

Pandolph & McClements



5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing.

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.

We reach the whole of Utah and to Central part of Nevada and Idaho

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ROCHESTER, N. Y.

J. B. KELLER SONS, FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

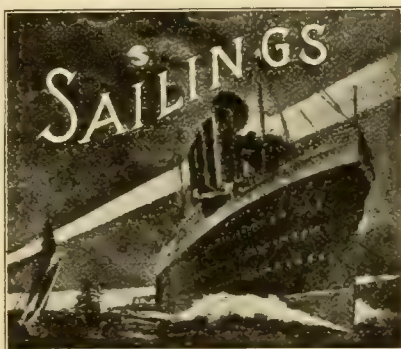
Mention the American Florist when writing.

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing.



FROM NEW YORK EXCEPT AS NOTED.

February 27.

FROM HAMPTON ROADS, Elmsport, Black Diamond Lines (Rotterdam).

February 28.

FROM NEW ORLEANS, Cody, Lykes Line (Rotterdam).

FROM NEW ORLEANS, City of Weatherford, Lykes Line (London).

Aquitania, Cunard-Anchor Line (Southampton-Cherbourg).

Carlsholm, Swedish-American Line (Norwegian Stockholms-Malmö-Gothenburg).

FROM BOSTON, Sachem, Furness Lines (Liverpool).

FROM NEW ORLEANS, Median, I. M. M. Lines (Liverpool).

March 1.

Homerick, I. M. M. Lines (Southampton).

FROM BOSTON, Parisiana, Furness Lines (Liverpool).

FROM BOSTON, River Orontes, Cunard-Anchor Line (Gibraltar-Piraeus-Patras).

March 3.

Collamer, Cosmopolitan Line (Havre-Dunkirk).

FROM PHILADELPHIA, Schojack, Cosmopolitan Line (Havre-Dunkirk).

March 4.

Binnendyk, Holland-America Line (Rotterdam).

La Lorraine, French Line (Havre).

Celtic, I. M. M. Lines (Liverpool).

Ninian, I. M. M. Lines (London).

Zeeland, I. M. M. Lines (Antwerp).

Algeria, Cunard-Anchor Line (Glasgow).

Slavic Prince, Furness Lines (London).

San Lorenzo, Porto Rico Line (San Juan-Ponce-Mayaguez).

FROM BALTIMORE, Vardulia, Cunard-Anchor Line (London).

FROM NEW ORLEANS, Leerdam, Holland-America Line (Rotterdam).

FROM PORTLAND, Canada, I. M. M. Lines (Liverpool).

FROM BOSTON, Winifredian, I. M. M. Lines (Liverpool).

FROM BOSTON, Scythian, I. M. M. Lines (London).

DARDS

341 Madison Ave.
Opp Hotel Biltmore
New York

Fifty Years
Exacting
Fulfillment.

Mention the American Florist when writing.

ENGLAND

You can "Say It
With Flowers"
to anyone in
the British Isles
through Bees'
Flower Service.



Steamers arriv-
ing at or leaving
any port can be
served at a few
hours' notice.

(Members
F. T. D.)

Bees Ltd
Bold Street
LIVERPOOL

(Members
F. T. D.)

Mention the American Florist when writing.

CHICAGO

75 E. Adams St.



Member of Florists' Telegraph Delivery.

LITTLEFIELD, Florist WORCESTER, MASS.

Mention the American Florist when writing.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY, MISSOURI.

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

Mention the American Florist when writing.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

OMAHA, NEB.

Hess & Swoboda FLORISTS

1415 Farnum St.

PHONES
1501 and 11882

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhineland. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Danker's.
Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Jullus Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunne.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

Mention the American Florist when writing.

FOR ST. LOUIS

WIRE

Grimm & Gorly

Mention the American Florist when writing.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Mention the American Florist when writing.

Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
Rhineclander
107-420-775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Bronx, New York City

Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK. Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G.E.M. Stumpff

Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS

Elks' Building
South Jefferson Street Dayton, O.
Telegraph orders for Dayton will receive
our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

WICHITA, Kansas Shipments for Kansas
and Oklahoma.
W. H. CULP & COMPANY

Quality Flowers Members
Personal Service F. T. D.

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Albany, N. Y.

Danker
FLORIST

The Best Service



Mention the American Florist when writing.

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

NEW YORK

Chatmas Florists

CHATMAS BROS.

2726 Eighth Avenue

Bet. 144th and 145th Sts.

Telephone Audubon 6044.

Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

W.J. Barnes
FLORIST, K.C.M.

Kansas and Western
Missouri.

Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

**JOHN BREITMEYER'S
SONS**

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



**Worcester's
Shop
of
Quality and
Service**

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.**"Penn, The Telegraph Florist"**Member of Florists' Telegraph
Delivery Ass'n.**124 TREMONT STREET**

Mention the American Florist when writing.

BROOKLYN, N. Y.**JAMES WEIR, Inc.****FLORIST**

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

MICHIGAN.Orders will be care-
fully cared for by**Henry Smith Floral Co., Inc.**Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to**The Dominion Floral Co.**

484 St. Catherine's St., West,

Montreal, Que., CanadaEvery order receives prompt and careful
attention.

Mention the American Florist when writing.

BROOKLYN, N. Y.**JOSEPH TREPEL****BROOKLYN'S LARGEST FLORIST****Eleven Stores**

Main Store— Lewis Ave. Cor. Hancock St

Telegraph orders delivered to all parts of
New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

WASHINGTON, D. C.**BLACKISTONE, Inc.**

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing.



Telephones:

Lenox 2352

Lenox 7019

1062 Madison Ave.,
Near 80th St.**NEW YORK**

Orders from other cities promptly filled.

Mention the American Florist when writing.

Orders in
or around **Washington, D.C.****Geo. C. Shaffer****FLORIST**

900 Fourteenth Street

**Nashville,
Chattanooga
and Atlanta**

**THREE
STORES**MEMBER
Florists'
Telegraph
Delivery

Mention the American Florist when writing.

New York

44 Carmine Street

Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco**Podesta & Baldocchi**

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago**CONGRESS HOTEL****520 South Michigan Ave.**

Mention the American Florist when writing.

WASHINGTON, D. C.**Louise Flower Shop**

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

**New York's****SHOP OF QUALITY****Irene Hayes, Inc.**

F. T. D.

799 Park Avenue

Telephone Rhineland 0202 and 0203

Mention the American Florist when writing.

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Will be delivered for the tra. in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

CHICAGO OPPOSITE FIELD'S

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Seattle-Rosala Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing.

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Soarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Chicago, June 19-20, 1922.

FIELD seed prices in most markets are firm to higher, the weather curtailing sales.

MINNEAPOLIS, MINN.—C. C. Massie, of Northrup, King & Co., is making a California trip with his family.

ONION SETS in the Chicago district are firm at \$1.75 for colors and \$2.00 for whites, prompt shipment in car lots.

W. H. DE GRAAFF, of de Graaff Bros., Noordwijk, Holland, is in California looking into the bulb growing situation there.

THE North German Lloyd steamers, sailings of which to New York were interrupted by the war, resumed February 15.

WAKEMAN, O.—G. S. Clark & Son have taken over the sweet corn seed business of the W. C. Pressing Seed Co., Norwalk, O.

B. F. BROWN, of the Brown Bag Filling Machine Co., Fitchburg, Mass., died suddenly February 21. Funeral services February 23.

SAGINAW, MICH.—A. T. Ferrell and wife spent the first half of February in New York city, and have given up their Florida trip.

LEM W. BOWEN, of D. M. Ferry & Co., Detroit, Mich., and wife are in Egypt, and will return through France the latter part of June.

DES MOINES, IA.—Chas. N. Page, who has been here several weeks from California, returned February 20, because of the illness of Mrs. Page.

RICHMOND, VA.—T. W. Wood & Sons state that business is opening up very satisfactorily and a favorable season compared with a year ago is expected.

LOS ANGELES, CALIF.—The Germain Seed & Plant Co. announces the opening of a cut flower department at their retail store, located at Sixth and Main streets.

VISITED CHICAGO: L. R. Robinson, representing the J. C. Robinson Seed Co., Waterloo, Neb.; R. C. McGill, San Francisco, Calif.; W. C. Roberts, representing the Brown Bulb Ranch, Capitola, Calif.

NEW ORLEANS, LA.—Chris. Reuter reports the seed business only fair, continual rains having materially interfered with planting. There is a good call for some seeds, but other stocks are moving very slowly.

THE Virginia state legislature, now in session at Richmond, is considering a number of bills, many of them detrimental to the trade, which, through the vigilance of the seedsmen, it is believed will be defeated.

H. R. 10273 is the number of the bill providing more regulation for seedsmen, introduced by Representative Cantrill, of Kentucky, prominent features of which were noted in last week's issue, page 268. Seedsmen should secure a copy and write their congressmen about it.

Washington Agricultural Conference.

President Olds, of the American Seed Trade Association, who represented the association at the agricultural conference recently held at Washington, D. C., says:

"One thing that impressed me about the Washington Agricultural Conference was the seriousness with which the delegates tackled the problems before them. Some have criticized the conference, saying that nothing was accomplished, that there were too many recommendations and that they were not definite enough. Doubtless there were too many recommendations and there naturally would be overlapping with 12 separate committees working independently to bring in resolutions.

"It seems to me, however, that some of the things adopted were certainly very definite and positive, and if they can be realized will bring great relief, not only to the farmers, but to the whole country as well. Of course, it remains to be seen just how much attention congress and the administration will pay to these things, but I was certainly impressed with the fact that President Harding seems determined to do all he can to help bring relief to the farmer, and it would seem as if congress would sit up and take notice after a while.

"I feel that the conference was very much worth while and that much good will come from it. Every committee was pretty well balanced with a good sprinkling of representatives of what were called the 'allied interests,' conservative men for the most part, as well as of farmers themselves, so that no very rash resolutions got through."

Burpee's Business.

President David Burpee, of the W. Atlee Burpee Co., Philadelphia, Pa., writes as follows, February 14: "Because of the uncertainty in fixing values, we were delayed somewhat in mailing our retail catalogues this year. That fact, together with the heavy snow storms throughout the eastern states, has retarded our season to some extent. Moreover, we are under the impression that the public is going to wait as long as

possible before buying this year. We are looking for an unusually late seed buying season.

"On the other hand, last year was one of the earliest seasons we have ever had. February of last year was the best February in our history. Our total sales, up to February, 1922, have gone 13½ per cent ahead of the same period of last year. February itself, however, is slightly behind last year. Nevertheless, business is very satisfactory. February 14, for instance, we received over 3,000 cash orders, with cash receipts of nearly \$12,000. March and April are, of course, our biggest months and as stated above, we expect that this is going to be a very late season. We feel confident that it will be a good season."

Philadelphia Seed Trade.

G. D. Clark, of Henry A. Dreer, Inc., reports the active demand for flower and vegetable seeds which started a month ago in the south is moving north and gaining strength as the season advances. There has also been a good demand from commercial growers for seeds of all kinds of bedding stock. Mr. Clark declares Petunia Rosy Morn is the best all round bedding plant, bar none. He also strongly recommends Dwarf Salmon Rose zinnia as a splendid florists' cut flower for summer.

Paul Richter, of Henry F. Michell Co., Inc., is cautious against putting Paper White narcissus in cold storage, as it is almost sure to kill the flowers. It is best to store the cases in a cool place, not below 50 degrees and make plantings every two weeks. It does not matter if the bulbs start to show shoots, this will not hurt their flowering qualities. C. H. Gloeckner, of the seed department, reports the demand opening up very strong, large mail orders coming daily and the counter trade already showing response to their catalogue offerings.

Referring to the frost damage to freesia bulbs in California, it is said here that the plantings of freesias were much heavier than ever before and that if all had matured, there would have been a greatly over-stocked market.

The Robert Buist Co is much encouraged with business, particularly the southern trade, which shows an increase over that of a year ago.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Mention the American Florist when writing.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

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Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

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QUALITY—SERVICE

SPECIALTY

Seed Beans

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L. D. WALLER SEED CO.

Growers of Choice Sweet Pea,
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Seeds Which Succeed

Bloomsdale Farm BRISTOL, PA.

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WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion
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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

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Grass Seed Exports and Imports.

A few markets quoted timothy and Kentucky bluegrass a little higher on February 4 than on January 28. Exports during the week from Baltimore and New York amounted to 30,200 pounds of timothy to Scotland, 13,000 pounds of redtop to Denmark, and 19,200 pounds of Kentucky bluegrass to Great Britain. The export demand for redtop is reported to be good, for Kentucky bluegrass fair to good, and for timothy seed only fair. A report from Scotland, dated January 23, indicated a decline in orchard-grass prices, due to an underestimation of the Danish crop, and a shortage of fancy quality rye-grass seed. During the week ending February 4 about 33,300 pounds of orchard grass arrived in New York from Denmark.

JEROME B. RICE SEED CO.

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America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

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Lawn Seed to the Trade

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CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

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Contract Seed Growers
LOS ANGELES, CALIFORNIA

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KENILWORTH
GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

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FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
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SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pump-
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Originators and Growers
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Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

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Get the benefit of our 72 years' experience
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Branches: Wisconsin, Colorado, Milford, Conn
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New Crop Seed Asparagus Plumosus Nanus

Price February 20th to 28th.

Per 1000 Seeds\$4.00

March price will be lower.

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Watkins & Simpson, Ltd.

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All Seedsmen on the look-out for **PEDIGREE STRAINS** and **STOCKS** of

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Japanese Bulbs, Plants and Seeds

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VALLEY PIPS, Berlin pips, Hamburg pips. German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.

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BEGONIA and **GLOXINIA BULBS**, all colors all sizes.

GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Phoenix Roebelenii.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

Wholesale only.

Write for prices on business stationery, specifically stating your requirements.

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HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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Dreer's Orchid-Flowered Sweet Peas

We offer below a very select list of the very finest kinds for cut flower purposes. This type is distinguished from the grandiflora sorts by the extraordinary size of their flowers and by the standard being crinkled and wavy. They usually bear four blossoms on a stem, and are as easy to grow as the commonest sorts.

	Oz.	¼-lb.	1-lb.
Blanche Ferry Spencer. An extra selected stock of this fine pink and white, of very large size	25	75	2 50
Blue Monarch. Rich deep navy-blue.....	25	75	2 50
Constance Hinton. The largest and finest white, flowers frequently 2½ inches across, black seeded and a strong vigorous grower with very long strong stems	30	1 00	3 00
Countess Spencer. A lovely clear pink.....	25	75	2 50
Dobbie's Cream. The finest primrose-yellow..	25	75	2 50
Elfrida Pearson. The largest and finest light pink	25	75	2 50
Fiery Cross. Brilliant fiery red.....	30	1 00	3 00
Florence Nightingale. The largest and finest pure lavender	25	75	2 50
Hawlmack Pink. A very distinct rose-pink shaded salmon. A striking and popular color	60	2 00	
Hercules. A very large flowering Countess Spencer	25	75	2 50
Illuminator. Salmony-orange overlaid with cerise pink, very bright	25	75	2 50
King Edward Spencer. Crimson scarlet.....	25	75	2 50
King White. The largest and finest white seeded, pure white	25	75	2 50
Margaret Atlee. The largest and finest rich pink Sweet Pea—"Spencer Supreme".....	30	1 00	3 00
Mrs. Tom Jones. The latest and best bright blue	50	1 50	
R. F. Felton. One of the finest lavender sorts.	25	75	2 50
Rosabelle. The finest rich rose variety.....	30	1 00	3 00
Royal Purple. Rich royal purple; very distinct	25	75	2 50
Scaret Emperor. A brilliant deep scarlet.....	30	1 00	3 00
Sincerity. Brilliant cerise	25	75	2 50
The President. Dazzling orange-scarlet.....	30	1 00	3 00
Warrior. The finest chocolate maroon.....	30	1 00	3 00
Wedgwood. A beautiful Wedgwood or silvery blue	25	75	2 50
White Spencer. A pure white Countess Spencer	25	75	2 50
Orchid-flowered Mixed	15	50	1 75



For complete list of Sweet Peas and other Flower Seeds see our new Wholesale Price List. Copies free on request of Florists.

Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

REX BEGONIAS

3-inch, \$2.00 per dozen.
GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Vland
Good short jointed plants from 2-inch pots,
at \$3.50 per 100; \$35.00 per 1000.
We ship safe anywhere

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MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty.
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The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

TREE hydrangeas are scarce at 70 cents.

BERBERIS THUNBERGI, 2-year, are selling at 25 cents.

No. ONE cherry trees in 1,000 lots sold recently at 70 cents.

THERE are a lot of low grade cherry trees, 11-16 caliper on the market.

ILLINOIS fruit growers claim tractors are better than horses for orchard work.

JUNIPERUS VIRGINIANA GLAUCA, three to four feet, is in demand at \$4.50 to \$5 each.

A NEW YORK stock broker not long ago placed an order for \$30,000 worth of nursery stock.

THE Pennsylvania State Department of Forestry in 1921, distributed nearly 3,000,000 young forest trees free.

SOME eastern nurserymen, who contracted roses in California, report they have found it necessary to reject an average of 30 per cent of some varieties.

WM. A. PETERSON, Chicago, recently acquired the north side residence of F. A. Delano, 510 Wellington avenue, for the Bethany Girls, that city, at \$75,000.

PEORIA, ILL.—Many of the pear orchards of Marion county are being seriously damaged by body blight, according to a report recently issued by County Adviser Blackburn.

A CALIFORNIA grape grower, visiting New York recently, said that prohibition has not impoverished any of the vineyard owners of the Golden state, but on the contrary he intimates that they have made a profit out of it.

LOS ANGELES, CALIF.—G. Harold Powell, general manager of the California Fruit Growers' Exchange died suddenly, February 18, at Pasadena, Calif. Mr. Powell had been suggested as a possible candidate for United States senator from California, to succeed Senator Hiram Johnson.

PROVIDENCE, R. I.—The Rhode Island Horticultural Society, at its monthly meeting, February 15, listened to addresses by John S. Doig, Barrington, R. I., and Cornelius Hartstra, this city, who demonstrated the methods of propagating evergreens, hard wood plants, soft wood plants, etc.

Producing Grapes at a Profit.

The New York agricultural experiment station, through tests conducted at its vineyard laboratory at Fredonia, for the period of 1915-1919, shows that the average cost of production in three vineyards was \$74.13 per acre and \$40.58 per ton of grapes. The average net profit was \$66.34 per acre, the net profit per ton being \$26.31.

Cornus Florida.

Cornus florida, which adds so much to the woodland beauty of eastern North America from southern New England to Texas, was covered here last autumn with inflorescence-buds which appear during the summer on short stems at the end of the branchlets between the upper pair of leaves, and consist of a cluster of minute flower-buds enclosed in four scales, which are brown and more or less hairy during the winter; in spring the stalk of inflorescence lengthens from a quarter of an inch to an inch and a half, and the scales which have protected the



The Late David S. Lake.
See Obituary Page 289.

flower-buds open and expand, turn pure white and form a flat corolla-like cup from three to four inches in diameter. The enlarged pure white scales which surround the flower-clusters are the conspicuous part of the inflorescence, for the flowers themselves are minute and yellowgreen. On many of the trees this spring in the neighborhood of Boston the white scales are discolored by dirty red-brown streaks which make the trees, seen from a short distance, appear pink. The cause of discoloration is not evident, although it may have been caused by the cold of Easter Monday, following several days of unseasonably hot weather. At that time, however, the inflorescence-buds of Cornus florida had scarcely begun to swell. Whatever the cause of the injury its occurrence this year, when there is an

unusual bloom, is doubly unfortunate, for the flowering dogwood often loses its flower-buds entirely in New England as we are close to the northern limit of the range of distribution of this tree, which further south flowers more profusely and develops larger bud-scales. Forms of this tree with the scales which surround the flower-clusters varying in color from light to dark red (var. rubra) occasionally occur in southern woods, and some of these forms, have been propagated by nurserymen and are popular garden plants, especially in the neighborhood of Philadelphia, where there are many specimens of the "red-flowered dogwood." Several plants of this variety are now blooming by the shores of Jamaica Pond in Boston, where they are flowering more abundantly than usual, for the flower-buds of this variety appear to be less hardy than those of the typical form. This is unfortunate, for when the red and white flowered trees are planted together in masses they pro-

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Offer to Grow on CONTRACT

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and Other Stocks for the American Trade.

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Some Excellent Stock

	Per 100	1000
50,000 2 in. Geraniums; Ricard, Poitevine, Nutt, Montmort, Perkins, Viald, Buchner, etc.	\$5.25	\$50.00
2 1/4 in. Heliotropes, 3 varieties	4.00	38.00
2 1/4 in. Marguerites, 3 varieties	5.00	45.00
2 1/4 in. Stocks, 2 varieties	3.25	30.00
2 1/4 in. Calendula Orange King	3.00	28.00

Also abundance of other stock.
Liberal extras for early orders.

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Wholesale Florist, Washington, New Jersey

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Two New Varieties (Double and Single)

PEACH BLOSSOM and IBIS

Deep pink color. The coming Tulips. Prices within your reach.

PEREBOOM & COMPANY

88 Broad Street,

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THE WORLDS BEST CANNAS

THE BEST VARIETIES FROM ALL SOURCES, FOREIGN AND AMERICAN INTRODUCTIONS

The best quality of roots, both as to vitality and size of divisions. Every order filled with fresh cut roots which must not be confused with roots cut, packed and stored months before delivered to you. They cost a trifle more but are worth considerably more. Every 100 roots we supply will with reasonable treatment, produce 200 or more pot plants.

The subjoined list contains the names of free, large flowering, vigorous growers, any of which will please you and your customers. Order now and say when you want them shipped to you.

Price \$5.00 per 100, \$40.00 per 1,000; except where otherwise noted.

- BEACON**—Free flowering dwarf, bright red.

CHEERFULNESS—Beautiful variegated orange and scarlet with golden border. The florets are medium sized, but very freely produced.

CITY OF PORTLAND—A wonderfully attractive rose-pink. Excellent upright habit and free flowering. \$15.00 per 100, \$125.00 per 1000.

DR. E. ACKERKNECHT—The bronze foliage blends pleasingly with the carmine rose trusses. Vigorous and free.

DUKE OF MARLBORO—An old favorite with deep crimson flowers.

EUREKA—The best white Canna. A very strong grower blooming freely. The flowers are large and become pure white in the full sun. \$8.00 per 100, \$75.00 per 1000.

FANAL—Exceedingly free flowering, deep bright red. A most effective bedder.

FEUERMEER—Another excellent old sort with a profusion of dazzling orange-scarlet flowers.

GAIETY—Wonderfully effective. Deep orange suffused with scarlet and bordered with yellow. A brilliant bedder.
- GOLDEN GATE**—Vigorous and free. A unique combination of yellow and golden shades, blending into rose as the flower matures. \$6.00 per 100, \$50.00 per 1000.

KING HUMBERT—The most popular Canna of this generation. The large orange-scarlet flowers and particularly the very deep bronze foliage make it one of the most useful.

LOUIS REVERCHON—The flowers are brighter and more freely produced than on King Humbert, while the foliage is a greenish bronze.

MRS. ALFRED CONARD—Magnificent trusses of large salmon-pink flowers. Unique and very ornamental. The stock of this variety is very scarce. We have a limited quantity and advise early ordering. \$15.00 per 100.

MRS. KARL KELSEY—A tall, majestic, vigorous grower surmounted by great trusses of large orchid type flowers. Orange-scarlet, streaked and mottled with rose.

RICHARD WALLACE—A well known pure yellow.
- THE GEM**—A seedling of Hungaria, more vigorous, with a profusion of large cream-colored flowers dotted with carmine. Very unusual and attractive. \$7.00 per 100, \$60.00 per 1000.

THE PRESIDENT—The greatest red Canna in commerce. Very heavy, vigorous growths surmounted by great trusses of immense florets of bright scarlet. We heartily endorse this as the greatest Canna introduction of recent years. \$8.00 per 100, \$75.00 per 1000.

WYOMING—We know of no other Canna as effective as this for large plantings. A giant in growth. Extremely vigorous with its deep bronze foliage as an ideal background for large bright orange-colored flowers of the orchid type. It makes an ideal subject.

YELLOW KING HUMBERT—A sport from King Humbert to which it occasionally reverts. Green foliage with yellow flowers, dotted with scarlet. \$8.00 per 100, \$75.00 per 1000.

We have good stocks of many other varieties, prices on which will be quoted on application.
Order now for delivery in February and March.

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.
THESE PRICES ARE INTENDED FOR THE TRADE ONLY

HILL'S CHOICE NURSERY STOCK

Deciduous Shrubs and Trees for Lining Out

	Inch	100	1000		Inch	100	1000
Acer Platanoides	6-8	\$ 6.50	\$ 50.00	Ligustrum Lucidum	6-8	\$ 5.00	\$ 35.00
Berberis Thunbergii	6-8	4.50	35.00	Ligustrum Polishi	6-12	5.75	42.50
Calycanthus Floridus	x 10-12	8.50	70.00	Lirodendron Tulipifera	18-24	6.50	50.00
Clematis Paniculata	1 yr.	4.50	35.00	Pachysandra Terminalis	x 4-6	8.50	70.00
Cornus Alternifolia	10-12	6.00	50.00	Philadelphus Coronarius	Grand 10-12	8.00	70.00
Cornus Paniculata	12-18	8.50	70.00	Prunus Americana	18-24	4.00	30.00
Cornus Stolonifera Aurea	10-12	8.50	70.00	Quercus Palustris	10-12	8.50	70.00
Crataegus Cordata	10-12	8.50	70.00	Quercus Rubra	10-12	6.50	55.00
Crataegus Mollis	10-12	8.50	70.00	Robinia Pseudocacia	12-18	4.00	30.00
Deutzia Crenata Flore Rosea Pl.	6-10	10.00		Rosa Canina	10-12	2.25	12.50
Elaeagnus Angustifolia	12-18	6.00	50.00	Sambucus Canadensis Aurea	12-18	8.00	70.00
Evonymus Radicans Acutus	x 12-15	15.00		Spiraea Van Houttei	6-12	6.50	55.00
Exochorda Grandiflora	x 10-12	9.50	85.00	Symphoricarpus Alba	12-18	5.25	42.50
Forsythia Intermedia	10-12	8.50	70.00	Symphoricarpus Rubra	18-24	6.50	55.00
Hicoria Ovata	8-10	8.50	70.00	Viburnum Dentatum	10-12	10.00	90.00
Juglans Nigra	12-18	4.50	30.00	Viburnum Lentago	10-12	12.00	110.00

Each X indicates one transplanting. 0 indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.

THE D. HILL NURSERY CO., Inc., Box 404, DUNDEE, ILL.

SPECIMEN EVERGREENS

Send for Complete Catalog.

EVERGREENS FOR LINING OUT

	Inch	100	1000
Abies Tsuga Canadensis	x 8-10	\$21.00	\$200.00
Abies Douglassi	x 6-8	13.00	120.00
Juniperus Canadensis	xx 10-12	50.00	
Juniperus Virginiana	xx 12-18	25.00	225.00
Picea Canadensis	xx 10-12	40.00	
Picea pungens	x 6-8	14.00	130.00
Pinus Austriaca	x 6-10	15.00	140.00
Pinus Mugho Compacta	xx 10-12	60.00	
Taxus Cuspidata	x 6-8	35.00	

Evergreen Specialists, Largest Growers in America.

Rochester, N. Y.

EXCELLENT ST. VALENTINE'S DAY TRADE.

St. Valentine's Day trade was exceptionally good. Coming, as it did, on Tuesday, it gave patrons Saturday and Monday to make purchases in advance. Plants went better than cut flowers, but corsages of violets, roses and orchids were in demand. Carnations sold well.

NOTES.

The local florists were all exonerated by the grand jury last week relative to the theft of Christmas trees on city property, which was recorded in last week's notes.

James Vick's Sons has added canary birds to its seed department. The firm's spring catalogue is in much demand.

Geo. Kramer is now employed at Salter Bros.' East Main street establishment. The company is featuring a

pleasing display of cherry blossoms and forsythia in its windows.

Felix Alberts featured a novel and unique St. Valentine's Day display consisting of logs of cedar bark, filled with crocus in the foreground. A bouquet of miniature kewpies mounted on green twigs entwined with baby ribbon helped to make an attractive picture.

John Volmer and wife are rejoicing in the arrival of a bouncing baby boy.

Colatus Bros. recently purchased a new auto delivery car.

A fine valentine trade was reported by J. B. Keller & Sons.

H. E. Wilson reported good sales for the holiday.

Visitors: Stephen Green, of H. Bayersdorfer & Co., Philadelphia; Milton Silenka, of Schloss Bros., Ribbons, Inc., New York; Robert Greenlaw, Philadelphia. CHESTER.

duce when in flower a brilliant effect. There is a form of Cornus florida with pendulous branches, and another on which the flowers are called double from the presence of an inner row of white inflorescence-scales. These abnormal forms, however, have little to recommend them to the lovers of handsome trees. Cornus florida is as handsome in the autumn as it is in spring for the upper surface of the leaves turns bright red, the lower surface retaining its pale summer tint, and the abundant clusters of scarlet lustrous fruits are conspicuous and beautiful. Not less beautiful in autumn are two trees with bright yellow fruit which have recently been found, one near Oyster Bay, Long Island, and the other in North Carolina.—Arnold Arboretum Bulletin, May 18, 1921.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

THE Fordson tractor is reduced from \$850 to \$790.

CANTALOUPEs do well in Churchill county, Nevada.

GEORGIA sweet potatoes are being marketed in England.

TWENTY-SEVEN barrels of horse radish recently arrived at New York from Liverpool, Eng.

THE authorities at the Moscow, Ida. Experiment station are preparing a bulletin on the culture of head lettuce commercially.

CALIFORNIA produced an estimated yield of 130,000 tons of raisins for 1921, compared with 180,000 tons in 1920, with an estimated carryover, November 1, 1921, of 15,500 tons.

EAST VIEW, N. Y.—Otto and Henry Schmesing, brothers, of Nassau county, recently discharged from prison here, won the prison prize for gardening, and each left with \$100, the profits from produce sold during their eight months' confinement.

COLUMBUS O.—The Columbus Market Gardeners' Association was recently organized here for all local market gardeners. Officers were elected as follows: J. Fornoff, president; Otto Vick, first vice president; F. Distlehorst, second vice president; Carl J. Olpp, secretary, and George Goodfleisch, treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, February 21.—Cucumbers, per crate, \$7; head lettuce, per crate, \$4 to \$6; carrots, \$5 to \$6 per barrel; cabbage, \$1.50 to \$2.75 per 100-pound sack.

New York, February 17.—Cucumbers, \$2 to \$2.75 per dozen; mushrooms, per three-pound basket, \$.85 to \$1.50; radishes, 100 bunches, \$3 to \$8; tomatoes, per pound, 20 to 55 cents; lettuce, one dozen bunches, \$1 to \$1.75; beet tops, per basket, \$2.

Vegetable Movement.

WEEK OF FEBRUARY 13-18.

Potato movement declined nearly 400 cars, and values are falling off, New York sacked round whites selling at 15 to 35 cents less at Philadelphia, closing at \$2 to \$2.15 per 100 pounds. Growers in Colorado and Idaho received 90 cents to \$1 for Rurals, a loss of five to 10 cents.

Sweet potato prices continue to decline, New Jersey yellow varieties selling to Chicago jobbers at \$2.50 per 100 pounds, a decline of 25 cents, and Delaware and Maryland stock fell off to a level of \$1.50 to \$2 in eastern centers. Tennessee Nancy Halls lost 15 cents in consuming markets, closing at \$1 to \$1.25 per bushel.

Florida celery, in 10-inch crates, declined 25 cents in middlewestern markets, selling at \$2.50, but held firm at New York.

Texas spinach was in poor demand in consuming markets at \$1.25 to \$1.75 per bushel.

Onion supplies show a decrease in the previous week's movement, which was 254 cars. Prices are well maintained, Eastern Yellow Globes advancing 15 to 25 cents in Atlantic seaboard markets, to a level of \$8 to \$8.65. At Kansas City, middlewestern yellows showed a slightly weaker tone, closing at \$6.75 to \$8.25.

Barrelled apple movement is rapidly declining which is more than offset by the heavy shipments of boxed stock, which total 51,000 cars for the season. Rhode Island Greenings closed strong at New York at \$12 to \$12.50 at New York. Northwestern fancy boxed Winesaps show a firm tone in middlewestern markets, having been sold to jobbers at \$2.35 to \$2.60 per box.

New cabbage movement is heavy, 365 cars having been rolled during the week. The supplies of old stock is rapidly decreasing, falling off 118 cars. New York Danish type showed a dull tone at New York and Philadelphia, closing at \$28 to \$38 per ton. Florida Wakefield also was in poor demand in city markets, bringing \$1 to \$1.25 per 1½ bushel hamper.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seeding Plumosus, \$1.25 per 100; \$10.00 per 1000.
Seeding Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower
PEKIN, ILL.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

Mention the American Florist when writing.

English Ivy

Good, bushy plants, tied to three foot stake \$4.00 per dozen, \$25.00 per 100.

HARDY

Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in our February price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3 inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

February Price List Ready.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

Seasonable Stock

READY NOW

Asparagus Sprengerii, 2½ inch, \$5.00 per 100, \$45.00 per 1000; 3 inch, \$10.00 per 100, \$90.00 per 1000; heavy 5 inch, \$25.00 per 100; heavy 6 inch, \$35.00 per 100.

Asparagus Plumosus, 2½ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, 2½ inch, \$8.00 per 100.

Begonia Thurstonii, 2½ inch, \$10.00 per 100.

Begonia Argentea Guttata, 2½ inch, \$8.00 per 100.

Begonia Alba Picta, 2½ inch, \$8.00 per 100.

Begonia Pres. Carnot, 2½ inch, \$10.00 per 100.

Begonia Semperflorens, Pink Profusion, 2½ inch, \$8.00 per 100.

Begonia Semperflorens, Gracilis Luminosa, 2½ inch, \$5.00 per 100.

Begonia Semperflorens, Prima Donna, 2½ inch, \$5.00 per 100.

Begonia Sandersonii, 2½ inch, \$8.00 per 100.

Coleus, best market varieties, rooted cuttings, \$1.50 per 100 or \$12.00 per 1000; 2½ inch, pot plants, \$3.50 per 100.

Heliotrope, Centefleur, best of all giant purple, 2½ inch, \$5.00 per 100.

Petunias, double, best named sorts, 2½ inch, \$6.00 per 100, \$50.00 per 1000.

Genista Johnstoni, bushy, 5 inch pot plants, Dwarf Compacta variety, good deep yellow and two weeks later than old type, \$5.00 per dozen.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA.

Abelia Grandiflora. Strong 2 1/4-inch, per 100, \$5.00; per 1,000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

ALTERNANTHERAS.

Alternantheras, red and yellow, strong bushy plants, 2-in., per 100, \$2.50. Brilliantissima, 2-in., per 100, \$2.75. G. S. GREENHOUSES, Glenwood, Ill.

ASPARAGUS.

Asparagus Sprengerii, 2 1/2-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$35.00; 6-inch, per 100, \$35.00. Plumosus, 2 1/2-inch, per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus Sprengerii, 2 1/2-in., 4 1/2 c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 6-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 55th and Springfield Ave., Philadelphia, Pa.

BEGONIAS.

Begonias. Coralline Lucerne, 1 1/4-inch, per 100, \$10.00. Rosea Picta, Argentea Guttata, Rubra, Thurstonii, Alba Picta, Pres. Carnot, Sandersonii, Alba Perfecta, all 2 1/4-inch, per 100, \$7.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine, 2-in., \$3.00 per 100, \$27.50 per 1,000; 3-in., \$6.00 per 100, \$60.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson. \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 50 Park Place, N. Y.

REX BEGONIAS. Fine stock plants, in assortment, 4-in., \$3.00 per doz.; 5-in., \$4.50 per doz.; carefully packed. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Begonias. Fine 2 1/4-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2 1/4-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese Lily. Write for prices. American Bulb Co., 172 Wabash Ave., Chicago.

Bulbs. Fancy leaved caladium, mixed colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

BUDDLEIA.

Buddleia Varibillis Magnifica. Butterfly, Bush or Summer Lilac. Beautiful long spikes of flowers similar to the lilac, fragrant, blooms from July till frost; fine for cut flowers. Plants that will bloom this summer. 2 1/2-inch, per 100, \$5.00; 3-inch, per 100, \$8.00. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

Buddleia Magnifica, per 100, \$5.00; per 1,000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size.	Diameter	Per 100	Per 1000
1 1/4 to 1 1/2-inch		\$ 6.00	\$ 50.00
1 1/2 to 2 -inch		8.00	75.00
2-inch and up		15.00	125.00

Satisfaction guaranteed.

SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CANNAS.

25,000 CANNAS.

2 and 3 eye; all plump.

	100	1,000
King Humbert	\$5.00	\$45.00
Yellow Humbert	5.00	45.00
Pennsylvania	3.00	22.50
Gustav Gumper	3.00	22.50
Indiana	3.00	22.50

BREEZY BLUFF FLOWER FARM
Oklahoma City, Okla.

R. F. D. 9. Box 214.

100,000 CANNAS. 2 and 3 Eye.

King Humbert, \$3.00 per 100, \$25.00 per 1,000. Richard Wallace, \$1.75 per 100, \$15.00 per 1,000. Cash. BUSHY FLOWER GARDEN, Bushy, Va.

CANNAS. Select 2 and 3 eye r. l's. King Humbert, \$4.50 per 100; Florence Vaughan \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100, \$45.00 per 1,000. Orders filled in rotation as received.

Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1000
Matchless	\$4.00	\$35.00
Miss Tao	4.00	35.00
Nebraska	5.00	40.00
Winsor Cerise	4.00	35.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00
Thenanthos	5.00	40.00

Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
Mrs. C. W. Ward	\$3.50	\$30.00
Matchless	3.50	30.00
White Enchantress	3.00	25.00
Pink Enchantress	2.00	25.00

WIETOR BROS.,
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

Carnations. Write for price list of latest varieties. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolara, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonnafont, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1,000.

December Beauty, \$45.00 per 1,000.

Rosanda, White Surprise, Muskoka, Orange Queen, Thanksgiving Pink, \$10.00 per 100.

Caprice, Carmelite, Katherine Thompson, Mrs. Greening, Yellow, Lilac, White, Dr. Printemps, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke Billie Burke, \$8.00 per 100.

Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.

ELI CROSS,
150 Monroe Ave. Grand Rapids, Mich.

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock ready for immediate delivery.

	100	1,000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.
Wholesale Florists.
30 E. Randolph St. Chicago, Ill.

Chrysanthemums, Pompon. For varieties and prices, see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white).....	\$3.00	\$25.00
Richmond (yellow).....	3.00	25.00
Roman Gold (yellow).....	3.00	25.00
Pink Chieftain (pink).....	3.00	25.00
Intensity (maroon).....	3.00	25.00
Marigold (yellow).....	3.00	25.00
Ocotonto (white).....	3.00	25.00
Early Frost (white).....	3.00	25.00
Seidewitz (pink).....	3.00	25.00
Rose Perfection (pink).....	3.00	25.00
Smith's Ideal (white).....	3.00	25.00
Golden Queen (yellow).....	3.00	25.00
White Chieftain (white).....	3.00	25.00
Thanksgiving Pink.....	5.00	50.00

POMPONS.

L. Doty (light pink).....	\$3.00	\$25.00
Buckingham (pink single)....	3.00	25.00
Godfrey (late pink).....	3.00	25.00
H. Canning (bronze).....	3.00	25.00
Volunteer (yellow).....	3.00	25.00
White Gem (white).....	3.00	25.00

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co. Adrian, Mich.

CINERARIA.

Cinerarias in bud and bloom; clean, strong plants, 5-in., 45c; 2½-in., \$6.00 per 100. G. S. GREENHOUSES, Glenwood, Ill.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100, 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

Coleus, mixed brilliant colors, 3-inch, per 100, \$5.00; 2½-in., per 100, \$4.00; pink Trailing Queen, 2½-in., per 100, \$4.00. G. S. GREENHOUSES, Glenwood, Ill.

COLEUS. Assorted 2-in. well rooted, \$2.50 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CRAB APPLE TREES.

Wild Crab Apple Trees. Produces beautiful sprays of fragrant flowers. Size two to three ft. Per doz., \$3.00. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$90.00 per 1,000. 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. **LYNDHURST FARM, INC.**
First Road, Hammonton, N. J.

DEWBERRIES.

Lucretia Dewberry. The best of the blackberry family. Large, luscious, sweet berries, two to three times the size of the blackberry. Very productive and always sells at double the price of blackberries. Every florist should have a patch for their own use. Strong, thrifty plants, per 100, \$3.00; per 1,000, \$18.00. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

FERNS.

Hardy Ferns at wholesale prices:

Evergreen and Marsh shield ferns.....	10	\$1.00	\$ 8.00
Maidenhair and wood ferns....	1.00	9.00	
Goldiana and Ostrich ferns.....	1.20	10.00	
Cinnamon and interrupted.....	1.30	12.00	

and 11 other varieties. Illustrated descriptive list mailed free, 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. **LUDWIG MOSBAEK**, Ferndale, Askov, Minn.

FERNS.**BOSTON FERNS.**

Good, strong bushy stock.

5-in.	\$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.

DAVIS FLORAL CO.

Davenport, Ia.

Ferns. Boston, Teddy Junior, Roosevelt and Whitmanil, all 2½-inch, per 100, \$6.50; per 1,000, \$60.00.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World.
Dept. C. Springfield, O.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsa, Md.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Dish Ferns. Holly, Wimsetti and Aspidiums, per 100, \$5.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

Table ferns, standard varieties, 2½-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. **F. R. Pierson, Inc.**, Tarrytown, N. Y.

FEVERFEW.

FEVERFEW. 2-in., \$4.00 per 100. Cash. **JOSEPH BANCROFT & SON**, Cedar Falls, Ia.

GLADIOLI.

Gladioli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

GERANIUMS. 2½-in. pots. S. A. Nutt, Buchner, \$6.00 per 100, \$50.00 per 1000. Richard Poltevine, Hill, Presilly, Vland, Mad. Barney Landrey, etc., \$7.00 per 100; \$65.00 per 1000. **ROMAN J. IRWIN**, 43 West 18th St., New York.

Geraniums, Nutt Buchner, Ricard, Poltevine and Vland. Good short jointed plants. 2-in., \$3.50 per 100; \$35 per 1000. **Elmer Rawlings, Allegany, N. Y.**

Geraniums, rooted cuttings only, send for prices. **ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.**

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. **The Decorative Greens Co., Kinston, Ala.**

Green sheet moss. Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. **Knud Nielsen, Evergreen, Ala.**

HYDRANGEAS.**FRENCH HYDRANGEAS**

2½-inch pot plants. Late summer propagation.

Per 100, \$7.00; per 1,000, \$60.00.
Avalanche, Baby Bimbinet, Gen. Vibraye, Souv. de Mad. Chautard, La France, La Lorraine, Lillie Mouillere, Mme. E. Mouillere, Bouquet Rose, Radiant, E. G. Hill, Mousseline, Mme. A. Novin.

The following newer sorts, per 100, \$12.00. Etincelant, Satinet, Trophee.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

HYDRANGEAS

Field-grown, one-year old, in the following varieties and sizes:

Henry Lambert, Wm. Pfitzer, Lily Mouillere, Mme. Patrick and Mme. Riveraine, 3 to 6 branches.....35c each
6 to 9 branches.....40c each

ANTON SCHULTHEIS
316 Nineteenth St. College Point, N. Y.

Hardy Hydrangea Arborescens, 18 inches to 2 feet, per doz., \$2.00; per 100, \$15.00. **H. G. WALKER**, 312 W. Chestnut St., Louisville, Ky.

IMMORTELLES.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. **C. J. Speelman & Sons**, 470 Greenwich St., New York.

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. **GILBERT H. WILD**, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100, \$25.00 per 1000; 3-in., \$3.75 per 100, \$35.00 per 1000. **R. Vincent, Jr. & Sons Co.**, White Marsa, Md.

LANTANAS.

Lantanas. Comte de Biencourt, pink; Alba Perfecta, white; M. Schmidt and Leo Dex, orange scarlet; Jacob Schultz, crimson; Radiation, orange-red. Per 100, \$5.00; per 1,000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

LEMONS.

Lemon Ponderosa. 2 1/4-inch, per 100, \$7.00; per 1,000, \$65.00.
THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 300; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500, \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

NURSERY STOCK.

10,000 Water Oaks, all sizes; 1,000 Oriental Plane, 12-ft. up; 650 Deutzia, 4 to 6 ft.; goodly number Weigella, Forsythia, Althea, Spirea, Magnolias, Conifers; 150 Purple Lilac; 50,000 Amoor River Privet, (south), 2 to 3 ft. All this stock is ready to ship. Will make attractive prices for spring delivery. Satisfaction guaranteed. THE CURETON NURSERIES, Dept. 54, Anstell, Ga.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 ft., 6-8 ft., 8-10 ft., 10-12 ft. Grape Vines, 1 and 2-year; Spirea Van Houttel, 12-18 in., 18-24 in., 2-3 ft., 3-4 ft. Write for prices. T. W. RICE, Geneva, N. Y.

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HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laello-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Oranges, Otaheite. 2 1/4-inch, per 100, \$7.00; per 1,000, \$65.00.
THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

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Select Giant Flowering Pansy seedlings, 40,000 now ready, per 1,000, \$4.00; 4,000, \$15.00; prepaid. HILLCREST GARDENS, Albert Lea, Minn.

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Pelargoniums, Easter Greeting, Lucy Becker, Joy, three best sellers for Easter and spring sales. Strong, clean stock, 2 1/4-in., \$8.00 per 100; 4-in. Greeting, strong spaced plants, ready for 6-in., 20c. Cash. Satisfaction assured. O. B. ULERY, 1325 Maiden Lane, Springfield, O.

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Primula obconica, 2 1/4-in., good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-in., at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2 1/4-in., \$5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

PRIVET.

Amoor River Privet, (South), one-year, very fine, 2-3 feet, \$30 per 1000; 3-4 feet, \$40 per 1000 in car lots or less. California Privet, one-year, very fine, 2-3 feet, \$20 per 1000. Crepe Myrtle, deep red and purple, one-year, 18-24 inches, \$50 per 1000; 12-18 inches, \$40 per 1000. No finer stock grown. THE S. R. MCKEE ROSE GARDENS AND NURSERIES, Jacksonville, Tex.

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ANGELUS
The Sensational White for 1922. Order now for March delivery.
Prices will be:
Grafted. Own Root.
100.....\$ 42.50 100.....\$ 35.00
1,000..... 375.00 1,000..... 300.00
2,500..... 912.50 2,500..... 725.00
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Madison, N. J.

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ROSE PLANTS—2 1/4-INCH
Large Stock—None Better
Columbia\$9.00 \$85.00
VIETOR BROS.
Wholesale Growers of Quality Cut Flowers
30 East Randolph St. Chicago

ROSES
Send for catalogue giving complete list of varieties, 2 1/4-inch, and 4-inch pots. Stock right, prices right; one and one-half million now ready—own root.
THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

SALVIAS.

Salvias. St. Louis, Mrs. Page and Splendens, 2 1/4-inch, per 100, \$4.50; per 1,000, \$40.00.
THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
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SEEDS.

ASPARAGUS PLUMOSUS NANUS SEEDS.
New crop, live vigorous seeds, of Nanus type. Will make quick-growing, profitable plants. Satisfaction guaranteed. Immediate delivery.
1,000 seeds\$ 1.50
2,000 seeds 2.50
5,000 seeds 5.50
Per pound 12.50
ASPARAGUS SPRENGERI SEEDS.
1,000 seeds\$1.00
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5,000 seeds 5.00
Per pound 7.00
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512 Washington St. San Francisco, Calif.

Established in 1856. Seeds suitable for the most critical market garden trade. Submit your list of requirements. We will return with special prices.
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Wholesale Dept.
Marblehead, Mass.

Seed. Cyclamen, Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000.
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Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Salvia, new crop. Petunia, new Giant Ruffled. For varieties and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

SEEDS.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS. Fine flower; pansy a specialty. Write for catalogue. Frederick Roemer, Quedlinburg, Germany.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed. New crop Asparagus plumosus Nanus, per 1,000, \$4.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

STOCKS.

Stocks. Beauty of Nice, 2 1/4-in. pots, \$7.50 per 100, \$65.00 per 1000. White, lavender, shell-pink, rose-pink, lilac and purple. ROMAN J. IRWIN, 43 W. 18th St., New York.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

VERBENAS.

Lemon Verbenas. 2 1/4-inch, per 100, \$5.00; per 1,000, \$45.00.
THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

VINCAS.

Vincas, variegated, bushy, 2-in., \$4.00 per 100; 4-in., \$12.00 per 100. Carefully packed in corrugated cartons. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

VIOLETS.

Violets. Clean and healthy, Lady Hume Campbell, Princess of Wales, 2 1/4-in., per 100, \$5.00; per 1,000, \$45.00.
THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

VEGETABLE PLANTS.

Tomato plants, for greenhouse culture. Very profitable. Bonnie Best, per 100, \$3.50; per 1,000, \$30.00. Stocky, thrifty, 2½-inch pot plants.

Cracker Jack. Highly recommended; out yields any other tomato, yields 12 lbs. to a vine and a great seller, 2½-in., per 100, \$5.00.

H. G. WALKER
312 W. Chestnut St. Louisville, Ky.

MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. DE WITT SISTERS, Feather flowers exclusively. Battle Creek, Mich.

Cane plant stakes. The best thing to stake plants and much used by florists for strengthening the back of funeral sprays. 6 to 6 ft. long, per 1,000, \$6.00. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Glass Cloth. A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Bladen, Neb.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$3.50. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

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Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

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Greenhouse Boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1000; 3000 for \$1. Wm. Schiatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3000 for \$1. I. L. Pillsbury, Galesburg, Ill.

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No. 1 Canadian unleached hardwood ashes with a kick in them. For gardens, lawns and flowers. Do not take some other fertilizer just as good from your dealer. If he does not keep them in stock you can be the agent for them and make \$10.00 a ton by selling them to your neighbors for \$2.00 per 100-lb. sack. Send me your order; I will deliver them to your railroad station, all charges paid, for \$30 a ton.
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Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

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Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 132 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 903 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kind of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouses. Estimate, plans and information gladly given. Write us for catalogue. King Construction Co., North Tonawanda, N. Y.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 S. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Aphine, \$1 per qt., \$2.50 per gal. Fungine, \$1 per qt., \$3.50 per gal. Vermine, \$1 per qt., \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

THOMSON'S
CELEBRATED
MANURES
PERFECT PLANT FOODS
UNRIVALLED FOR
ALL GARDEN CROPS.
SOLD BY ALL SEEDSMEN
OR FROM SOLE MAKERS.
WM THOMSON & SONS Ltd.
CLOVENFORDS, SCOTLAND

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LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

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Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein, I., New York.
Hart, Geo. B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neldinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Slebrecht, Geo. C., New York.
Sullivan, Dolan & Co., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florists, New York.
United Cut Flower Co., New York.
Vaughan, A. L., & Co., Chicago.
Welland & Risch Co., Chicago.
Weiss, Herman, New York.
Wieter Bros., Chicago.
Winterson Co., E. F., Chicago.
Young & Co., A. L., New York.
Zech & Mann, Chicago.

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Shredded Cattle Manure

Is selected quality manure taken from brick-paved Stock Yard cattle pens—dried and sterilized by a high temperature direct heat process which kills weed seeds, fungus and disease germs.

Packed in 100-lb. bags in coarse shredded form for mulching or top dressing. Largely used for mixing with bench and potting soil and liquid manuring. Unequalled for lawn and garden fertilizing.

Insist on WIZARD BRAND through your supply house or write us direct.

THE PULVERIZED MANURE CO.,

32 Union Stock Yards,

Chicago

**LANG'S
HAND
WEEDER**

**HANDIEST
TOOL
ON EARTH.**



Sold to seedsmen, nursery men and dealers for 20 years. Write today for our wholesale price list.

Sample Weeder
by mail, 25c.

Lang Mfg. Co.
Bayfield, Wisconsin

Evansville, Ind.

FUNERAL WORK VERY BRISK.

Market conditions have been very satisfactory the past few weeks and there has been a very good supply of flowers, with the exception of roses, although surplus stocks were not reported large. Funeral work has been plentiful, there being a great many deaths in this city and vicinity from the grip, pneumonia, etc. A few weddings were reported. Social affairs have been rather numerous. Local dealers are looking forward to a good business during the Easter season and they expect a plentiful supply of flowers. Violets of fine quality have been in very good demand. Sweet peas also are selling well and the call for roses is brisk. Pot plants are selling well, as the spring season for that sort of stock has opened up. Dealers say that their trade for February has been the equal if not better than it was during the corresponding period of last year, and they are expecting a good March business.

NOTES.

George Blackman, of the William Blackman Floral Co., and wife will attend the National Flower Show to be staged at Indianapolis, March 25-April 1. Louis L. Kleitz, of the Lockyear Floral Co., also will attend. The Indianapolis Chamber of Commerce has requested the local chamber to assist in creating an interest in the coming exhibition.

Florists at Henderson, Owensboro and Hopkinsville, Ky., and other cities in western and northern Kentucky, report that their trade for the past month has been very good and that they are looking forward to a fine Easter season trade.

The Niednagel Floral Co. has removed its greenhouses on Lincoln avenue to the opposite side of the street and improvements are being made to the plant.
W. B. C.

Greenhouse Construction

BY. PROF. L. R. TAFT

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, \$2.25.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, \$2.25.

American Florist Co., 440 S. Dearborn St., Chicago

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GREENHOUSES

King Steel Frame Greenhouses are designed and constructed to meet the exacting conditions of commercial growers. They are so warm, light, strong, sturdy-built to keep the weather out and let all the sunshine in. Constructed without the use of heavy shadow casting members. This is why so many growers find them such wonderful growing houses.

Why are so many houses being replaced by King?

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When you think of Good Greenhouses, think of King.

KING CONSTRUCTION COMPANY

GENERAL OFFICES NORTH TONAWANDA, N. Y.

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BOSTON, MASS.

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Large Runs of

CATALOGUES

Our Specialty.

Write for Prices.

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**Western
Pottery Co.**

**High Grade
Flower Pots**

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GLASS
Best Brands
SHARP, PARTRIDGE & CO.
2263 Lumber St., CHICAGO

CALLAHAN GREENHOUSES

There is no economical substitute for Quality in Greenhouses and Ventilating Equipment.

Give us a chance to figure on your requirements.

T. J. CALLAHAN CO.

1010 S. Perry Street, DAYTON OHIO



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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LVIII.

CHICAGO AND NEW YORK, MARCH 4, 1922.

No. 1761

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

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President; SAMUEL MURRAY, Kansas City,
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The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held
at Indianapolis, Ind., March 25 to April 1, 1922.

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MOTTY Madison, N. J., Treasurer

Methods in Floral Arrangement.

Address by Charles Henry Fox, of Philadelphia, Pa., at Cornell University,
Ithaca, N. Y., Farmers' Week, February 16.

Important Subject Thoroughly Considered



My Good Friends,
Ladies, Gentlemen and
Honored Members of the
Faculty:

I am very happy to be
with you today. I feel
signally honored to have
been chosen as one of
your speakers and I will
go away from here very
much benefitted and in-
spired by the great work you are doing.

Need of School.—I have long felt the
need of just such a school as you have
here, a school that would teach the
technique as well as the practical and
commercial side of horticultural work.
Some 10 years ago, I established a
school within our own organization.
We called it the Sign of the Rose
School of Art and Nature. We adver-
tised in the Florists' Review and the
Fra Magazine, the latter being pub-
lished right near here in East Aurora,
N. Y. As a result of this advertising
we had replies from all over the
country. When it came to checking
up we found that 90 per cent of the
applicants came from cultured, refined
homes.

Standard.—That was just what I was
looking for. I wanted to raise the
standard of our business and to do
this I felt that the student should have
a fair education and a serious desire to
learn the business from the bottom up,
being taught the why's and where-
fore's as he progressed. We selected
our students and then proceeded to
give them oral instruction in a regu-
lar class-room, occupying from one to
two hours each day.

Business Charts.—During this time
we prepared charts showing how flow-
ers should be cared for, including the
cutting, preparation and putting up for
sale. Practical demonstrations were
given in all departments and the stu-
dents were encouraged to ask ques-
tions and make suggestions.

Stemming.—From the stemming we
went into the proper receptacles to be
used and the results to be obtained
from certain color combinations, lead-
ing up to the psychology of color and
the general arrangement.

Color Arrangement.—We took great
care to teach the student what kind of
flowers, for instance were suitable for
a morning wedding, an evening wed-
ding and that certain arrangements
were necessary for a catholic or a Jew-
ish wedding. In other words, the flower
arrangement, the color scheme and all
that pertained to the decoration must
be in perfect keeping with the sur-
roundings.

Bridal Table.—We would arrange and
discuss a bridal table and a suitable
decoration for a buffet luncheon as
well as the proper thing for a debutante
tea. The dignified arrangement for a
formal banquet table was thoroughly
discussed.

Corsage.—Then there was the corsage
to be talked over, whether it was to
be worn on the street, at a dance, or
for the opera. So we went right down
the line of regular work. Just such
work as would come in the day of any
florist.

Nine Months' Course.—What hap-
pened? Well, in nine months we turned
out workers who were skillful, not only
with their fingers but with their heads,
and knew more than the ordinary per-
son who had worked in a flower shop
for four or five years.

Why? Because it was not a hit or
miss method. They started at the bot-
tom and learned that certain combina-
tions produced certain results; that this
was right and that was wrong; that
there was a definite reason why certain
color schemes and arrangements were
beautiful and artistic, while others were
clumsy and ineffective. One followed
definite rules; the other was a matter of
chance.

Charge \$200 for the Course.—We
made a nominal charge of \$200 for
the course. This was done to make

the student realize that he was paying for the time he was using and must therefore make the best of it. He was made to understand that the rough came with the smooth, and potting with all its dirt and disorder was just as necessary to learn as the arrangement of a rose vase or beautiful table decoration.

Knockers in Business.—Of course there were the usual knockers in the business, the florist who thought we were getting rich at the expense of the student, but those who saw fit to look into it, found that we were striving to raise the standard of the business by enlisting earnest reliable workers who were naturally fitted for the work, instead of drawing continually from the rank and file, who were in many cases in the florists business because they couldn't help it.

Three Seasons.—We continued the school for three seasons. During that time we had applications and students from all over the country, sons and daughters of florists, bankers and manufacturers, and they all felt that their time had been well spent.

Gave up School.—Then our business began to crowd us. We felt that we had neither the time nor the space to enlarge our activity along this line, and so we were forced to give it up entirely. Surely there is a great need for just such a school on a large scale today, a school that will not only give the student the art and practise of the business, but one that will make the artist a practical business man as well.

Sheldon Course.—We also taught the Sheldon course of salesmanship. How many florists today know just what their work is costing them? I talked with a man after the Christmas holidays who told me he had put in a novelty for Christmas which he prepared in his own store.

Production Cost.—He said to me, "I judged that the article would cost me 65 cents and made my plans to sell it on that basis. When I came to balance up I found that it had really cost me a little over \$1 and my profits were halved accordingly." Now if he had been properly trained he would have found that out before he sold it rather than afterward.

F. T. D. Florist School.—I am looking forward to the establishment of just such a school by the organization that has, in my opinion, done more real good toward the advancement of the retail florist than any other, the Florists' Telegraph Delivery Association. The F. T. D. has, first of all, raised the standard of the florists; has brought them together in order that they might work in harmony and drop all selfish aims. We have had brought home to us through this wonderful association what we have always known, but some times failed to practice, that we only get by giving and the dividends of today are but the friendships of yesterday.

Public Confidence.—It has done more than this—it has established in the mind of the public a great and lasting confidence, by holding sacred the trust of a brother florist, whether he be in San Francisco, Calif., or across the ocean. A trust which delivers full value at any cost and carries with it a determination to always make good, even though he may never see the florist or the one who makes the purchase. The Florists' Telegraph Delivery Association expects him to be true to his trust and the fact that over \$8,000,000 worth of business was transacted in this way last year, when business along other lines was not especially brisk, speaks for itself.

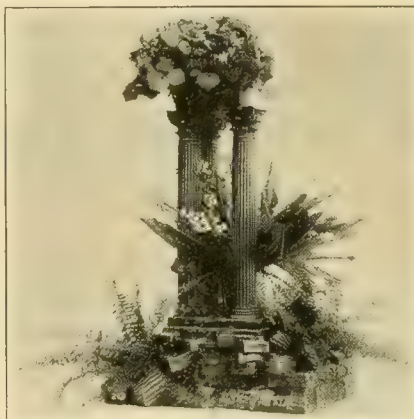
"Say It With Flowers."—Yes, and every day of the 365 days of the year and never lose sight of the fact there is no end to the possibilities of this slogan.

Right along that line I have brought with me from the good old "Quaker Town" a few articles in order that I may show you how we "Say It With Flowers" in Philadelphia. We have analyzed the flower business and find it is made up of three things, impression, sentiment and sympathy.

Impression.—We find that the first and most important point in our business is impression, so I shall now try to show you how we create impression from one month to the other by making our flower boxes outwardly attractive. It is September and a box is ready for delivery. On the top carefully arranged, you find a bunch of cat tails and golden-rod and the eye is placed from the time the box is first seen until the last flower is taken out. "Too pretty to open" is what we hear on all sides.

Then October, with its quota of chestnut burrs and autumn leaves. Surely a dainty touch suggestive of the first frost and the tang of fall.

In December, the holly and pine cone



Methods in Floral Arrangement.
Decoration by Chas. Henry Fox.

come to the fore, while February with its golden forsythias and other blossoms is equally attractive.

For Easter we have the bird's nest nestled among the gnarled branches and this has always been very much admired. So each month contributes its fitting tribute and the box goes on its way doubly attractive. The first impression one receives of a box of flowers when opened is very lasting and so we take great care in the placing and arrangement of the box, so that they may appear to the best advantage.

Sentiment.—So much can be expressed with flowers. They express a sentiment as nothing else can and I have in mind a table decoration which was made for a luncheon given in honor of a very popular opera singer. It was in March, so we named it the "Song of the Violet."

Sympathy.—Then again sentiment takes the form of sympathy. From the days of the Greek when he honored his dead by strewing their graves with laurel wreaths and acacia until the present, flowers have been the greatest comfort in time of sorrow. Time meant less to the ancient Greek in making up wreaths and casket covers than it means to us. Time is our greatest factor, and while we have none the less love and sympathy we have less time, and so we must devise ways and means to get through with our work quickly.

Pillow Basket.—With this in mind I conceived the pillow basket, so constructed that it can be arranged in 15 minutes by any florist and be a real work of art when finished.

Flowers in Water, Keeping Qualities.

—Just think of it, no flowers to stem, no frame to moss, no wiring to do, every flower on its own stem and every stem in water. This not only means a great saving of time, but a saving of worry, for a delivery made on Saturday would be in fine condition several days later. So the Sunday funeral bug-bear is eliminated. Surely a great help toward Sunday closing in which I am a firm believer. I will now demonstrate for you the pillow basket; I made one in 9½ minutes in Toronto, Ont., so take out your watches and see if I am up to record time.

Concrete Columns.—To add a character to a dinner table decoration, say for the Italian ambassador, the Knights of Columbus or an archaeological dinner, or a dinner that has to do with Latin students of any sort, we use a bit of old Rome, the Roman column, an exact replica of the Roman forum. This at once in combination with flowers gives it distinction and character. This is just one of the many things that you can use to make a dinner distinctive and appropriate for the occasion.

F. T. D. at Baltimore.—I hope these demonstrations have been helpful. If there are any questions I shall be glad to answer them. I hope to see you all next October at the Florists' Telegraph Delivery Association business meeting in Baltimore, Md. On your way stop over at the "Sign of the Rose" in Philadelphia and let us show you our wonderful park and last but not least our beautiful suburbs.

Come to Philadelphia.—There you will see good old Philadelphians who are "Saying It With Flowers" and letting the world enjoy it with them. So come prepared to agree with us that the "City of Brotherly Love" isn't a half bad place after all.

Next Week in the Flower Shop.

The after dinner speaker, whose hearers are for the most part frequently the same, has to have some new ideas, some new stories or different themes which will by their novelty, interest and hold his audience. The same topics and stories, no matter how good, would fall flat the second time; it would be much the same as reading yesterday's newspaper which one tosses aside the moment they find something familiar.

This situation holds good in the flower shop. Visitors and customers come in expecting to see something different from what they saw before; if the setting is the same the plants and flowers displayed in the usual manner with nothing novel to catch the eye, they are disappointed and the question is frequently asked. "Is there nothing else? I am tired of roses and carnations."

The mistake is not so much in the flowers as it is in the setting, the keeping to the front and featuring staple stocks in the many different ways it is possible to show them to good advantage. Vase baskets, with or without handles, hampers, etc., in their self or duo tone colorings, will show flowers off with but little arranging to great advantage. They can also be sold from these receptacles the same as the tins or fibre jars, and much easier because of their more artistic appearance.

CLEAN, ORDERLY STORE EFFECTIVE.

When a cluttered room is tidied and put in order it has a neat, inviting appearance, restful to the eye and a pleasure to occupy. The difference is even greater in the store where, in a clean orderly surrounding the visitors find fresh plants and flowers well displayed,



METHODS IN FLORAL ARRANGEMENT.

Design by Chas. Henry Fox.

they give their orders with confidence, feeling certain that in such a well-regulated establishment they will get the best of service.

A change in the arrangement of the display tables, the cheval glass or mirror, or the plants that give their decorative effect to the front of the establishment, will take but a short time to arrange and is sure to be noticed and favorably commented on by customers. All this is necessary to make an impression and give the patrons what they expect, novelty in flowers or their arrangement.

Are your cut flower purchases made by personal inspection or over the phone? The telephone has lifted much of the drudgery of business, but perfect as it is in its instantaneous service, it lacks one thing—it is impossible to see with it. Buyers should visit the cut flower market at least once a day so as to get and keep posted on the stock that is coming in, its quality, prices, etc. If the proprietor cannot spare the time, then someone should be given in charge of this important service, who, whether in or out should always be in touch with the shop and ready for instant action. The man who is in the market is in a much better position than the person at the other end of a wire. The first can see at a glance the quality of the stock and sensing the market conditions knows the price, while the other, though perhaps not being taken advantage of, does not do as well as if on the ground.

SPRING FLOWERS SHOULD BE FEATURED.

Now is the time to feature spring flowers, daffodils, sweet peas, calendulas, tulips, pansies and violets. These can be artistically arranged in cut flower boxes of various size and labeled, one for "Sweethearts," "For Mother," "For Her Birthday," "For the sick room,"

"To Take Home with You," etc., and all priced. It's the vim and enthusiasm that is put into a movement of this kind that makes it go. Just a box or two without prices, and put up in doubt as to whether they will go or not, will make very little impression. When successfully carried out the business created is all new trade that would have been missed had the bid not been made for it.

In all successful storekeeping in other lines the moment a lull appears to be commencing the manager is at once on the job with attractions to counteract and start things going again. The interest must be kept up and the stock moved at all hazards. The flower business offers just as much opportunity as has the tailor, milliner, druggist, or confectioner and any other line that keeps things moving by special sales and attractive displays that forces their shop into the public eye, which would otherwise pass it by without notice.

Flowering bulbous pots and pans of tulips, hyacinths and daffodils are good stock to carry at this time. Attractively decorated with suitable covers and the addition of pussy willow sprays they have a gift look that once suggests a purpose to which they may be put and the sale is made. A plant basket or two of foliage and flowering stock for those who want something more elaborate, is a good addition to the list and standing around they help to give a decorative effect to the store.

A good stunt that livenes matters in the late afternoon is to bunch, or rather to collect six or a dozen short roses with a little green and wrap in a cornucopia of wax paper, so that the flowers show to good advantage. The same may be done with calendulas or bunches of sweet peas. These are then piled up in the show window on several large plateaus, each flower by itself. A good

sized card advises, "Take one home with you, 25 cents each." If the weather permits, they may be placed either side the door outside, and will move off rapidly. It is the handy package, the suggestion, or "take it home" idea and that would have been lost without the low price that does the trick. Do not forget that this is all new business that would have been lost without the bid made for it.

Cement Instead of Grass.

A lady in Los Angeles Calif., has got her name in nearly all the papers through having devised what she calls a cement lawn. Instead of turf, she has a layer of cement over her yard, with holes cut here and there for trees and shrubs. The cement is painted green and the lady expresses herself as quite satisfied, since there is no longer any watering or mowing to be done.

Thus she gets great renown in return for very little ingenuity. All she did was eliminate grass in order to save labor. The same idea is back of the gas fireplace, the bouquet of imitation flowers, the dickey and the celluloid collar. It accounts for the popularity of pills as a short cut to health in place of the more arduous route of physical exertion and sensible diet.

Most really pleasant things require bodily effort for their maintenance. This is particularly true of pleasant things about a house. Cement would free us of a lot of work, if used for all purposes. Cement furniture would not have to be kept polished and free from scratches. Cement floors would require little effort in the upkeep. And so on indefinitely. But how many want to live in a cement world?—Spokane **Spokesman Review**.

CANTON, ILL.—W. H. Wherley is planning to erect greenhouses at his home in the near future.

THE CARNATION.

Care of Flowering Stock.

Flowering stock should be kept up to the highest possible standard of health in order that it may be able to withstand the warm days coming, especially those south of the Pennsylvania state line. Just what this standard is will depend on the individual grower. If there is a surplus of foliage covering the ground and keeping out the air and sunshine, it will pay to get rid of some of it. This can be done by hand picking or cuttings and is especially necessary if there are any decayed leaves at the bottom of your plants.

If you follow this advice, bear in mind that the plants should not be watered or syringed for at least three or four days afterward. This is a very necessary precaution in order that the abrasions may have time to naturally heal up and be impervious to moisture, otherwise you may start decay and be worse off than if you had left your plants alone.

Feeding should be followed up in small doses and regularly, say once every three weeks, using what you have found gives the best results in your soil. Pulverized sheep manure, pulverized cow manure or a good brand of pure bone make the best and safest fertilizer to use, unless you have had experience in using chemical manure; in this latter case you will probably get more value for your money with the chemical manure. There can be no set rules laid down for feeding as some soils require much less than others and there is more danger from overfeeding than underfeeding. It will pay you to experiment and get just the right method for your particular soil as this is one-third of the road to success.

Watering is another third and here again soils vary so much in texture that it is impossible to give any but a little general advice, and that is water when needed and do not be afraid to spend a bit of time in keeping the beds or benches evenly watered. If there are some spots that require water-

ing and others not, pick out the dry spots and give them what they need, but do not water the whole bench to save time. Time is money only when properly used.

Temperatures in March are very irregular and your ventilation will require special attention. Do not expect a day temperature of 80 or 90 and a night temperature of 40 degrees to do the trick; keep the fires going as long as your night temperature drops to 45 degrees or lower and give all the air possible during the day.

CUTTINGS.

It is not too late to take cuttings of any variety of which you may be short of stock. March cuttings should be carefully selected for health and strength, as their growing period is shortened at least a month. Even with this handicap March propagations often supersede earlier stock as they have a steady continuous growth that some of the earlier stock sometimes does not have.

There are many methods for handling cuttings after they are rooted. The majority pot them and this seems the logical method if they are not allowed to become pot bound before they are planted out. Both top and root development require constant and unchecked growth to give the best results. Others plant them in beds and cut them out in blocks when ready to reset. This is a good method where soil and other conditions are right. Stock by either method should be grown cool with a superabundance of ventilation. There is nothing so conducive to the health of your young stock as fresh air.

CUT FLOWERS.

Here you are getting to the point where increased production (owing to the longer and brighter days) lowers the price following that inevitable rule of supply and demand. Your only remedy is to make quality the first consideration and in sending your flowers to the market select them to the limit, making two or three grades if necessary. The grower who can put fine flowers having long keeping qualities on the market during March is the man who can command the top prices when Easter comes along. Be good and you

will be lonesome does not apply in this case. Be good and you win a reputation for your stock that will bring in returns, making your summer vacation anything you desire.

ALBERT M. HERR.

American Carnation Society.

NATIONAL FLOWER SHOW EXHIBITS.

The members of the American Carnation Society are urged to stage a large exhibit of carnations at the Fifth National Flower Show, which will be held at Indianapolis, March 25-April 1. That city is so accessible, there is really no excuse for anyone to remain away. The western growers particularly are urged to make entry.

We will have the best exhibition hall the National Flower Show has ever been staged in and it is our duty to stage a carnation display which will be in keeping with the rest of the show. Let each member do his part. Send your entries to John Young, secretary, National Flower Show headquarters, Chamber of Commerce building, Indianapolis, Ind. The complete flower show schedule will be mailed out within a few days. Following are the carnation classes:

CARNATION SCHEDULE OF CLASSES.

Display of carnation blooms, covering 50 square feet of space. The exhibitor shall have absolute latitude as to arrangement and shall be permitted to use cut foliage or foliage plants. All receptacles shall be supplied by the exhibitor. First prize, gold medal and \$300; second prize, silver medal and \$200; third prize, bronze medal and \$100.

Basket arrangement of carnation blooms, one or more varieties. Not less than 100 nor more than 200 blooms arranged with any kind of cut foliage. First prize, \$100; second prize, \$75; third prize, \$50.

Arrangement of carnation blooms other than baskets or vases. This class is intended for something novel in arrangement. Cut foliage or foliage plants may be used at the exhibitor's discretion. First prize, \$100; second prize, \$75; third prize, \$50.

Table decoration, carnations being the principal flowers used. Any foliage, cut or otherwise, may be used. First prize, \$75; second prize, \$50.

One hundred blooms, any undissected variety, shown in one vase. First prize, gold medal and \$50; second prize, silver medal and \$25; third prize, bronze medal and \$15.

One hundred blooms Laddie, shown in one vase. First prize, \$30; second prize, \$20.

Fifty blooms Laddie, shown in one vase. First prize, \$20; second prize, \$10.



METHODS IN FLORAL ARRANGEMENT.

Three Views of Chas. Henry Fox's Patent Surprise Flower Box.



METHODS IN FLORAL ARRANGEMENT.
The Song of the Violet.

Display of carnation blooms, grown and exhibited by private gardener. Not less than 200 blooms displayed in vases. First prize, \$50 and Hitchings & Co. cup; second prize, \$30; third prize, \$20.

VASE CLASSES.

	First	Second
Best vase 100 blooms, one variety white	\$15.00	\$10.00
Best vase 100 blooms, one variety flesh pink, being those shades of pink or salmon color. The variety Laddie is barred from this class.	15.00	10.00
Best vase 100 blooms, one variety light pink, being those shades of pink verging on the true pink and not lighter than Gloriosa nor darker than Winsor	15.00	10.00
Best vase 100 blooms, one variety medium pink, including any variety darker than Winsor and not darker than Mrs. C. W. Ward	15.00	10.00
Best vase 100 blooms, one variety dark pink, being darker than Mrs. Ward and including all so called cerise not dark enough to be classed as red	15.00	10.00
Best vase 100 blooms, one variety red or scarlet, to include all varieties generally included in those colors	15.00	10.00
Best vase 100 blooms, one variety crimson, to cover all shades of crimson or maroon	15.00	10.00
Best vase 100 blooms, one variety yellow or yellow variegated	15.00	10.00
Best vase 100 blooms, one variety white variegated	15.00	10.00
Best vase 100 blooms, one variety flaked	15.00	10.00
Best vase 100 blooms, one variety any other color, to include any color decidedly distinct from the colors specified above	15.00	10.00
Note: Color classification in the following classes to be the same as in the section for vases of 100 blooms each. Laddie barred.		
	First	Second
Best vase 50 blooms, one variety white	\$7.00	\$4.00
Best vase 50 blooms, one variety flesh pink	7.00	4.00
Best vase 50 blooms, one variety light pink	7.00	4.00
Best vase 50 blooms, one variety medium pink	7.00	4.00
Best vase 50 blooms, one variety dark pink	7.00	4.00
Best vase 50 blooms, one variety red or scarlet	7.00	4.00
Best vase 50 blooms, one variety crimson	7.00	4.00
Best vase 50 blooms, one variety yellow or yellow variegated.	7.00	4.00
Best vase 50 blooms, one variety white variegated	7.00	4.00
Best vase 50 blooms, one variety flaked	7.00	4.00
Best vase 50 blooms, one variety any other color	7.00	4.00

The following have contributed toward the carnation premium fund, reducing the society's liability to the extent of \$1,350:

A. M. Campbell, A. N. Pierson, Inc.; A. M. Henshaw, Baur & Steinkamp, C. E. Critchell, C. W. Johnson, Coombs, Florist; Cottage Gardens Co., C. Hagenburger, Dailedouze Bros., E. J. Weaver, E. Saunders, Edw. Winkler, F. Dorner & Sons Co., Geo. Asmus, Geo. Buxton, Hartje & Elder, Hentz & Nash, H. O. May, Hitchings & Co., Hy. Smith, H. W. Sheppard, H. G. Berning, Jos. H. Hill, J. F. Ammann, J. Reimels Sons, Jas. Wheeler, Joy Floral Co., Murphy Bros., Patten & Co., Peter Fisher, P. & W. Jahn, R. J. Irwin, R. Witterstaetter, S. S. Pennock Co., S. S. Skidelsky & Co., S. J. Goddard, Strouts, Inc.; W. R. Nicholson, W. D. Howard, Wm. Sim, W. A. Manda and the W. F. Kasting Co.
A. F. J. BAUR, Sec'y.

Kansas City Convention.

President S. S. Pennock, Secretary John Young and Treasurer J. J. Hess, of the Society of American Florists, met at Kansas City, Mo., February 9, with a committee of the Kansas City Florists' Club, of which T. J. Noll is president, to make arrangements for the society's convention to be held there, August 15-17. Convention hall, where the meeting will take place, contains about 20,000 square feet of floor space, giving ample room for the trade exhibits, and a seating capacity for 500 people, near the entrance of the building. The officers of the society were highly pleased with the arrangements. They found the hotel accommodations fully adequate, many of the hosteleries being but two blocks from the hall. The Commercial Club of Kansas City has assured the full co-operation of its organization and a successful meeting is anticipated. It is being planned to hold the meetings of the state florists' associations of Missouri, Oklahoma and Kansas, at the same city, August 14, the day preceding the opening of the national society convention, which will greatly augment the attendance.

M. C. G.

PLANT NOTES.

Sweet Peas from Cuttings.

New sweet pea varieties being always expensive and not always seedling freely, multiplication by cutting may be made to increase the production from a certain amount of seed four or five fold. First of all, the mother plants must be grown short and stocky, for cuttings from weak plants would be worthless. When the plants are four to five inches high and have five to six joints, make the cuttings with a good pair of scissors, just above the third joint. Scissors are better than a knife, on account of the fibrous stems, which, resisting the knife, are apt to tear or pull the roots. Remove the leaves from the cutting, except the upper two, and pot in sand in thumb-pots, taking care to place them near the edge. Water before and after potting and cover with glass; wipe the glass now and then, to remove superfluous moisture, and shade if too hot, though the cuttings like the light. They will be rooted in two or three weeks, when the glass may be removed, and a week later they may be repotted and treated the same as seedlings, well cared for, and will bloom and give the same results about the same time.

Easter Lilies.

The one important crop to the plantsman at this time is the lilies for Easter, for they must be properly timed to be at their best on that date. Easter this year comes April 16, and most growers like to see buds on their plants six weeks before that time. If the buds are not showing, the temperature will have to be increased to 70° at night. This will do the plants no harm if they have good sunlight during the day and are given all the ventilation possible, but the ventilators should not be opened unless the sun is shining and the thermometer at least at the same degree as the night temperature, and avoid all draughts possible, for the plants grown so warm are very tender. It is next to impossi-

ble to bring a lot of lilies in all together, so it is better to grow them so the slowest ones will be in on time, and move those that are more advanced into a cooler house and retard them, but this should not be done until the buds are nearly full grown. A lily retarded when the buds are forming is very difficult to start into active growth again, but after the first buds begin to turn white the plants can be moved into a house of 50° or lower and they come on slowly and will be of better quality than those grown warmer. The plants should be all tied to a neat stake as soon as the buds form, if not already done, for the buds add considerable weight to the top of the stems and they bend over very quickly. When the buds form, if the plants are pot bound, a watering of liquid manure will increase the size and substance of the flower. It will be a continual fight against aphids from this time on, and fumigation or spraying with nicotine will have to be regularly and continually practiced to bring the plants into bloom in the best condition.

Violets.

With the approach of spring the violet plants grow rapidly and quantities of runners will spring from the old stools and propagation of the runners at this time will save much time and room later in the season when the spring stock is insistently demanding space, and much better plants are procurable from cuttings taken now than from divisions in May, when the days are often warm and the plants more or less exhausted. And if the young stock is procured now the old plants can be thrown out as soon as through blooming, securing available room at once. These runners or laterals root easily at this time in a propagating bench or can be taken off with a few small roots and either potted or placed in flats and will take but little room, and as early as possible placed in a cold frame. Treated in this manner, splendid stock may be obtained for planting out early, either in the field or in the houses, and with good strong stock to start with much better results are sure to be attained than by being obliged to plant small, weak stock later in the year. As the warm days approach the houses will need to be shaded, for the sun bleaches the flowers, and a watering of liquid manure will greatly assist in maintaining the size of the blooms and also keeping up the color.

Mignonette.

The grower will always find some plants in his beds of mignonette that produce exceptionally large spikes of bloom; the plants are more vigorous in foliage or the blooms of better form, and these spikes that show special characteristics should be selected and the seed saved, and in this way the grower can produce a strain which, after two or three years' selection, will be far ahead of any seed he can buy. This seed should, however, be saved before the bees and other insects are flying around and attracted to the houses, for they will cross-fertilize the flowers with undesirable strains. The seeds of mignonette do not ripen all at once, and as the pod remains open the ripe seed falls out and is lost, so special preparation must be made to receive it. Select the spikes that are to be saved for seed and tie them to strong stakes and mark them. The flowers should then be cross-fertilized

by rubbing a camel's hair brush up and down the flowers. This should be done every bright day, so as to secure a thorough pollination. To catch and hold the seed, take a piece of heavy brown paper and roll it into a cone shape, and after winding a piece of cotton around the stem and stake below the flowers tie the small end of the cone-shaped paper around the cotton, the paper spreading upwards so as to catch all the seeds that drop out of the seed pods. This can remain until all the seed has ripened, and as the spike grows, the cross-fertilization continues, but care should be taken that no water gets into the paper to wet the cotton, and the seed must be gathered before the days become so warm that insects and bees are in the houses.



Uncle Robert.

Uncle Robert Says.

MOTHER.

We are getting along into the New Year so let us think of one of the greatest of all human beings, mother, for the hand that rocks the cradle rules the world.

In celebrating the day which we have designated let us make it the most sacred of all days and a day that we can give to her not one designated flower but let us give her any kind of flower, or better yet a plant.

You can readily understand that one's mother thinks of a plant when you watched her taking care of same. The idea of specifying a certain flower like the carnation which has been difficult to obtain makes it better for the florist and the consumer to have any kind of flower represented for Mothers' Day. So let us make this a world wide day for mother with a gift of the above kind within the reach of any individual.

UNCLE ROBERT.

[The foregoing was received from the Jacob Schulz Co., Inc., Louisville, Ky.—Ed.]

OSKALOOSA, IA.—K. K. Kemble has returned to California after his visit here for the wedding of his son, Wm. R. Kemble.

ALLEGANY, N. Y.—The Rawlings Greenhouses recently added one house, 50x200 feet, in which 25,000 young geranium plants have been started. The establishment which occupies 25 acres and has 150,000 square feet under glass.

THE S. A. F.

Fifth National Flower Show.

It is gratifying to learn from the recent letters which are coming in from Indianapolis, that everyone is responding so wonderfully to the support of the forthcoming National Flower Show to be held March 25-April 1. Particularly is this so of the exhibitors, who one after another are coming across in fine shape.

We feel that everyone who exhibits at this show will be repaid in more ways than one; the satisfaction of being a part of such a successful undertaking, and besides, this, each one who does exhibit is bound to be benefited. So we want the support of those who have not already made up their minds definitely to exhibit, whether small grower or large grower.

Everyone in the business owes it to himself and to horticulture to do everything in his power to make this great Fifth National Flower Show an assured success.

S. S. PENNOCK.

Reduced Railroad Fare to Indianapolis.

A rate of a fare and one-half for the round trip for members of the Society of American Florists and affiliated organizations, attending the adjourned meeting of the society in Indianapolis, in connection with which the Fifth National Flower Show is held, has been granted by the Central Passenger Association, and the Trunk Line Association, and the arrangement will be concurred in by the other passenger associations. The rebate is conditional upon 350 making the trip, including members and dependent members of their families.

The rebate is made upon the certificate plan, and the following directions are submitted:

First—Tickets at the regular one-way tariff fare for the going journey may be obtained on any of the following dates (but not on any other date) March 22-28, for Central and Trunk Line territory. Be sure that, when purchasing your going ticket, you request a certificate. Do not make the mistake of asking for a receipt.

Second—Present yourself at the railroad station for ticket and certificate at least 30 minutes before departure of train on which you will begin your journey.

Third—Certificates are not kept at all stations. If you inquire at your home station, you can ascertain whether certificates and through tickets can be obtained to place of meeting. If not obtainable at your home station, the agent will inform you at what station they can be obtained. You can in such case purchase a local ticket to the station which has certificates in stock, where you can purchase a through ticket and at the same time ask for and obtain a certificate to the place of meeting.

Fourth—Immediately on your arrival at Indianapolis, present your certificate to the endorsing officer, Secretary John Young, (who will sign certificates for all organizations), as the reduced fare for the return journey will not apply unless you are properly identified as provided for by the certificate.

Fifth—Arrangements have been made for validation of certificates by a special agent of the carriers, on March 25-April 5, if the required minimum of 350 certificates is presented.

Sixth—No refund of fare will be made on account of failure to either obtain a proper certificate nor on account of failure to have the certificate validated.

Seventh—So as to prevent disappointment, it must be understood that the reduction on the return journey is not guaranteed, but is contingent on an attendance of not less than 350 members of the organization at the meeting and dependent members of their families, holding regularly issued certificates obtained from ticket agents at starting points, showing payment of regular one-way tariff fare of not less than 67 cents on going journey.

Eighth—If the necessary minimum of 350 certificates is presented to the special agent as above explained, and your certificate is duly validated, you will be entitled up to and including April 5, to a return ticket via the same route over which you made the going journey, at one-half the regular one-way tariff fare from the place of the meeting to the point at which your certificate was issued.

Ninth—The return ticket issued at the reduced fare will not be good on any limited train on which such reduced fare transportation is not honored.

For information in regard to routing and stopovers make inquiry of your home station agent.

Preparations Well Advanced.

The work of preparation for the National Flower Show is remarkably well advanced. The local committees are well organized, and, owing to the emergency nature of most details, there are committees covering every phase of the exhibition. Some of the larger exhibits promised for Cleveland, O., will be staged at Indianapolis along the lines originally planned, among them the following: Bulb gardens, by the Wayside Gardens, West Mentor, O., and Walter E. Cook, Cleveland; rose gardens, by Merkel & Sons, Mentor, O., and the Daisy Hill Farm, Chagrin Falls, O. Another large garden will be staged by the State Florists' Association of Indiana.

Charles Bookwalter, president of the park board of Indianapolis, who was formerly mayor of the city, is giving hearty support in the arrangements for the show. He has promised that there shall be a splendid exhibit of large palms, and foliage plants, from the greenhouses in Garfield park, which greenhouses, by the way, are conceded to be the finest in the middle west. It is also planned to have a reproduction of the Garfield park sunken garden, which will add materially to the picturesque beauty of the show. Mr. Bookwalter has assured the local flower show committee that they will have the fullest co-operation of the Park department in any plan looking to the success of the show, and the department's resources are at the disposal of the committee. Houston Tall, superintendent of parks, has also tendered his heartiest co-operation in carrying out the details of the park exhibits.

The trade in all parts of the country appear to have awakened to the fact that Indianapolis is the logical center for an exhibition of this kind. The trade exhibit section will, in magnitude, compare very favorably with similar sections at previous national flower shows, as is evidenced by the number of applications for space coming in to the secretary, who is now occupying offices in the Chamber of Commerce building. The change from Cleveland to the new location appears to have made very little difference, if any, in the plans of trade exhibitors, and all doubt has been removed as to the ultimate accomplishment of the objects of the National Flower Show committee.

The space taken in the trade section by the A. L. Randall Co., of Chicago, approximates almost 1,000 square feet, and, as previously noted, will be used for the staging of an up-to-date flower shop, containing the latest ideals in the way of auxiliaries and fixtures. The

Lord & Burnham Co., Chicago and New York, also are among those who have taken large spaces, their reservation covering 1,000 square feet, in which they will stage a most comprehensive exhibit covering greenhouse construction and equipment.

Final Schedule of Premiums Ready.

The final schedule of premiums is now being distributed, and anyone interested not receiving a copy should make immediate application to the secretary's New York office, 43 West Eighteenth street, for one, or to the secretary's office in Indianapolis as noted above. Plans covering exhibition space are also available.

Season tickets for the show will be furnished to all members of the society in good standing, and will be mailed in about 10 days. It is important that every member see to it that he is in good standing on the society's books, in order that he be entitled to a season ticket.

With the concessions in railroad rates granted by the different passenger associations, there should be a banner attendance from the trade, and with prospects as they are materializing a visit to Indianapolis will certainly be worth while for anyone who wishes to see the latest and best in the florists' trade.

National Publicity Campaign.

Some changes have been made in the contracts placed for March, April and May for advertising in the national magazines. It was deemed advisable to use one column spaces in the magazine selected in order to get the best effect. The magazines chosen, and this will be noted in a subsequent report, give a circulation of approximately 7,000,000, and the publications used are the best in that class. In a few days copies of the advertisements with full particulars as to insertions will be sent to every subscriber to the fund and to the members of the society. All who receive the samples would do well to incorporate as much of the matter of the original advertisements in their local publicity as possible, the idea being to link up with national advertising.

There is no lack of interest in the progress of the campaign as the following report shows:

Frederick Utter, Harrison, N. Y.	\$ 10.00
Minge Floral Co., Mobile, Ala.	25.00
S. S. Pennock Co., Baltimore, Md.	100.00
Ed. F. Norberg, Cambridge, Mass.	10.00
Oregon Florists' Club of Portland	225.00
A. L. Miller, Jamaica, N. Y.	100.00
W. Armacost & Co., Los Angeles	50.00
A. N. Pierson, Inc., Cromwell, Conn.	250.00
Robt. H. C. Bard, Syracuse, N. Y.	5.00
John E. Lapes, Cedar Rapids, Iowa	20.00
Grimm & Gorly, St. Louis, Mo.	100.00
A. Rasmussen, New Albany, Ind.	50.00
Mills The Florist, Jacksonville, Fla.	25.00
Ernst Weinheiber Co., Chicago	50.00
Eric James, Oakland, Calif.	25.00
Swanson's, Inc., Minneapolis, Minn.	15.00
Paul Bloome & Co., Chicago	10.00
Strouts', Inc., Biddeford, Maine	30.00
Scribner Floral Co., Detroit, Mich.	15.00
J. S. Wilson Fl. Co., Des Moines, Ia.	25.00
Fred C. Weber, St. Louis, Mo.	50.00
John Jensen, Philadelphia, Pa.	5.00
Green's Greenhouse, Fremont, Neb.	10.00
J. B. Blessing, Jackson, Mich.	25.00
Walter Pier, Minneapolis, Minn.	5.00
J. Ralph's Gnh's, Sar't'ga Spgs., N.Y.	5.00
Alex. Adam, Freeport, L. I.	5.00
H. A. Siebrecht, New Rochelle, N. Y.	5.00
C. Oehlinschlager, Oconomowoc, Wis.	1.00
L. H. Butts, Wyomissing, Pa.	10.00
W. A. Lankford's Flor., Char'ville, Va.	15.00
M. J. Callahan, Philadelphia	15.00
Huscroft's Fl. Shop, Steubenville, O.	15.00
Frank Teufel, Nenana, Alaska	5.00
A. F. T. Lauritzen, Eau Claire, Wis.	10.00
John L. Offenfer, Framingham, N. J.	5.00
J. Harry Palmer, Kennett Square, Pa.	5.00
Peter Wenk, Ozone Park, N. Y.	10.00
E. U. Trobaugh, Morristown, Tenn.	10.00
Wm. W. Hannell, Watervliet, N. Y.	10.00
Junct. City Fl. Co., Junc. Cy, Wash.	5.00
Sylvia Fl. Chippewa Falls, Wis.	5.00
W. W. Wilmore, Denver, Colo.	5.00
E. M. Hoyt, Aravada, Colo.	5.00
Ziegler & Son, Germantown, Pa.	10.00
George F. Noyes, Boston, Mass.	5.00
John Martens, Minneapolis, Minn.	5.00
Jas. D. Hooper, Richmond, Va.	10.00
C. E. Hubbard, Topeka, Kans.	15.00
C. M. Cotter Co., Jamestown, N. Y.	10.00
Wm. Schumann, Newport, Ky.	15.00

J. Dieckmann, Pk. View Grh., Elm Grove, W. Va.	25.00
Lloyd C. Bunch, Fredonia, Kans.	5.00
H. L. Crandell, Glen Falls, N. Y.	5.00
Wm. R. Gibson, W. Phila., Pa.	5.00
K. Lutey, Ironwood, Mich.	5.00
J. J. Habermehis Sons, Philadelphia	25.00
Henry Morris, Syracuse, N. Y.	10.00
Emelia C. Miller, Louisville, Ky.	1.25
Drum Seed & Fl. Co., Ft. Worth, Tex.	50.00
Fl. Tele. Del'y Ass'n, Detroit, Mich.	\$2,500.00

\$ 4,082.25
Amount previously reported.... 14,282.93

Total \$18,365.18

The following is a list of subscriptions obtained by members who are making the subscription book canvass:

By J. S. Wilson Fl. Co., Des Moines, Ia.	
O. B. Stevens, Shenandoah, Ia.	\$ 5.00
Richey Floral Co., Albion, N. Y.	5.00
Smouse Bros., Mt. Pleasant, N. Y.	5.00
Kemble Smith Co., Boone, N. Y.	20.00
Lozur Florist, Des Moines, Ia.	20.00
J. S. Wilson Floral Co., Des Moines, Ia.	25.00

Total \$80.00

By A. L. Miller, Jamaica, L. I.	
Alex. Adam, Freeport, L. I.	5.00
By E. Jacobbi, Irvington, N. J.	
John L. Offenfer, Framingham, N. J.	5.00
By S. R. Lundy	
W. W. Wilmore, Denver, Colo.	5.00
E. M. Hoyt, Aravada, Colo.	5.00

Total \$10.00

The following are renewals:

Anders Rasmussen, New Albany, Ind.	\$ 50.00
H. L. Crandell, Glen Falls, N. Y.	5.00
J. Ralph's Gnh's, Sar't'ga Spgs., N. Y.	5.00
R. H. C. Bard, Syracuse, N. Y.	5.00
Walter Pier, Minneapolis, Minn.	5.00
Swanson's, Inc., Minneapolis, Minn.	15.00
Eric James, Oakland, Calif.	25.00

Total \$110.00

The following subscriptions have been received in response to the national publicity committee's special letter:

Paul Bloome Co., Chicago	\$10.00
John E. Laper, Cedar Rapids, Ia.	20.00
R. Lutey, Ironwood, Mich.	5.00
John Martens, Minneapolis, Minn.	5.00
Green's Greenh., Fremont, Neb.	10.00
Peter Wenk, Ozone Park, N. Y.	10.00
W. A. Lankfords, Charlottesville, Va.	10.00
Wm. W. Hannell, Watervliet, N. Y.	10.00

Total \$80.00

JOHN YOUNG, Sec'y.

New York Spring Show.

GRAND CENTRAL PALACE, MARCH 13-19.

Arrangements for the New York spring show are practically completed. The committee is now particularly concerned with details more or less finished but not of great importance. As seen now, the show will outshine all its predecessors, both in quality and magnitude of exhibits. Trade exhibition space available is growing less daily, in fact, what is left could very well be taken into feature service. However, prospective exhibitors making immediate application might still be served.

Innovations will be plentiful this year. Realizing that the public is always interested in anything showing possibilities for a more extended use of flowers, the flower show committee is sparing no effort to create interest. A feature to be inaugurated this year will be found in altar and pulpit decorations. Liberal space has been apportioned to an exhibit demonstrating floral decorations in churches, confined, of course, to the altar and pulpit. Clergy of all denominations have for a number of years regretted the absence of flowers in the services of their different churches and it might be said that the suggestion for this form of exhibit came directly from pastors. The decorations will be carried out by florists, different decorations for each day of the show. The auxiliaries for the various settings will be somewhat standard in character, but the series of exhibits will be wholly undenominational in character.

PRINCESS MARY'S WEDDING BOUQUET.

Another feature will be a duplicate representation of the wedding bouquet of Princess Mary, used at her nuptials in Westminster Abbey, London, February 28. The committee has been in touch

by cable with the proper source, and photographic details are expected to be in their hands in time for the exhibit to be staged on the opening day of the exhibition.

The trade is again reminded that all trade tickets will be distributed from the offices of the International Exposition Co., which will now be found at the Grand Central palace, instead of in the Canadian Pacific building, as previously announced, removal to the palace having been effected during this week. The musical programme has been placed in the hands of the Wolfie orchestra, and Miss Gertrude J. Van Deine will again be the prima-donna soprano.

The exhibits of the Garden Club of America promise to be on a greater scale than expected, the interest shown by the different membership clubs being rather remarkable. The list of entries in this section insures that all the space allotted to the section will be filled.

JOHN YOUNG, Sec'y.

Lancaster County Florists' Association.

February 16, during the week of the blizzards and with the groundhog prognosticators going around with their chests thrown out and smilingly, saying, "I told you so," seven of us from Lancaster started out on a visit to the E. P. Hostetter greenhouse establishment at Manheim, Pa. The thermometer registered five to 10 degrees above zero and the wind was blowing the newly fallen snow into huge drifts that appeared as impassable as Mount Blanc. The street cars had the faculty of starting out all right and then hunting trouble all the way to their destination. For a while it appeared that the return trip was in doubt. T. J. Nolan, going to Ephrata on business, was with us all the way, but was unable to return in time for the meeting held later in the evening at Lancaster.

Manheim was reached after considerable delay and digging out of drifts and as we all wanted to see the new sweet peas of Mr. Hostetter's, a bee line was made for the greenhouses, wading through drifts, pioneer fashion, to reach them. The first house was filled with sweet peas and every other one of this large establishment contained that flower in many varieties, but all were completely eclipsed by his new sweet pea, Mrs. E. P. Hostetter, that the beauty and quality of the others was not fully appreciated. Between the pea rows a crop of lettuce was just being cleaned up and in conjunction with it was mile after mile of freesias, perhaps not so good in quality, as if grown in a separate house, but with stems from 12 to 20 inches long. Baby primrose for cutting was being grown in the side beds, which alone in most places would be considered a fair sized establishment. So you can imagine the quantity of these Mr. Hostetter cuts per week. His wife was in Florida at the time, but the sweet pea named for her was in evidence in Manheim.

It is almost impossible to describe this sweet pea without being accused of exaggeration. The color is a pleasing shade of pink, running an average of four flowers to the stem and they averaged not less than 18 inches in length many of them running 22 inches. In size it overtops all the others and the effect is still further enhanced by its beautiful flutation. Some fluted flowers are not beautiful, but this particular sweet pea seems to have just the proper amount to add to its beauty and to size. In habit and growth it slightly exceeds the best of the older varieties; this is, however, characteristic of most newly originated kinds, but taking it all the way through, it marks an advance in sweet peas far ahead of

anything else during the past century.

The Shue establishment, which edjoins the Hostetter place, was given a hurried call. A general line of carnations, sweet peas, etc., was in evidence and the stock appeared to be in fine shape. It was the intention of calling at the Call King, Phares Hostetter and Emanuel Hostetter ranges, but the fear of not being able to get back to Lancaster in time for the meeting compelled us to postpone our visit.

MONTHLY MEETING.

Previous to the meeting at the Brunswick hotel a roast beef dinner was served to about 40 members of the association, after which President Harry K. Rohrer conducted a short business session and then turned the meeting over to B. F. Barr, chairman of the programme committee, which had arranged for a social evening.

A selection of topical songs by a glee club, under the leadership of Rev. Harry Ulrich, was an enjoyable feature. This was followed by recitations by John Dechant of the Franklin and Marshall college. Miss Norma Leamen gave a piano solo. The event of the evening was a talk on the determination and unselfishness of Washington and Lincoln and the relation of these principles to our own business and its ultimate success. Just to show that all in this world is not seriousness, one of the members gave a description of an old darky reprobate, his conversion into a minister and his experiences with his flock, keeping the crowd continuously laughing for at least 10 minutes. M. Rosnosky, of the American Bulb Co., Chicago, who was with us on the trip to Manheim, gave a short talk at the meeting. Rudolph Nagle reported the afternoon trip.

Secretary Albert M. Herr told about the Hartford, Conn., convention, January 25-27, and regretted that he and his good wife had to represent the entire association and hoped that arrangements would be made soon to attend next winter's meeting in Cincinnati, O., of the American Carnation Society.

The Reading, Pa., florists are to be invited to attend the next meeting, March 16, and President S. S. Pennock, of the Society of American Florists, has kindly consented to bring his travel talk for this meeting. Arrangements will be made to accommodate a crowd, and we hope to have delegations from York, Harrisburg, Lebanon and surrounding smaller towns.

ALBERT M. HERR, Sec'y.

RAHWAY, N. J.—Miss Lena M. Saling, daughter of the late Wm. Saling, will continue the business.

AUSTIN, MINN.—Calvin Kinsman has gone to Miami, Fla., to join Mrs. Kinsman, who has been there since January 1.

AMARILLO, TEX.—The Amarillo Florist is the name of an up-to-date flower store recently opened at 419 Polk street, by A. Alenius, proprietor of the Amarillo Greenhouses.

GRAND RAPIDS, MICH.—Henry Smith is building a large show house and flower store in the very central part of town, at the northeast corner of Sheldon and Island streets, facing southwest, and located on a liberal space.

MONTREAL, QUE.—A spring flower show to be staged at the store of the Montreal Floral Exchange, March 6, by the Canadian Gardeners' and Florists' Association and the local Gardeners' and Florists' Club, promises to be a great success. A silver cup for the best exhibit of 25 cut blooms of Darwin tulips, offered by M. Rynveld, a Holland bulb grower, is one of the features.

San Francisco.

BULBOUS STOCK, DAFFODILS SHOW INCREASE.

With the passing of the long spell of cold weather the supply of some kinds of stock has increased, particularly all bulbous flowers and outdoor grown daffodils. Very few offerings of cut roses are in evidence but it is expected that the spring supply will soon be arriving on the market. Business has been very good, especially funeral work, which has created a heavy call for all classes of stock. All short roses clean up at good prices. Fancy Mrs. Chas. Russell and Columbia are arriving more freely with no change in prices. Some splendidly grown Ophelia and Butterfly are to be had. Hadley and Hoosier Beauty are on the short side. High grade carnations show a slight decline in prices due to heavier arrivals. Laddie, however, is scarce, bringing the grower \$12 per 100. Few violets are obtainable, and Giant, the chief kind, is poor indeed. Growers do not promise any improvement in violets as the plants suffered greatly during the inclement weather in January. The few sweet peas seen are of excellent quality and clean up at \$4 per dozen bunches, the entire lot of this flower coming from one grower, it is stated. Cattelyas are abundant and excellent. Phaelenopsis and oncidiums, in quantity, add to the beauty of florists' windows and prices are firm. Very few gardenias are seen but the growers promise abundant cuttings at an early date. There is an ample supply of lily of the valley, which is among the best sellers. Cut cyclamens have been largely used the past few weeks. Liliun giganteum is more plentiful, with no change in price. The offerings of freesias are diminishing, especially Purity, the stock arriving lacking the quality of a month ago. Dutch hyacinths and tulips have declined in price with increasing supplies, although they sell well. Daffodils are arriving in such large quantities that many of them are going to the street merchants. Prices have shown a sharp decline. Daffodils are the only flower considered cheap at the present time, the main supplies coming from San Leandro and San Lorenzo and they are all outdoor grown. The shipping trade is absorbing quantities of this flower. Acacia is plentiful and cheap, the bright weather having brought it forward rapidly. Fruit trees are now in full blossom. Galax leaves are said to be selling well, wholesale. Pots and pans of tulips and hyacinths continue to make the stores a riot of spring color. St. Valentine's Day in these stocks absorbed quantities of them. In fact all flowering plants cleaned up well for the holiday. Some fine azaleas and rhododendrons were available for the occasion and brought good prices. Cyclamen plants are showing the effect of a long season and do not hold up well. Good primulas and pot grown ericas in variety sell exceptionally well. Genista Racemosa is beginning to appear and is a popular spring plant. All foliage stock is in steady demand and growers report a difficulty in supplying sufficient stock in certain sizes.

At Domoto Bros. greenhouses many thousands of pots of Liliun giganteum are coming along in great shape for the Easter trade. The lateness of the holiday this year, April 16, will enable more crops of this flower to be grown cold than was the case a year ago, thus producing stocks of more substance and vigor.

A voluntary petition in bankruptcy was filed in the United States court, last week, by Gustav A. Meyer, Burlingame, with assets of \$26,663 and liabilities, \$30,918. Most of his liabilities represent promissory notes.

JAMES T. LYNCH.

Baltimore, Md.

ABUNDANCE OF GOOD STOCK.

The market has an abundance of good stock and the opportunity of buying and selling it at a fair price, along with a column of free publicity in one of the local newspapers, helps materially. Well what about the retail stores? The salesmen hear customers tell them how cheaply they can buy flowers on the streets and yet these same people will purchase the same kinds in the shop, all the while protesting. Every florist knows the reason. Good grade of carnations can be bought at \$4 to \$5 per 100. The best sweet peas bring \$3 per 100; shorter grades, \$2.50 and down. Roses are holding their own very well at \$15 to \$25 per 100. Calla lilies bring \$2 and \$3 per dozen; freesias \$2 to \$3 per 100 and orchids, \$7.50 per dozen. Jonquil prices range from \$4 to \$6 per 100, which are in good supply as are hyacinths, primulas and cyclamens.

FREE PUBLICITY.

"Spring Flowers Appeal to All;" Lexington Market Stalls Colorful with Blooms which Rich and Poor Alike Can Buy." The above set in large type were headlines of an article appearing in one of the local evening newspapers, recently, and the reading matter below taking up an entire column of space explained the varieties and the prices of the stock. A few sentences here and there from this article are as follows: "Sweet peas ma'am? Quarter a bunch, just cut today," shouts one of the flower vendors. Another: "Freesias, lady? Just smell that! Aren't they fragrant? Quarter a bunch." "Daffodils, ma'am? Twenty-five and 35 cents a bunch. A half dozen to the bunch. They're nice big ones, too!"

FLORISTS' CLUB MEETING APRIL 10.

Plans are well under way for the April meeting of the Florists' Club. J. Horace McFarland, Harrisburg, Pa., is to be the speaker. It is hoped that every one in the trade whether a member of the club or not will take advantage of this opportunity and be present on this occasion. It will be an illustrated talk and, of course, it will be ladies' night. Everyone check this date on their calendar and don't fail to be present April 10. There will also be an interesting meeting of the club the second Monday of March. Some very important matters will be discussed at this time.

NOTES.

Robert Schoch, our own "Bob," of the M. Rice Co., Philadelphia, Pa., was in the city with an excellent line of baskets for Easter delivery, recently.

Local weather conditions are fair and warm, which if they continue will surely affect the Easter supply, for this great date is only six weeks off.

Edwin J. Fancourt, of the S. S. Pennock Co., Philadelphia, Pa., was in town this week calling on his friends of the trade.

ROBERT W. JOHNSTON.

WACO, TEX.—The Waco Wholesale Floral Co. at Garden City, a suburb, was recently purchased by Fred C. Wolfe, proprietor of the Quality Flower Shop, 502 Franklin street, this city. The new addition, comprising 56,000 square feet under glass, will enable Mr. Wolfe to furnish his patrons exceptional service, both wholesale and retail.

TARRYTOWN, N. Y.—The Tarrytown Horticultural Society, at a recent meeting, elected the following officers for the ensuing year: Thos. Wilson, president; Wm. Graham, vice-president; E. W. Neubrand, 47 South Washington street, Tarrytown, secretary; E. W. Neubrand, Jr., asst. secretary; W. G. Weston, rep. secretary, and John Featherstone, treasurer.

OBITUARY.

The Late Benjamin F. Brown.

The late Benjamin Franklin Brown, announcement of whose death appeared in our issue of February 25, page 312, president of the Brown Bag Filling Machine Co., member of the school board and former educator, died February 21, at his home, 27 Myrtle avenue, Fitchburg, Mass., age 72 years. Death was caused by pneumonia, which developed rapidly after Mr. Brown was taken ill February 18.

The death of Mr. Brown came as a distinct shock to his many friends throughout the city, as it was not generally known that he was ill. He was at his office as usual Saturday morning and went home ill about 1 o'clock. His condition became gradually worse until it was apparent, February 20, that the end was not far off.

Mr. Brown was a native of Lowell, Mass., born December 8, 1849, the son of Joseph Brown. He received his early education in the schools of that city and took higher courses in schools at Wolcott, Craftsbury and Woodbury, Vt. He came to Fitchburg April 28, 1866, when 16 years of age. He attended Fitchburg High school for four years. In 1871, he entered Amherst college and won a high position in scholarship and also in athletics. He was a member of a six-oared crew that for many years held the championship. He was graduated from Amherst college in 1874 and for the next seven years devoted his life to education, teaching in various schools and gaining a practical knowledge that served him well in later years. His experience included service at Fitchburg High school.

From 1881 to 1883, Mr. Brown was principal of the Athol High school and for the next two years was principal of the Washington County school at Montpelier, Vt. In 1885, he resigned that position to become an instructor at the Gibson school in Boston. In 1890, he resigned after a successful teaching career and entered into the business of the new Brown Bag Filling Machine Co., becoming its first president.

Being of a natural mechanical turn, he bent every effort to the manufacture of the new machine and the business made rapid strides as the results of the efforts of himself and his brother. For a number of years, the firm held the contract to make the government seed envelopes and distribute them for mailing purposes. The Fitchburg product became known in almost every country of the world.

Mr. Brown married Miss Zephirine Normandin of Slatersville, R. I., July 12, 1880. She died Sept. 26, 1907. Mr. Brown had always taken a deep interest in the affairs of the city, especially in the schools. He was elected to the school board in January, 1917. His private good works were many, although he did them without display. He was a home-loving man, although from his busy life he found time to become actively interested in the fraternal life of the city.

Mr. Brown was a member of Mt. Roulstons lodge, Independent Order of Odd Fellows; Alpine lodge, Knights of Pythias; Fitchburg lodge of Elks, Fitchburg Chamber of Commerce, the Fay Club, the Fitchburg Rotary Club and the Fitchburg Historical Society. He is survived by two sisters, Mrs. F. L. Towne of Ames, Iowa; Mrs. Katherine E. Enfield, who had made her home with him for the past 25 years, and Joseph C. Brown, a brother.

The funeral services were held from the late home, February 23, followed by services at the Forest Hill mausoleum, under the direction of the Odd Fellows.

Frederick J. Roth.

Frederick J. Roth, owner of a floral establishment at 305 East Fifth avenue, Columbus, O., died suddenly at his home in that city, February 25, from a complication of diseases, age 59 years. He first entered the business in 1889, when that section of Columbus was out in the country. Since then Mr. Roth increased the capacity of his greenhouses and installed a retail shop. His father, who came from Germany about the middle of the last century, was also a florist.

Mr. Roth is survived by his widow, a son, Carl, who will succeed him in the business, two brothers and a sister. The funeral services were conducted by The Woodmen of the World, being held from the late residence, March 1. Mr. Roth was also a member of St. Luke's Lutheran church. J. W. L.

Mrs. Lawrence Zender.

It is with deep regret that we announce the death of Mrs. Lawrence Zender, widow of the late Lawrence Zender of Chicago, who passed away at her home, 1615 Thorndale avenue, that city, February 24. Mrs. Zender was the sister of George Reinberg and the late Peter Reinberg and recently inherited a portion of the Reinberg estate. She is survived by a son, Henry A. Zender and a daughter, Mrs. Ada Terwilliger.

The funeral services were held at the late home, March 1, high mass being afterward celebrated at St. Gregory's church. The burial was at St. Henry's cemetery, Chicago.

Rochester, N. Y.

SATISFACTORY MARKET CONDITIONS.

Trade as a rule shows a gradual increase the past few weeks in spite of a few dull days. Bright, sunny weather has brought on an abundance of cut flowers, reducing prices to a great extent. Paper White narcissi and N. Poetaz are not very plentiful but there are heavy offerings of daffodils, tulips, calendulas, freesias and a few Roman hyacinths. Good carnations are being offered and the abundance of roses has greatly decreased the prices. Primroses, cyclamens, cinerarias, pot tulips, hyacinths and daffodils are arriving.

NOTES.

A fine valentine trade was reported by Geo. T. Boucher. He had the decorations for the hardware exhibition at Exposition park, February 20-25. Large palms, ferns and cibotiums were used with artistic effect. Mr. Boucher is cutting hyacinths, daffodils, and narcissi at his range on Penfield road, Brighton.

The packing shed of Glen Bros., nurserymen, was damaged by fire, February 17, to the extent of \$300 to \$400. The fire was caused from sparks coming from a pile of rubbish being burnt in a nearby lot.

Edwin Wilson, Jr., is financially interested in the moving picture industry at the present time.

The rain and sleet storm, February 22, did considerable damage to fruit and ornamental trees.

J. M. Keller is cutting some excellent lily of the valley at his South avenue greenhouses.

Miss Lillian Wheeler, of H. G. Wilson's store was on the sick list last week.

Visitor: Fred Wallace, Canandaigua, N. Y. CHESTER.

ALBANY, N. Y.—Edw. P. Tracey, proprietor of the Rosery Flower Shop, 23 Steuben street, opened a branch in W. M. Whintney & Co.'s department store, 49 North Pearl street, February 20, with Wm. McGinn and Harry Latham in charge.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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AN international flower show will be held at Glasgow, Scotland, beginning August 30 next.

THE annual meeting of the American Dahlia Society will be held at the Pennsylvania hotel, New York, September 26-28.

SEVERAL shippers of perishable stocks, both by freight and express are reported damaged by freezing during the last half of February.

THE receiver for the Cottage Gardens Nurseries, operating at Eureka, Calif., noted a loss on bulbs alone, from April 4, 1919 to June 30, 1921, of \$65,000.

KANSAS CITY is trying to secure a special car of florists for the National Flower Show at Indianapolis, March 25-April 1, and it looks as though the movement would succeed.

CHAIRMAN GEORGE ASMUS of the National Flower Show committee, and other practical showmen claim the medium sized cities are better for exhibitions than the larger cities, the people of the former being generally interested in the success of such events, while in the latter, other attractions claim attention.

Chicago Day at Indianapolis.

MONDAY, MARCH 27.

The management of the National Flower Show, of the Society of American Florists, to be held at Indianapolis, Ind., March 25-April 1, has designated Monday, March 27, "Chicago Day," and the Chicago Florists' Club members are sparing no effort to make this the banner day of the show in point of attendance and enthusiasm. Everyone is cordially invited to join the Chicago party, including all in the trade from the north, west and south.

The Chicago, Indianapolis & Louisville railroad (Monon route) has been chosen for the trip. The party will leave Dearborn station Polk and Dearborn streets, at 5:30 p. m., Sunday, March 26, due Indianapolis the same evening at 10:30 o'clock.

REDUCED RAILROAD RATES.

A rate of a fare and one-half, on the certificate plan, has been authorized, making the round-trip \$9.93. Tickets should be purchased on the going trip at the regular one-way rate and a certificate requested of the agent. Upon reaching Indianapolis the certificate should be signed and stamped by the railway representative at the show which will entitle the bearer to a reduction of one-half the regular fare returning. This arrangement also applies to members of the families of delegates. Certificates will be issued March 22-28, inclusive, and will be validated March 25-April 5, inclusive, owner of return ticket to reach original starting point not later than midnight, April 5. Everyone going must have a certificate to secure the reduced rate returning.

The one way rate is \$6.62. Pullman fares are: Parlor car seat, \$1.13; lower berth, \$3.75; upper berth \$3.

Other trains for those unable to accompany the party are given below:

MONON ROUTE.

Leave Chicago.	Due Indianapolis.
9:20 a. m.	2:20 p. m.
12:00 noon	5:00 p. m.
12:01 midnight	6:00 a. m.

BIG FOUR RAILROAD.

The Cincinnati Express, leaving Illinois Central station at 8:55 a. m., due Indianapolis the same day at 2:55 p. m.; the Queen City special, departing at 1 p. m., due the same afternoon at 6:05 o'clock and the Cincinnati Night Special, leaving at 11:40 p. m., due Indianapolis the following morning at 4:55 a. m.

To join the Chicago party, see that tickets read via the Chicago, Indianapolis & Louisville railroad (Monon route), making all necessary reservations with Herbert Wiley, general agent passenger department, Chicago Indianapolis & Louisville railroad, 606 Merchants' Loan & Trust building, 112 West Adams street, Chicago, telephone Harrison 3309.

New York to Kansas City.

The transportation committee of the New York Florists' Club, under the chairmanship of Paul Rigo, has accepted the itinerary in connection with the journey to Kansas City and return this coming August, as submitted by the Lackawanna railroad.

Briefly, the party, which is fully hoped to be 100 strong, will leave New York, Sunday, August 13, for Chicago, where a stopover will be made to take in the famous Lake Shore drive and other principal points of interest, returning to the Hotel La Salle for dinner. Departure will be made from Chicago that evening and Kansas City reached on the morning of Tuesday, August 15. While in Kansas City during the So-

ciety of American Florists' convention, August 15-17, and the day following, hotel accommodations and three meals per day will be provided. On the afternoon of August 18 the party will leave Kansas City, arriving in St. Paul, Minn., Saturday morning, where points of interest in the Twin Cities will be viewed, leaving St. Paul in the afternoon and arriving at Duluth, Minn., on the evening of August 19.

The Great Lakes steamer trip will commence Saturday night and continue through to Wednesday morning. This sail through the lakes provides the most enjoyable feature of the trip and undoubtedly, will prove the greatest incentive to many. Arriving at Buffalo, N. Y., Wednesday, August 23, special cars will be waiting to whisk the party to Niagara Falls where lunch will be provided at the Hotel Imperial. A tour over the Great Gorge route will be made in the afternoon, returning to hotel for dinner. At 7 p. m. the party will start for home, arriving in New York Thursday morning, August 24, at 8 o'clock. Breakfast will be provided for in the Hoboken terminal.

The cost covering all transportation, lower berths on Pullmans and outside staterooms on boat, also three meals per day, will be \$220.

All those intending to go, please notify Chairman Paul Rigo, c/o Henshaw Floral Co., 35 W. Eighteenth street, New York. The earlier the reservation, the choicer the accommodation.

Flowers Versus Dolls.

I have noticed with considerable concern the growing tendency of some florists and supply houses to introduce and stimulate the sale of dolls and other such novelties on St. Valentine's Day in a way that makes the dolls more prominent than the flowers. The short sightedness of this practice should be apparent to the florist, whose living depends on selling flowers.

Does the florist intend to enter into competition with the department stores, novelty shops, cut rate drug stores, art shops, and five and ten-cent stores? Has he deserted the Florists' Telegraph Delivery Association, the Society of American Florists, and other national and local organizations who have labored for years and spent thousands of dollars in advertising to educate the public to "Say It With Flowers?"

It seems to me that it is time for the florists of the United States to do a little constructive thinking.

St. Valentine's Day, with a little organized effort; a little intelligent advertising, could soon be made to rival Easter and Christmas in the sale of flowers. On no other day in the year could the message to sweethearts, wives, and mothers be more appropriately expressed than in the "Language of Flowers."

The language of flowers is the language of love. It has long been recognized in poetry and song. How sweet is the heart appeal and how beautiful the sentiment in such songs as "Hearts and Flowers," "The Message of the Violet," "In the Heart of a Rose," and hundreds of others.

Let us urge lovers to "Say It With Flowers" instead of paper lace, kewpie dolls, and paper valentines.

E. J. McCALLUM.

SECRETARY WALLACE, of the Department of Agriculture is posed in Hearst's Magazine, holding a large pot of hybrid amaryllis, while acting as judge at a display of these flowers made by the department.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Seed clerk in a Chicago seed store. Address
Key 826, care American Florist.

Help Wanted—Experienced man for retail store; steady position. The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.

Help Wanted—Experienced man for retail store. Answer by letter stating all particulars. Address
La Rochelle Florist,
North Avenue New Rochelle, N. Y.

Situation Wanted—By gardener; general inside and outside plantsman; life experience; age 48, five in family. Address
Key 820, care American Florist.

Situation Wanted—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to
Key 825, care American Florist.

Situation Wanted—By young man of 24 years' experience in most branches of landscape gardening and horticulture; preferably on private estate. Address,
Wm. Bolliger, 905 S. Orchard St.,
Urbana, Ill.

SALESMEN calling on florist and general trade can secure good line staple well known goods paying good commission. Write quick.
B. M. Co., Zane Station, Zanesville, Ohio.

Situation Wanted
GROWER
Single, 25 years' experience. Address
Key 827, care American Florist.

Help Wanted
Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.
ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

FOREMAN WANTED
Competent man for commercial greenhouse plant in the south. Good wages to the right party.
Key 828, care American Florist.

SALESMEN
We are placing on the market a brand new line of vases, jardiniers, linings for baskets and other specialties made from artistically lithographed metal. We desire men who will represent us exclusively in large centers on commission basis. Write specifying territory you cover and furnish references. Only high grade men considered.
American Stamping Co., Elizabeth, N. J.

FOR SALE 14x18 double strength glass, \$4.50 per box; special price on 25-box lots; 2½-in. flower pots, \$5.00 per 1000. F. O. B. Niles Center. Cash with order.
Box 81,
Herbert Baumann, Niles Center, Ill.

FOR SALE Old established nursery, fully equipped, in one of the largest cities on the Pacific Coast, seed store can also be obtained if desired. For full particulars address
Key 829, care American Florist.

For Sale
Flower Shop, old established business at "L" station. Good location. Leaving town.
1125 Argyle Street
CHICAGO

FOR SALE
20-40 ft. lots about (2¼ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltham, Forest, Woodlawn and others. Address
E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale
Forty acres; six-room house, Deleo lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.
PHILIP R. CLIPP, Williamstown, N. J.

Help Wanted
At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.
The Elizabeth Nursery Co.
Box 35, ELIZABETH, N. J.

30% NET
on your investment; more if terms, balance substantial security, modern 18 apartment building North Side, Lincoln park district. Rent \$18,870 now, mortgage \$85,000, 7 years. Price \$100,000. Terms \$35,000 or to suit.
Dr. P. B. SCHYMAN, 1619 North Robey St., CHICAGO, ILL.
Telephone Armitage 571

For Sale
To the highest and best bidder in one parcel or in separate parcels or subdivisions of separate parcels subject to confirmation of court, all personal property hereinafter described and situated at Eureka, California: Araucarias, Belgian Azaleas, Boxwoods, Ericas and Florists' Plants, Flowering Fruit Trees, Hollies, Rhododendrons, Roses, Tuberous Begonias, Gloxinias and Begonia Seed. Broad Leaved Evergreens and Conifers, all in first-class condition; also General Supplies, Tools and Implements, Trucks, Live Stock, Etc.
For itemized list, terms and conditions, write to
G. VANDEN ABBEELE
Receiver Cottage Gardens Nurseries
BOX 78, EUREKA, CALIFORNIA

For Sale
Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 1 miles out of Boston. Address
Key 819, care American Florist.

OFFICIAL S. A. F.
Shipping Labels



Actual size of leaf 2¼x5¼ inches
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

An Immense Stock of ROSES

At Popular Prices

Roses our selection, in lots of 200 or more of one grade as follows:

	Per 100		Per 100
Roses, short stems.....	\$5.00	Roses, choice medium lengths.....	\$8.00 to \$10.00
Roses, extra good short.....	6.00	Roses, fancy long stems.....	15.00

We grow all the Roses we handle and you will find it pays to buy Direct of the Grower.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

SLIGHT IMPROVEMENT IN BUSINESS.

There seems to be a slight change for the better in market conditions. Although, there is plenty of stock, in fact more than enough to fill all orders, yet the call has increased and helps to relieve the situation somewhat. The out-of-town trade is more brisk than the local but the retailers report a heavy call for funeral work the last few days. Roses, especially Columbia are in good supply, the quality of all being excellent. Carnations too, are in first-class shipping conditions and ought to give satisfaction. Tulips, jonquils, calendulas, sweet peas and callas are plentiful. In fact the only thing that is scarce and hard to obtain is asparagus and the shortage of this has made A. Sprenger the best seller on the market. Violets, orchids and lily of the valley can be readily obtained, also freesias, stocks and pansies.

NOTES.

The Mardi Gras celebration in New Orleans, La., has not created much of a stir in the local market. Some of the wholesalers sent representatives down there to drum up business but evidently the Southerners have gotten out of the habit of celebrating Mardi Gras with flowers from this market and it is difficult to revive the former custom, of the days before the war, when huge quantities of flowers were shipped from here. This year it created barely a ripple in the sea of flowers.

Monday, March 27, will be Chicago and rose day at the National Flower Show, to be held at Indianapolis, Ind., March 25-April 1. The local party will leave Sunday evening, March 26, at 5:30 p. m., on the Monon railroad, Dearborn station, Polk and Dearborn streets, due Indianapolis at 10:30 the same evening. For reservations, address or telephone

Herbert Wiley, general agent passenger department, Chicago, Indianapolis & Louisville railroad, 606 Merchants' Loan & Trust building, 112 West Adams street. Telephone Harrison 3309.

The favorite indoor sport in the market seems to be picking over ferns. Most of the wholesalers seem to be tired of the endless job not to say anything about the loss of ferns besides. This loss will run into the millions, one concern reporting a loss of over a million ferns, which spoiled, while in storage. No one seems to know, just why the ferns have not kept as well as other years, unless it was the exceptional heat of last summer, that did the damage.

Mrs. Zender, who was a sister of the late Peter Reinberg and inherited one of the ranges of the Peter Reinberg greenhouses, died after only a few days illness of pneumonia, February 24. The funeral services were held March 1. The burial was delayed two days, waiting for the arrival of Mrs. Peter Reinberg and Mrs. Henry Zender from California.

Ernest F. Hoehl, representative of S. S. Skidelsky & Co., is ill with blood poisoning at the Breevoort hotel. While in Milwaukee, Wis., the physicians there treated him for rheumatism but when he arrived in this city the doctors here diagnosed his ailment as blood poisoning.

Mrs. Philip Schupp, wife of Philip Schupp, of the J. A. Budlong Co., leaves for an extended visit to relatives in Boston, New York and Philadelphia.

Vaughan's Seed Store, reports big demand for gladiolus, Mrs. Frank Pendleton and the purple variety, Baron Hulot.

Geo. Reinberg was in bed suffering from a bad cold the day before his sister, Mrs. Zender was to be buried.

O. A. & L. A. Tonner report a good demand for fancy sweet peas which they are obtaining in quantity.

Valley

For Easter

CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18 00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16 00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS

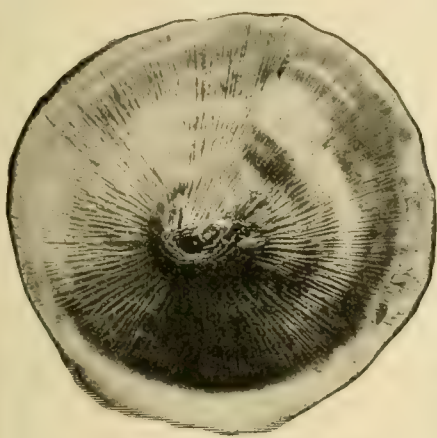
3032-42 W. Madison St., Chicago, Ill.

Gladiolus Mrs. Frank Pendleton

Blooms of this have outsold all varieties in all markets for two years; we have choice true stock, sizes first and second, for 1922 at below moderate prices, grown by ourselves. Price, alone, last year and in 1920 kept it from the trade generally. It is now available. Do not be without it. The best summer window display flower that you can grow.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock
Twenty per cent of our No. 1 Bulbs run nearly two inches.



MRS. FRANK PENDLETON.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First..	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First.....	32.00	Niagara, First	40.00
Augusta, Medium.....	25.00	Niagara, Medium.....	35.00
Baron J. Hulot, First.....	60.00	Mad. Monneret, First	25.00
Baron J. Hulot, Medium.....	52.50	Mad. Monneret, Medium....	22.00
Chicago White, First.....	30.00	Panama, First	35.00
Chicago White, Medium.....	25.00	Panama, Medium	30.00
Halley, First.....	35.00	Schwaben, Medium.....	42.00
Halley, Medium.....	30.00	Florists' Mixed, First	25.00
Mrs. F. King, First.....	22.00	Rainbow Mixed, First.....	40.00
Mrs. F. King, Medium.....	18.00	Standard Mixed, First.....	18.00
Peace, First	45.00	Standard Mixed, Medium....	16.00

Write for Special Prices on 10,000 to 20,000 lots.

DAHLIA ROOTS

Large divisions of Cut Flower varieties, six to ten kinds, per 100.....\$10.00

PAEONIA ROOTS

Case of 200, 3 to 5 eye Roots. 50 Red, 75 White, 75 Pink, each separate for.....\$33.00
Also 20 each 5 Cut Flower kinds the 100, for.....24.00

Dormant CANNA Roots,

Fine sound 2 eyed roots, rot free.

	Per 1000		Per 1000
Eureka.....	\$60.00	Florence Vaughan.....	\$27.00
King Humbert.....	40.00	Queen Charlotte.....	27.00
Yellow King Humbert	40.00	David Harum.....	25.00
Hungaria.....	70.00	Madam Crozy.....	25.00
The President.....	60.00	Maros.....	27.00
Chas Henderson.....	25.00	Louisiana.....	25.00
Wintzer's Colossal.....	30.00	Orange Bedder.....	60.00
City of Portland pink	70.00	Wyoming.....	25.00
Gustave Gompers.....	30.00	Niagara.....	25.00
Pink Delight (New)...	80.00	Prince Weld.....	30.00
Firebird.....	80.00	Mixed Colors.....	22.50



CALADIUMS.

CALADIUMS

The kind with sound center shoots

5 - 7 inch	100, \$ 3.50; 1000, \$	27.50
7 - 9 inch.....	" 5.50; "	45.00
9-11 inch.....	" 10.00; "	90.00

Fancy Leaved Caladium Bulbs, in fine condition.

Mixed	per 100, \$16.00
Six Colors.....	per 100, 18.00

These two Prepaid from Western Springs, Ill.

TUBEROSES

Well cured, free from rot

	100	1000
Dwarf Excelsior Pearl, 3-4 in..	\$1.75	\$15.00
Dwarf Excelsior Pearl, 4-6 in..	2.75	22.50
Mexican.....	2.85	25.00



DWARF PEARL TUBEROSE.

Large-Flowering Cannas

In The "Better" Varieties.

Strong 2 to 3-Eye Roots.

We are in better shape than ever to deliver well grown, plump Canna roots with plenty of live eyes, having in stock extra large quantities of the most popular varieties.

Wintzer's Colossal	King Humbert	Yellow Humbert	City of Portland	Mrs. A. Conard	The President
Fine large trusses, bright scarlet flowers. Green foliage.	Most popular of all. Bronze leaf, orange scarlet flower.	Sport of King Humbert with bronze foliage, flower yellow, spotted red.	Large trusses of beautiful rose-pink flowers, one of best pink varieties.	Beautiful salmon-pink, green foliage.	The finest red Canna of all; bright scarlet flowers; green foliage.
Per 100 Per 1000	Per 100 Per 1000	Per 100 Per 1000	Per 100 Per 1000	Per 100 Per 1000	Per 100 Per 1000
\$5.00 \$40.00	\$4.50 \$40.00	\$3.50 \$30.00	\$7.00 \$60.00	\$8.50 \$75.00	\$8.50 \$75.00

GENERAL LIST OF CANNAS

	Doz.	100	1000		Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet.....	\$0.50	\$2.75	\$25.00	LOUISIANA. Bright scarlet, green foliage, 7 feet.....	\$0.50	\$2.75	\$25.00
A. BOUVIER. Rich velvety red, green foliage, 5 feet.....	.50	2.75	25.00	MME. CROZY. Scarlet with orange yellow border, green foliage, 3 feet.....	.50	3.00	27.50
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet.....	.50	2.75	25.00	MRS. ALFRED CONARD. (We have the Genuine Variety. Beware of Cheap Substitutes.) Salmon pink, green foliage, 4 feet.....	1.15	8.50	75.00
CITY OF PORTLAND. Fine bedding variety, beautiful pink flowers, green foliage.....	1.00	7.00	60.00	PRESIDENT. Fine scarlet flowers, green foliage, one of the finest Cannas.....	1.25	8.50	75.00
CRIMSON BEDDER. Intense crimson, green foliage, 3½ feet.....	.50	2.75	25.00	PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet.....	.50	2.75	25.00
DAVID HARUM. Red, dark bronze foliage, 3½ feet.....	.50	3.00	27.50	RICHARD WALLACE. Light yellow, green foliage, 4½ feet.....	.50	2.75	25.00
EUREKA. Free bloomer with beautiful cream-white flowers, green foliage.....	.85	6.00	50.00	VENUS. Rose pink, green foliage, 4 feet.....	.50	3.00	27.50
FIREBIRD. Scarlet red, green foliage, 4 feet.....	1.25	9.00	80.00	WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet.....	.75	5.00	40.00
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet.....	.50	2.75	25.00	YELLOW KING HUMBERT. Bronze foliage, same as green leaf variety except in foliage.....	.60	3.50	30.00
KING HUMBERT. Scarlet bronze foliage, 4½ feet.....	.65	4.50	40.00				

A. HENDERSON & CO.,

166 North Wabash Avenue
CHICAGO

Mention the American Florist when writing.

The trade is co-operating with the management of the West Town Exposition, in making arrangements for a flower show to be held in the Second Regiment armory, Madison and Rockwell streets, in connection with the exposition, the week of March 27.

E. Courtamanche, who formerly worked for Sam Bloom, and Max Lehmann, an employe of Rolf Zeltitz, have traded positions. Mr. Courtamanche went to Lima, O., and Max Lehmann took his place, with Sam Bloom at 63rd street.

Miss Nettie Parker, of A. T. Pyfer & Co., has left the hospital and is back at work, although still crippled from the effects of the automobile accident, February 16. Her many friends rejoice that she has recovered so soon.

At the reorganization meeting of the Allied Florists' Association, held at the Hotel Randolph, February 27, it seemed to be the general opinion that the assessment of retailers for advertising purposes, should be discontinued.

E. F. Winterson says the retailers are putting in their Easter supplies earlier than usual this year. Ove Gnatt of La Porte, Ind., has returned from his trip south and reports business very good.

Wietor Bros. are having an exceptionally large crop of roses just now. N. J. Wietor says that if roses were bringing the price of a year ago, they would coin money.

Ed. Goldenstein, of Vaughan's Seed Store, who returned from Indianapolis, Tuesday, says the National Flower Show work is booming there.

Miss M. Groth, who has a novelty business in the Atlas block, is in Niles, Mich., for a few days.

The A. Henderson Co. is busy getting out its spring catalogue.

George Ball is getting along splendidly after his operation at the Suburban hospital.

The next meeting of the Florists' Club will be held at the Randolph hotel, March 9.

Genial John Degnan seems happy in his new duties with the American Bulb Co.

Visitor: Calvin Kinsman, Austin, Minn.

Allied Florists' Association of Illinois.

At the meeting of the Allied Florists' Association of Illinois, held at the Hotel Randolph, Chicago, February 27, consideration was given to the matter of reorganization, with a view to discontinuing the assessment of retailers for advertising purposes. Secretary Swenson presented his interesting annual report in part as follows:

From February 24, 1920 to January 31, 1922, receipts amounted to \$58,596.95, with a cash balance of \$2,232.60 on hand that date.

During the period of March 1, 1921 to January 31, 1922, the association invested \$20,462.59 of its funds in advertising. This does not include St. Valentine's Day advertising, which amounts to approximately \$2,000 additional. This figure equals approximately \$6,000 less than the year previous for the reason last year's report covered a longer period. This advertising investment was distributed as follows: Newspaper advertising and bill boards, \$15,000 (including St. Valentine's Day); publicity, \$2,641.29; dealers' helps, \$830; flowers for publicity, \$228.34; Society of American Florists, \$3,039.58 (up to February 1).

Twenty-two different subjects were advertised during the current year. As

these advertisements appeared in from two to six papers, it means that 84 distinct ads were run by the association in the Chicago daily newspapers with a total circulation in 1921-1922 of 35,140,000 copies.

While the association did not invest a great deal of its funds in press publicity, considerable attention was given to this work, and flowers did receive an unusually large amount of free press publicity, in fact we have been able to record approximately 15,000 lines of publicity which was a little less than one half of the lineage of our paid advertising. Ella Grant Wilson and other expert writers were employed by the association at a total cost of \$2,641.29 to especially write these stories.

The most noteworthy of the indirect publicity activities entered into by your association was the flower show staged last August in connection with the Pageant of Progress. While the association did not contribute all the funds towards its maintenance, it directed the show which was viewed by hundreds of thousands. The flower show seemed to be favored in the publicity given in the papers. Thousands of bill boards were used by the Pageant of Progress to boom the exposition, and the flower show was prominently advertised. The great amount of publicity through this flower show alone cannot be estimated, but as one person said in endeavoring to guess at an estimate, "Flowers ran secondly to Bill Thompson."

The association also took a prominent part in the big Up-Town Exposition Flower Show, November, 1921. Besides the educational feature of showing chrysanthemums and other flowers before several hundred thousand people,



Here is What You All Have Been Looking For
 A REAL BUSINESS LIKE AND
**Business Getting Catalog
 of Floral Designs**

Made By a Practical Florist

For Agents' Use in Taking Orders, as Well as Making it Easier to Get

BETTER PRICES

For Sprays and Design Work

SAMPLE COPY \$1.00 POSTPAID.

With Information and Price List for Quantity, Etc.

HOLM & OLSON, INC.
 SAINT PAUL, MINN.

GREATER SUPPLY

Our line of Cut Flowers is complete in every respect and includes all the best offerings in Roses, Carnations, Sweet Peas, Violets, Orchids, Valley, Lilies, Daisies, Snapdragons, Stevia, Freesias, Jonquils, Mignonette, etc. All Greens in large supply.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Wholesale Commission Florists

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

much free publicity was given the show in the daily papers. The organization took the publicity guidance of the chrysanthemum show held at the Auditorium hotel, Chicago, November, 1921. Another indirect form of advertising that the association promoted, was in keeping track of shows and theatrical sketches where flowers could be used to advantage and advertised. These occasions were so numerous that it is hard to enumerate them.

MEMBERSHIP

Up to July 1, 1921, the membership of the association remained about the same as the year previous, but it was found that a number of retailers were not paying. The growers, on the other hand, had been paying religiously from the start. On May 1, compulsory payment by the retailer was put in operation by the wholesale market. This

proved successful, financially at least, for two months and showed a decided increase in revenue, for that period. The compulsory plan, however, failed to function properly after July 1 and it was gradually dropped. From then on, collections, from the retailer, as I am informed by the wholesalers on the market, gradually fell off. I also found a condition of lack of interest in trying to force the retailers to pay. This was justifiable in view of the fact that there was no united action in the matter, and a wholesaler could not very well stand alone and force the collection which would be to his disadvantage.

Outside of a reduced revenue, brought about by the refusal of some retailers to pay the assessment, the association has functioned very satisfactorily through the year. This office has experienced very little trouble in collecting the funds

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE

General Office: FEDERAL LIFE BUILDING
168 N. Michigan Blvd., CHICAGO

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

GOOD CROPS
ROSES AND CARNATIONS
 Mignonette, Tulips, General Pershing Freesias, Etc.

GEO. C. WEILAND, President
 FRED SCHRAMM, Vice-President
 RUDOLPH ELLSWORTH, Secretary
 CHARLES McCaULEY, Treasurer

PAUL R. KLINGSPORN, Manager
 L. D. Phone Private Exchange
 Central 282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

EVERYTHING SEASONABLE IN CUT FLOWERS AND GREENS.

Mention the American Florist when writing.

from the wholesale houses each month. The basic principal of the association's method of collecting its fund has been proven absolutely correct. In fact, it works like a clock. The association has always carried a good balance in the bank and outlines all its campaigns according to the actual resources on hand, and on a budget system. From a business and practical point of view and when compared with other associations, I am sure we are up to the standard. I also believe it will interest our members to know that the directors have attended 14 officially called directors' meetings and given their time most generously to the interest of the whole trade.

Kansas City.

HEAVIER SUPPLIES AT LOWER PRICES.

Business has been good the past week, although prices were unusually low. Funeral and hospital work took the lead due to the considerable number of influenza cases. Party work and decorations created a demand for many flowers. Roses, carnations, sweet peas and jonquils sold at the lowest figures than has been the case for several months. It has been nearly a year since the dry goods stores have taken a hand at selling carnations, but they had them last week, at 48 cents per dozen. Fancy sweet peas have been sold as low as 50



The John C. Meyer Thread Co.,

Mention the American Florist when writing.

cents per bunch of 25. Bulbous stock is in better supply and values are being well maintained. In a visit to local greenhouses we found both cut and pot material in splendid condition and the outlook for Easter trade seems the best in many years.

CONVENTION COMMITTEES.

A meeting was called by Wm. L. Rock at his establishment, February 23, for the purpose of naming the local committees which will handle all details in connection with the Society of American Florists' convention in this city, August 15-17, next. The following are the committees and personnel: Hall arrangement, Samuel Murray, Wm. L. Rock; Entertainment and barbecue;

Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

LOWELL, MASS., U. S. A.
 DEPT. XYZ.

Edw. Humfeld, G. K. Parker, Miller Carter, E. J. Barnes, Wm. Miller; Reception and meeting of directors, T. J. Noll, Samuel Murray, A. F. F. Barbee, M. A. Chandler, Frank Stuppy, C. J. Tucker, Dr. Murphy; Ladies' reception committee for the Society of American Florists visiting ladies, Mrs. T. A. Mosley, Miss Lou Boggess, Miss J. E. Murray, Mrs. L. A. Bohannon, Mrs. W. L. Rock, Miss Williams; Programme, badges and signs, L. A. Bohannon, with power to appoint his assistants; S. A. F. membership and national publicity, M. Manson, W. F. Wade, M. H. Smith, McKoen, Publicity and advertisement, Alpha Elberfield, W. F. Wade in conjunction with the Chamber of Com-

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

merce; Sports, bowling, shooting and golf, John Clause, Nelson Jarrett, H. Kusik, Hugo Neph, Benj. Rice, Edw. Ellsworth, Miller Carter; Speakers, W. J. Barnes, A. Newell and Dr. Murphy; Automobile tours, camps and garages, Robt. Fields, C. K. Parker, C. A. Chandler; Hotel and reservations, F. Robinson, A. Newell, Hugo Neph; General reception, G. K. Parker, with power to appoint balance of his committee; Ladies' bowling, Miss Mary Hayden, Miss Eliza Hayden, Mrs. C. A. Chandler, Mrs. M. E. Chandler, Mrs. W. L. Rock; Transportation, looking after exhibits and their needs, W. F. Wade, with power to appoint his own committee.

The committee will ask all flower shops and greenhouses to close one-half day during the convention to give all employes an opportunity to enjoy the auto tour to be given.

E. J. B.

Denver, Colo.

WEDDING AND FUNERAL WORK ABSORB STOCK

Several weddings and many large funerals held during the past week have made the retail market very active. The regular trade is also very good. The market has been practically cleaned out every day for stock is not very plentiful although of excellent quality. The demand is good for pot tulips, hyacinths and jonquils, while amongst the cut flowers, the jonquil is holding first place for popularity. Carnations are becoming scarcer every day and it keeps the retail stores on the jump to secure enough to supply their customers. Fortunately the call for roses is not heavy at this time and the short supply which is coming in is sufficient for all needs. Sweet peas, violets and mignonettes are in good demand at this time and the supply is all that can be desired.

NOTES.

The new location of Bolt-Lundy, "The House of Flowers" is perhaps the first of its kind in the middle west. Forced out of their old location at 615 Sixteenth street by the termination of their lease they have moved into the arcade of the Mack building, Sixteenth and California streets, using the Sixteenth street arcade as their show and salesroom. Ingress is also gained to the shop from the California street arcade. Finished in marble, the salesroom, which is about 20x100 feet makes a beautiful background for the display of flowers. Excellent opportunity for some elaborate window displays are obtainable by the use of 75 feet of plate glass display windows. A large stockroom and workroom will be made in the basement. A line of fancy box chocolates and bonbons will be taken on by the firm as a new venture.

The local newspapers made some very nice comments on the unusually large number of floral good wishes, which were sent to the firm of Hedgecock & Jones on the opening of their new store. They are dealers in women's wear and linens and received roses, baskets, palms



MAKE THE WORLD MORE BEAUTIFUL
THAN YOU FOUND IT!

INCREASE YOUR PROFITS! Order Bench Plants NOW! Immediate or later shipment. Special prices on large quantities. Big demand! Fine stock!

2- and 3-Year-Old Plants		100	1000
Ophelia		\$12.00	\$115.00
White Killarney		12.00	100.00
Pink Killarney		12.00	115.00
Sunburst		12.00	115.00
Hoosier Beauty		12.00	115.00
Milady		15.00	140.00
Russell		16.00	140.00
Columbia		16.00	150.00
Premier		16.00	150.00

YOUNG ROSE PLANTS		100	1000
Sunburst, 2½-in.		\$12.50	\$115.00
Butterfly		14.00	135.00
Ophelia, 2½-in.		12.50	115.00
Richmond, 2½-in.		11.00	90.00
Columbia, 2½-in.		14.00	120.00
Mrs. Russell, 2½-in.		16.50	150.00

In ordering please state if we may substitute other varieties if necessary. Packing charges for 100 or less, \$1.00; for 1000 plants, \$6.50.

M. C. GUNTERBERG

WHOLESALE FLORIST

159 No. STATE ST. -- CHICAGO, ILL.

Mention the American Florist when writing.

and other beautiful floral tokens of good will from their business friends and competitors.

Chas. McCord leaves this week for Ft. Collins, Colo., where he will enter the employ of the Espelin Floral Co. For the past 14 years Mr. McCord has been connected with the Park Floral Co.

E. P. Neiman, secretary of the Park Floral Co., celebrated his forty-fifth birthday anniversary, February 14. Several friends were invited to an informal dinner in honor of the event.

Mrs. W. H. Grimes is visiting in Chicago for a few weeks. N. H. N.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

YELLOW NARCISSUS

DAISIES

PANSIES

STEVIA

TULIPS

JONQUILS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies,
Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality
Speaks
Louder
Than
Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

Prices
As
Low
As
Others.

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Milwaukee, Wis.

ICE STORM RETARDS SALES.

Market conditions the past week will be remembered for some time to come due to various causes. The forecast for business at the opening of the week was good; then came one of the worst sleet, rain, snow, ice and wind storms that has been experienced for many years, February 22-23, cutting off the entire

northern part of Wisconsin, from this city to Lake Superior. Where the snow drifts were not deep enough to hinder transportation the elements caused the telephone poles to snap, strewn the highways with a mess of tangled wires. Many cities were isolated until February 25. As there are many shipments of flowers sent from here to that section a glut developed which weakened prices all around. By February 27 rail

and wire communication was established to a certain extent which helped to relieve the local situation.

A heavy rain for two days last week caused the Milwaukee river to overflow, doing considerable damage just north of here. The Sunny Point Floral Co.'s greenhouses were flooded to the extent of 18 inches. By using kerosene stoves and due to mild weather very little damage was reported.

E. O.

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Southern Wild Smilax, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Boston, Mass.

VOLUME OF TRADE DISAPPOINTING.

General business is slow and disappointing in volume. The only real trade is for funeral work. The market has experienced quite a drop in the price of roses owing to the slight demand and the increased volume of stock arriving. This has had no effect on carnations though, which are selling at the same prices of a week ago. Spring stock is also increasing daily; though there has been no premature drop in values they fluctuate back and forth from day to day. Sweet peas are at present a real glut, the really good ones clean up fairly well. The trouble is there is such a volume of inferior short stem stock coming in. Orchids and lily of the valley are not over plentiful which is well for the grower as the call is very light. Violets have been hard hit in the past week as the demand fell away to nothing after St. Valentine's Day. There were more sold probably by the street boys than in the stores this week.

The stockholders of the Co-operative Flower Market held a meeting February 25 to consider a new site for the market. The leases expire the end of the year and cannot be renewed. There is a possibility of both markets coming together and buying a place to build on.

The annual banquet of the Gardeners' and Florists' Club was held at Horticultural hall February 28.

E. F. S.

Nashville, Tenn.

WARM WEATHER FORCES STOCK.

The weather has been so mild, the thermometer mounting at times to 70 degrees, that jonquils are blooming outdoors and trees are in bud. Flowers are in plentiful supply, roses being of excellent quality. Mrs. Charles Russell and Premier are the leaders. The heavy offerings of carnation has caused a slump in prices on this item, some of the stock going at \$1.25 per dozen at a special sale recently instituted by retailers on Saturdays, the cash and carry system being emphasized. It is reported that some of the department stores are disposing of carnations at 75 cents per dozen, although as a rule the retail flower shops are obtaining \$3. Blooming plants are plentiful and sell well. Many report a success in the sale of calendulas, their deep orange color going well in com-

A LIVE SELLER

COSTS \$2.50 SELLS FOR \$5.00

Greatest line of stock ever offered. Leading retailers everywhere recognize our prepared goods as the leader and recommend it to their neighbor florists. Send \$2.50 for a sample box today. Place it on display and watch the orders come in.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

ARTIFICIAL LILAC.

(White or Lilac color).

Large sprays (3 to bunch), per dozen bu. \$5.00

ARTIFICIAL HEATHER.

(Various Desirable Colors).

12 sprays to bunch, per gross (144) sprays. \$3.00

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

bination with other stock. Cyclamens, hyacinths and sweet peas offer variety.

LOCAL FRUIT AND TRUCK GROWERS' MEETING.

The Davidson County Farm bureau called a meeting of local fruit and truck growers which was held at the Chamber of Commerce building, February 21, with an attendance of about 30 growers. "The Growing and Storing of Sweet Potatoes," was an ably prepared paper, by Geo. Strasser. C. E. Brehm, of the state division of agricultural extension, told of "Producing and Marketing Truck Crops in a Better Way." Robert L.

Morris, president of the Tennessee State Horticultural Society, discussed "Growing Apples and Peaches in Davidson Country." "Controlling Insects Injurious to Fruit and Truck Crops," was the subject of an interesting round table talk, in which all present participated. S. Marcovitch, assistant entomologist of the Tennessee State Experiment station, who was expected to lead in the above discussion, was unavoidably absent. Following the presentation of the papers a short business session was held, after which the meeting adjourned.

M. C. D.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

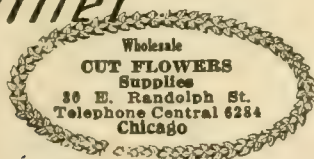
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TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

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Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally LocatedWHOLESALE
CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Wholesale Flower Markets

Chicago CURRENT PRICE LIST		
	Dozen	
Roses, Beauty	4.00 @ \$	8.00
" Mrs. Chas. Russell..	8.00 @	35.00
" Butterfly	6.00 @	25.00
" Columbia	8.00 @	30.00
" Dunlop	6.00 @	30.00
" Premier	10.00 @	35.00
" Hoosier Beauty	6.00 @	25.00
" Killarney Brilliant..	6.00 @	20.00
" White Killarney	6.00 @	20.00
" Mrs. Geo. Shawyer ..	6.00 @	20.00
" Milady	6.00 @	20.00
" Mrs. Aaron Ward	5.00 @	20.00
" Sunburst	6.00 @	20.00
" Ophelia	6.00 @	20.00
" Dbl. W. Killarney	6.00 @	20.00
" Cecile Brunner	3.00 @	8.00
" Our Selection	4.00 @	6.00
Calendulas	2.00 @	3.00
Daisies	12.00 @	18.00
Cattleyas, per doz.	6.00 @	8.00
Valley	6.00 @	8.00
Carnation	20.00 @	25.00
Easter Lilies	8.00 @	10.00
Lily of the Valley	3.00 @	5.00
Sweet Peas	6.00 @	8.00
Paper Whites	1.00 @	2.50
Violets	2.00 @	3.00
Adiantum	4.00 @	4.00
Ferns, per 1,000	2.00 @	2.00
Galax, per 1,000	1.00 @	1.00
Leucothoe	.25 @	.50
Sprenger, Plumous Sprays,		
per bunch	1.00 @	1.00
Mexican Ivy	Boxwood, 35c per lb., case	9.00
Southern Wild Smilax, per		
case	12.00 @	12.00
" Crusader	10.00 @	20.00
Freesia	4.00 @	6.00
Jonquils	6.00 @	8.00

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Enough for two quarts, either pink or
yellow, for a Dollar.McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

Matthew
Crawford
AND
Dr.

Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia,
Russell, Milady, White Killarney and Kill-
arney Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

NEW IMPORTATION

MINIATURE VELVET PANSIES

\$3.60 per gross

MINIATURE RED POPPIES.. \$1.80 per gross

CLOTH CARNATIONS.....\$25.00 per 1000

White, Ward, Dark Pink and Red

SAM SELIGMAN

116 West 28th Street NEW YORK

Mention the American Florist when writing.

We continue to have a
large supply of

GARDENIAS

\$4.00, \$5.00 and
\$6.00 per dozen.

At these prices everybody can
handle them.

ORCHIDS

We carry them in stock in
quantity. We handle the most
dependable supply of Orchids
in this market. On a day's
notice we can furnish you most
any quantity.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

A FLOOD OF STOCK RECEIVED.

The past week has been one of the most strenuous of the season. There was a good clean up the Saturday before, with all fresh stock to start the week, but the buying all at once fell off, the day's shipments being much too large for the call. Then came Washington's birthday with little business and very little the day after. Meanwhile the sun was working over time; heat records for the season were broken, doubling up the shipments. Every line was full to overflowing and prices went head over heels downwards. Fine long stemmed roses were sold as low as \$50 per 1,000 and all other stock in quantity lots at buyers' prices. There was an avalanche of sweet peas, glorious stock, the very best not bringing as much as the low grades of a month ago. Never has the market been more fully supplied or with better quality. There are wonderful carnations but no demand for them. A month ago they brought six, eight cents and higher; now it is two and four cents, with lots unsold. Freesias and violets appear to have no friends at all. Easter and calla lilies hold up very well, although as the quantities of these increase, the poorer grades multiply faster than the specials. There are quite a lot of crippled callas and short stemmed Easter lilies that cut into the general average returns. High grade snapdragon is bidding for a place, the quality being fine. Cattleyas, lily of the valley and lilacs, some of them a very good lavender in color, about hold their own. With all the great over-production, due to the bright sunshine and mild weather, really very little stock has gone to waste, most of it has been sold, however, at very low figures, but it has gone into the hands of the street men or retailers and through them to the public at quick moving prices.

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 1.		Per 100
Roses, American Beauty...	\$10.00 @	\$125.00
" Russell	8.00 @	16.00
" Dunlop	6.00 @	12.00
" Pilgrim	8.00 @	16.00
" Crusader	8.00 @	16.00
" White Killarney	6.00 @	12.00
" Ward	6.00 @	12.00
" Maryland	6.00 @	12.00
" Hoosier Beauty	8.00 @	12.00
" Columbia	8.00 @	16.00
" Hadley	10.00 @	20.00
" Premier	8.00 @	16.00
" Ophelia	8.00 @	16.00
" Butterfly	8.00 @	16.00
" Cecile Brunner	3.00 @	4.00
Adiantum		2.00
Asparagus bechs, per bch.	.50 @	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00 @	3.00
Calendulas, per bunch.	.75 @	1.00
Carnations, fancy	10.00 @	12.00
Carnations, ordinary		8.00
Cattleyas, per doz.	9.00 @	12.00
Callas	3.00 @	4.00
Easter Lilies	25.00 @	30.00
White Narcissus	6.00 @	8.00
Lily of the Valley		10.00
Smilax, per dozen		6.00
Violets	2.50	
Cypripediums, dozen	4.00 @	6.00
Sweet Peas	3.00 @	4.00
Stevia, per bunch		.75
Freesia	6.00	
Jonquills	8.00 @	10.00
Marguerites	3.00 @	4.00
Snapdragons, per doz.	3.00 @	4.00

BUFFALO, Mar. 1.		Per 100
Roses, White Killarney...	\$ 6.00 @	\$12.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Milady	6.00 @	18.00
" Maryland	6.00 @	12.00
" Sunburst	6.00 @	12.00
" Columbia	8.00 @	25.00
" Ophelia	6.00 @	15.00
" Russell	10.00 @	15.00
" Premier	6.00 @	18.00
" Cecile Brunner	4.00 @	5.00
Calendulas	4.00 @	6.00
Carnations	5.00 @	6.00
Easter Lilies	20.00 @	25.00
Mignonette	4.00 @	6.00
Narcissus, Paper White	4.00 @	5.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	6.00 @	10.00
Sweet Peas	.75 @	3.00
Violets	.75 @	1.00
Freessias	3.00 @	6.00
Daisies	2.00 @	3.00
Golden Spur	3.00 @	6.00
Tulips	4.00 @	6.00
Calla Lilies	15.00 @	25.00
Buddleia	.75 @	2.00

PHILADELPHIA, Mar. 1.		Per 100
Roses, Beauty, special	\$75.00 @	\$100.00
" Butterfly	10.00 @	15.00
" Ophelia	8.00 @	12.00
" Columbia	8.00 @	15.00
" Mrs. Chas. Russell	10.00 @	25.00
" Dbl. Wt. Killarney	10.00 @	15.00
" Hadley	12.00 @	25.00
" Sunburst	10.00 @	15.00
" Wards	4.00 @	8.00
" Premier	6.00 @	10.00
Adiantum	1.00 @	1.50
Asparagus, bunches	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.00 @	2.00
Carnations	2.00 @	6.00
Cattleyas	75.00 @	100.00
Easter Lilies	15.00 @	25.00
Lily of the Valley	6.00 @	8.00
Smilax		.35
Snapdragons, per doz.	1.50 @	3.00
Sweet Peas	.50 @	3.00
Violets, single	.50 @	1.00
Violets, double	.75 @	1.00
Callas	15.00 @	20.00
Daffodils	5.00 @	6.00
Tulips	5.00 @	8.00
White Lilac, per bunch...	2.00 @	2.50

February 27.—The market is very full of flowers, the bottom apparently having fallen out of prices, there seeming to be no regular standard. The call is light, retailers declaring they have enough stock left over from last week to start with.

SKIP THE MIDDLEMAN

Sell your flowers under your
own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets
and Carnations

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novel-
ties in Quantity

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

FLORISTS' CLUB MEETING, MARCH 7.

The regular monthly meeting of the Florists' Club, on Tuesday, March 7, should have a record attendance. P. M. Koster, the noted Holland nurseryman, who has just become a citizen of this country, is to address the members on "Horticulture—Its Duty and Its Future." In honor to Mr. Koster there will be a "Welcome to America" dinner to be held in the roof garden, of the Adelphia hotel, at 6 p. m., sharp before the meeting. Dinner tickets are to be obtained of E. P. Klinger, 1201 Race street, chairman of the house committee. All applications should be in by Monday, March 6. Every effort is being put forth to make this one of the most noted meetings the club has ever held.

NOTES.

John Habermehl states the social season is winding up favorably with them. On Friday last they had an elaborate decoration for the Second Assembly ball which taxed their greenhouses to furnish enough material. Cibotiums, of which they have the largest stock in the country, were a feature. They also used an immense amount of roses and other cut flowers. The Ivy ball at the University of Pennsylvania was also an elaborate affair. While the handsomely decorated Philopatrian ball, February 28, at the Academy of Music closed the season.

The Colonial Flower Shop in the subway at Thirteenth and Market streets,

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
 and Greens

C. C. POLLWORTH CO.

CUT FLOWERS
 PLANTS, BULBS
 FLORISTS'
 SUPPLIES
 MILWAUKEE, - WIS.

Write For Our
Price List
On Cut Flowers
H. G. BERNING
 1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

Pittsburgh Cut Flower Co.
 WHOLESALE FLORISTS
 Growers of Quality Flowers
 116-118 Seventh Street,
 PITTSBURGH, - PA.

E. C. Amling Co.
 OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.
LET YOUR ORDERS COME.

is always bright with its wealth of cut flowers and pot plants. An attraction to the many thousands that pass daily. A feature is a large window card, in one side of which is fitted a vase nicely filled with flowers. The inscription in part reads: "Don't wait to show your love and affection until your dear ones have passed away; Say It Now, With Flowers." The store is always bright. Charles Henry Fox made a great hit with his demonstrated talk on "Methods of Floral Arrangement" at the meeting of the New York Federation of Horticultural Societies and Floral Clubs at Cornell University, February 16. His artistic creations and novel ideas in floral arrangements together with his inspirational suggestions for the conduct of the business were much appreciated by his large audience. His address appears elsewhere in this issue.

Victor I. Ridenour is now Most Excellent Master Artisan, the highest official in the Artisan's Order for Mutual Protection, one of the most important fraternal organizations in the United States. This is a very responsible position and

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies
 Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676
 444-446 Milwaukee Street

MILWAUKEE, WIS.**Wholesale Flower Markets**

PITTSBURGH, Mar. 1.		Per 100
Roses, Beauty, spl., doz...	9.00	\$60.00
" " icy, doz...	7.50	45.00
" " ex., doz...	8.00	25.00
" " No. 1, doz...	4.00	15.00
" American Legion ..	10.00 @	30.00
" Killarney ..	8.00 @	20.00
" Maryland ..	8.00 @	20.00
" Sunburst ..	8.00 @	20.00
" Mrs. Aaron Ward ..	8.00 @	20.00
" Russell ..	8.00 @	30.00
" Columbia ..	8.00 @	25.00
" Ophelia ..	8.00 @	20.00
" Hilda ..	8.00 @	20.00
" Premier ..	10.00 @	30.00
" Madam Butterfly ..	10.00 @	25.00
Carnations ..	4.00 @	6.00
Calendulas ..	2.00 @	4.00
Calla Lilies, per doz...	2.50 @	3.00
Lilies ..		25.00
Valley ..		6.50
Ferns, per 1,000 ..		4.00
Galax, per 1,000 ..		2.00
Plumous, per bunch...		.50
Sprenger, per bunch...		.60
Smilax, per doz. strings...		3.00
Sweet Peas ..	1.50 @	4.00
Violets ..		1.50
Baby Primroses ..	.50 @	1.00
Narcissus, Paper Whites...	4.00 @	6.00
Jonquils ..	4.00 @	6.00
Tulips ..	4.00 @	8.00
Freerias ..	4.00 @	6.00
Snappdragons, per doz...	.75 @	2.00
Pussy Willows ..	4.00 @	8.00

CINCINNATI, Mar. 1.		Per 100
Roses, Premier ..	\$8.00 @	\$20.00
" Russell ..	8.00 @	20.00
" Columbia ..	8.00 @	20.00
" Butterfly ..	8.00 @	20.00
" Pink Killarney ..	8.00 @	20.00
" White Killarney ..	8.00 @	20.00
" Sunburst ..	8.00 @	20.00
" Mrs. Aaron Ward ..	8.00 @	20.00
" Ophelia ..	8.00 @	20.00
" Baby Doll ..	3.00 @	4.00
Daffodils ..	4.00 @	6.00
Freerias ..	4.00 @	6.00
Rubrum ..	4.00 @	8.00
Primulas ..		1.00
Violets ..	1.00 @	1.50
Narcissus, white ..	3.00 @	4.00
Ferns, per 1,000 ..		3.00
Galax, per 1,000 ..		1.50
Leucothoe ..		5.00
Plumous (south) per bch...		.25
Smilax, per string ..	.15 @	.25
Hyacinths ..	4.00 @	6.00
Coontie Leaves ..		2.00

a great honor to Mr. Ridenour. With Charles H. Grakelow as Exalted Ruler of the Elks of Pennsylvania, it can be said that the craft of this city has men of affairs who are quite equal to those in other lines of enterprise.

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.
RICE BROTHERS

Wholesale Florists and Supplies
 218 North Fifth St.
 Send list in for quotations.

ST. LOUIS, Mar. 1.		Per 100
Roses, Premier ..	\$4.00 @	\$25.00
" White Killarney ..	4.00 @	10.00
" Columbia ..	6.00 @	15.00
" Crusader ..	6.00 @	15.00
" Ophelia ..	6.00 @	15.00
" Russell ..	6.00 @	30.00
" Ward ..	4.00 @	8.00
" Butterfly ..	6.00 @	15.00
" Sunburst ..	6.00 @	15.00
Carnations ..	3.00 @	6.00
Valley ..	6.00 @	8.00
Narcissus ..		4.00
" Yellow ..		6.00
Mignonette ..	8.00 @	10.00
Sweet Peas ..	1.00 @	2.50
Violets ..	.50 @	1.50
Callas, per doz...	10.00 @	25.00
Lilies, per doz...		3.00
Leucothoe ..		1.50
Galax, green, per 1,000...		7.50
Galax, bronze, per 1,000...		1.50
Ferns, per 1,000...		3.50

MILWAUKEE, Mar. 1.		Per 100
Roses, Killarney, W. K'ty.	4.00 @	\$15.00
" Premier ..	6.00 @	25.00
" Ophelia ..	4.00 @	18.00
" Columbia ..	6.00 @	20.00
" Ward ..	4.00 @	10.00
" Hoosier Beauty ..	6.00 @	20.00
" Butterfly ..	6.00 @	18.00
Carnations ..	3.00 @	5.00
Hyacinths ..	4.00 @	10.00
Orchids, Cattleyas, doz...	12.00 @	15.00
Strawflowers, bunch ..	.25 @	.50
Sweet Peas ..	1.50 @	3.00
Violets ..	1.00 @	1.50
Wild Smilax, per case...		7.50
Fancy Ferns, per 1,000...		4.00
Paper Whites ..	4.00 @	6.00
Calendulas ..	4.00 @	8.00
Trumpets ..	3.00 @	6.00
Tulips ..	4.00 @	8.00
Adiantum ..		2.00
Galax, per 1,000...		2.00
Asparagus, per bunch...	.50 @	.75
Valley ..	4.00 @	8.00

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street,
Phone Chelsea 8071.

WHOLESALE FLORIST

NEW YORK CITY
Consignments Solicited.

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid.

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

Frederick Berger has purchased the Jacob Becker greenhouses, at Fifty-second and Market streets, and will re-erect them at Flourtown, Pa. This is the second time Mr. Becker has moved his greenhouses to make way for stores and other lines of business. A large moving picture theatre replaces the houses this time and takes up every foot of the ground.

Frank Ross says the retailer who does not take advantage of the present market conditions to handle flowers in quantity at lower prices stands in his own light. "We do not wait for our customers to find out that flowers are cheaper; we tell them about it and our large sales show that they appreciate and take advantage of the opportunity," Mr. Ross said.

The Leo Niessen Co. handled an enormous quantity of flowers the past week. Arthur Niessen said they tried to swamp us but we fought them back, although it was hard work to beat old Sol with his six sunny days and only a weak market to back us up. We kept the stock moving, however, and look now for a good spring season.

The street men had a great harvest. During the entire week, the days were bright and with such quantities of stock at low prices, they made a killing every day.

The Philadelphia Growers' Cut Flower Market is featuring splendid roses. Manager Lynch says it is some job to clean up as the market is, at this time.

Berger Bros. handled thousands of sweet peas, making almost a record for a week with this flower. Spring bulbs and carnations were other features.

Larry Mathews of the T. Nelson Geiger force has resigned his position and moved to Miami, Fla. His many friends were loth to see him go.

Southern asparagus is scarce, which is good for the greenhouse stock and has given the hardy ferns a boom. Box wood is also being substituted.

George Auegle is handling excellent purple lilacs. Butterfly roses from his Morton greenhouses are exceptionally fine.

New York.

SHARP DECLINE IN PRICES.

The market is now flooded with stock and there was a great fall in prices during the past week. But up to this writing, although Broadway retailers are offering roses at \$1.50 per dozen and carnations \$1 per dozen, it makes little impression on the buying public. American Beauty roses and gardenias have been in moderate supply but a new crop of the latter is now coming on and their values will follow the general downward trend. The break in prices was expected but it came with such smashing effect that there might have been a panic if the wholesale business was formed along Wall street lines, but regardless of all that has been said against it the flower market has not yet reached the "bucket shop" level. No fault can be found with the quality of stock arriving. There are fine orchids, gardenias, roses, carnations, Darwin tulips, narcissi, acacias, snapdragons and various minor offerings. As decorative features the forsythias and pussy willows are noteworthy. To give one an idea in the decline in prices it may be stated that extra tea roses that a short time ago sold at \$15 per 100 are now down to \$6 and \$8.

Gold Letters and Scripts

Best and cheapest on the market.

Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

February 27.—With an immense supply of stock the market continues in poor condition.

NOTES.

Geo. M. Stumpp, the founder of the retail business now conducted by his son, G. E. M. Stumpp, recently returned from an extended visit in Europe. Mrs Stumpp accompanied him. His many friends will be pleased to learn that he seems to be in the best of health and is looking fine. He has his doubts about the swords of Europe being beaten into ploughshares just yet.

We are advised that the trade tickets to be used for covering admission to the spring show, at the Grand Central palace, March 13-19, are now on sale at the Canadian Pacific building, 342 Madison avenue, in quantities of 50 to 100, 50 cents each; 100 or more, 40 cents, each.

Considerable interest is being manifested by the trade here relative to the plant quarantine conference to be called by the federal horticultural board, April 19, at Washington, Quarantine No. 37 being discussed. The trade is anxious to know the object.

A little girl was recently added to the family of Maurice Kleinman, buyer for Myer, Madison avenue and 58th street. A previous arrival was a boy and Maurice now has as many kinds of children as anyone else.

An involuntary petition in bankruptcy has been filed in the United States court, in the case of Sam Seligman, dealer in artificial flowers at 116 West Twenty-eighth street. Liabilities are listed at \$15,000; assets, \$4,000.

J. Spiro's Broadway Floral Shop has elegantly decorated windows. In addition to many other good features tall baskets of long stemmed and finely flowered carnations are conspicuous.

Malandre Bros. had an elaborate and appropriate window decoration for Washington's birthday and their windows are a daily exhibition of the finest stock the market affords.

In addition to a good stock of cut flowers, J. K. Allen in the Eighteenth street market is handling a line of hyacinths, in pots and pans, and pot ferns.

Secretary John Young, of the Society of American Florists, packed his grip, February 22, and started on another missionary tour of the middle west.

Taking advantage of the plentitude of flowers, the retailers, to quote Mark Tapley, are "coming out strong" on window decorations.

The Aphrodite Flower Shop is now a combination flower and bird store, the birds being almost as interesting as the flowers.

T. Sakelos, who is well known in the retail trade, recently opened a neat store at 2555 Broadway, near 96th street.

Myer, of Madison avenue and 58th street, who has been very ill with the grip is again back to business.

Pop Kenney, an oldtimer in the wholesale district, is now with Harry Charles.

A. F. F.



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N. Y. CITY

Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street.

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Horticultural Society of New York.

The Horticultural Society of New York will hold its annual autumn flower show, November 9-12, at the American Museum of Natural History, New York city. The schedule of classes for chrysanthemum plants, foliage and decorative plants, including two groups of greenhouse plants in 200 square feet, arranged for artistic effect, for commercial and non-commercial growers, has been announced. In the orchid plant class one of the features is a collection of not less than 25 species and varieties, covering 50 square feet of table space, species to be considered in preference to kinds. The classes for cut flowers, fruit and vegetables will be announced later.

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NEW YORK, Mar. 1.	Per 100
Roses, Beauty	\$ 6.00 @ \$100.00
" Premier	4.00 @ 20.00
" American Legion	4.00 @ 25.00
" Crusader	5.00 @ 30.00
" Golden Ophelia	3.00 @ 15.00
" Columbia	3.00 @ 12.00
" Pilgrim	3.00 @ 12.00
" Hadley	4.00 @ 40.00
" White Killarney	2.00 @ 8.00
" Dbl. Wt. Killarney	3.00 @ 12.00
" Dunlop	3.00 @ 12.00
" Aaron Ward	4.00 @ 10.00
" Ophelia	3.00 @ 12.00
" Scott Key	8.00 @ 50.00
" Sunburst	2.00 @ 10.00
" Mdm. Butterfly	4.00 @ 15.00
Adiantum Croweatum and Hybrid	1.00 @ 1.50
Asp. Plumosus, per bunch	.25 @ .75
Carnations	1.50 @ 4.00
Carnation Laddie	6.00 @ 8.00
Cattleyas	25.00 @ 75.00
Gardenias, per doz	3.00 @ 6.00
Iris, per doz	2.00 @ 3.00
L. Rubrum	8.00 @ 15.00
Leucothoe, per 1,000	5.00 @ 7.00
Lilies, White	12.00 @ 15.00
Lily of the Valley	1.00 @ 4.00
Mignonette, per doz	.50 @ .75
Narcissus, Paper Whites, per doz	.35 @ .40
Snapdragons, per doz	.50 @ 2.00
Smilax, doz. strings	1.25 @ 2.00
Galax, green and bronze, per 1,000	1.50 @ 2.50
Ferns, per 1,000	2.00 @ 2.50
Violets	.25 @ .50
Sweet Peas	1.00 @ 3.00
Callas, per doz	1.50 @ 3.00
Lilac, per bunch	1.00 @ 1.50
Freerlias	2.00 @ 3.00
Tulips, per doz	.35 @ .40
" Darwins, per doz	.75 @ 1.00
Asp. Plumosus, per bunch, southern	.15 @ .50
Pansies, cut	.75 @ 1.50
Violets, single	.50 @ .75
Narcissus, yellow	.35 @ .75
Hyacinths, cut, per doz	.40 @ .50

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**Wolfskill Bros. and
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Quality and
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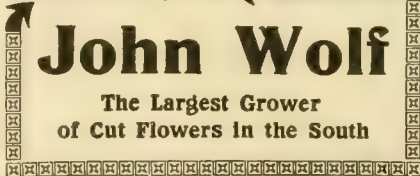
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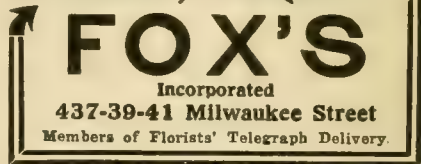
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GRAND RAPIDS FLORAL CO

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March 7.

Vaucllin, French Line (Havre).
From Philadelphia, Meltonian, I. M. M. Lines (Liverpool).
From New Orleans, Andyk, Holland-America Line (Rotterdam).
From Baltimore, Beukelsdyk, Holland-America Line (Rotterdam).

March 8.

Minnekahda, I. M. M. Lines (Hamburg).
Anna, Caribbean Line (Kingston-Puerto Colombia, Cartagena).
FROM PHILADELPHIA, River Orontes, Cunard-Anchor Line (Gibraltar-Patras-Piraeus).
FROM BOSTON, Mackinaw, I. M. M. Lines (London).
FROM PHILADELPHIA, Scythian, I. M. M. Lines (London).

March 9.

Taormina, Navigazione Generale Italiana (Naples-Genoa).
FROM PHILADELPHIA, Malmen, Swedish-American Line (Gothenburg - Malmö - Stockholm).
FROM NEWPORT NEWS, Beukelsdyk, Holland-America Line (Rotterdam).

March 11.

Ryndam, Holland-America Line (Rotterdam).
La Savole, French Line (Havre).
La Bordonnais, French Line (Havre).
Winifredian, I. M. M. Lines (Liverpool).
Michigan, I. M. M. Lines (Antwerp).
Cameronia, Cunard-Anchor Line (Liverpool).
Vasconia, Cunard-Anchor Line (London).
Ponce, Porto Rico Line (San Juan).
FROM PORTLAND, Cornishman, I. M. M. Lines (Liverpool).
FROM BALTIMORE, Scythian, I. M. M. Lines (London-Hamburg).
FROM PHILADELPHIA, Vardulia, Cunard-Anchor Line (London).

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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
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Cincinnati, O.—Hardesty & Co.
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Cleveland, O.—Smith & Fetters Co.
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Cleveland, O.—The J. M. Gasser Co.
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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Established 1906

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Quality and Service Assured

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Quality Flowers
Personal Service

Members
F. T. D.

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Albany, N. Y.

Dankner
FLORIST

The Best Service



Mention the American Florist when writing.

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

NEW YORK

Chatmas Florists

CHATMAS BROS.

2726 Eighth Avenue

Bet. 144th and 145th Sts.

Telephone Audubon 6044.

Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

W.J. Barnes
FLORIST, K.C.M.

Kansas and Western
Missouri.

Up-to-date Service.

F. T. D. Est. 1890

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

**JOHN BREITMEYER'S
SONS**

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



**Worcester's
Shop
of
Quality and
Service**

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.

**"Penn, The Telegraph Florist"**Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

MICHIGAN.

Orders will be care-
fully cared for by**Henry Smith Floral Co., Inc.**Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to**The Dominion Floral Co.**

484 St. Catharines St., West,

Montreal, Que., CanadaEvery order receives prompt and careful
attention.

Mention the American Florist when writing.

BROOKLYN, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

Eleven Stores

Main Store— Lewis Ave. Cor. Hancock St

Telegraph orders delivered to all parts of
New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing.

Randolph & McClements**Floral Experts**

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing.

Orders in Washington, D.C.
or around**Geo. C. Shaffer**FLORIST
900 Fourteenth StreetNashville, **THREE
STORES**
Chattanooga
and AtlantaMEMBER
Florists'
Telegraph
Delivery

Mention the American Florist when writing.

New York

44 Carmine Street
Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

**New York's**
SHOP OF QUALITY**Irene Hayes, Inc.**

F. T. D.

799 Park Avenue

Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park
Floral Co.

B. E. GILLES, President.
K. P. NEUMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.



WASHINGTON
D. C.

Gude's

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

CHICAGO OPPOSITE
FIELD'S

Central Floral Co. 132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Seattle-Rosala Bros. Finest floral studio
in Northwest.
Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OR—

"Home Grown Flowers"

Get in touch with

**MATTHEWSON'S, SHEBOYGAN,
WISCONSIN.**

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city
within 150 miles of Newark.Telephone
Market 494

Mention the American Florist when writing.

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York.

Telephone
Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential
section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

The next annual meeting will be held at Chicago, June 19-20, 1922.

PEA beans have advanced from \$4 to \$6 since January 1.

VISITED New York: Leonard H. Vaughan, of Vaughan's Seed Store, Chicago.

BLUE GRASS seed, 19-pound quality, is selling at 50 cents in good sized trade lots.

SEATTLE, WASH.—The Woodruff-Boyce Seed Co., here, is reported in financial difficulty.

THE World Seed Co., of Chicago and Milwaukee is doing a good mail order field seed business.

FORDNEY sticks to the American valuation plan, and says the house conferees are not going to yield.

A. L. ROGERS of the Rogers Bros. Seed Co., Chicago, and wife are spending a week at St. Petersburg, Fla., on their way through the south and west.

SOUTHERN France reports February 16, abundant rains, and if normal weather conditions prevail during March and April, the bulb crop should be a medium one.

EUGENE SCHAEFFEL, retired member of the firm of Vilmorin-Andrieux & Co., Paris, France, now at home in that city, expects to start upon a second tour of Alsace in May next.

ONION SETS in the Chicago district have advanced sharply to \$1.90 for colors and \$2.25 for whites, prompt shipment in car lots, and some jobbers predict further advance.

GRAND RAPIDS, MICH.—A. J. Brown, of the A. J. Brown Seed Co., was in Chicago last week. Edwin B. Seymour, secretary of the firm, is at his desk again after a protracted illness.

W. ATLEE BURPEE, JR., of the W. Atlee Burpee Co., Philadelphia, Pa., has returned, after spending several months in England and France. Mrs. Burpee and their two children are at Nice for the winter.

THE many friends of Dr. W. W. Tracy, of Washington, D. C., will regret to learn he suffered a stroke February 20, and was unconscious, with the left side paralyzed two days. His doctor hopes the clot may dissolve.

Re: seed bill, H. R. 10273, regulating and restricting interstate sale of certain agricultural seeds, Representative Cantrill filed this restrictive bill, he says, for the reason that he understood that considerable quantities of orchard grass seed were being shipped into the state of Kentucky from Canada, in competition with American products.

HARRISBURG, PA.—The Holmes Seed & Nursery Co., has been incorporated with a capital stock of \$250,000. The officers are: H. L. Holmes, president; Geo. A. Gorgas, vice-president; D. A. Caley, secretary; L. C. Goldman, treasurer.

MILWAUKEE field seed houses are reported doing a good trade. Some carloads of clover, which laid on track in that city for a time were finally taken over by the consignee at a profit of \$2,000 per car. Shipments averaging \$15,000 a day are frequent among wholesalers here.



The Late Benjamin Franklin Brown.
See Obituary, Page 333.

New York Seed Trade.

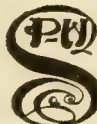
While there is little business in counter trade all the stores are in active preparation for spring business and the general reports are that orders are coming in well.

Carter's Tested Seeds, Inc., recently put up a handsome sign announcing: "Consolidated with J. M. Thorburn & Co." Ernest P. Prince, well known in the trade here is now with this firm.

The Barclay Nursery is thoroughly remodeling its store at the corner of Barclay street and West Broadway. Business is as usual at the firm's other establishment, 62 Vesey street.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Mention the American Florist when writing.

Window displays are now receiving the attention of the stores. At Vaughan's Seed Store much care has been taken to display as many spring gardening features as possible.

McHutchison & Co. recently received a large consignment of Phoenix Roebeleni seeds, the first shipment to arrive direct from the source since the war began. This firm reports gloxinias, tuberous begonias and gladiolus bulbs selling well.

Stumpp & Walter have an amusing automatic contrivance in one of their windows showing the good housewife feeding the chickens. A. F. F.

California Seed Crops.

The L. D. Waller Seed Co., Guadalupe, Calif., writes as follows February 20: "We are glad to say that the frost during the past few weeks has done absolutely no damage to any of our sweet peas or growing crops of flower seeds. We have perfect stands of sweet peas, and many varieties of flower seeds are up, and also show good stands. The planting, this year, is in advance of any previous year, and as we have had to date, over 10 inches of rain, which is more rain than we received for the total rainfall of 1921, and more for this time of the year than any year for the past five, we therefore believe that the prospects for good crops are excellent."

Vegetable Seed Prices.

Prices quoted for vegetable seeds, both by retail mail-order and wholesale dealers, are almost uniformly lower than in 1921, and, for most items, the lowest since 1917. The decline has been constant since 1918, when the peak was reached for most kinds.

The accompanying tables of retail catalogue and wholesale prices show that the prices of beans, peas, sweet corn, lettuce and vine-crop seeds fluctuated less violently than did other seeds, including beets, cabbage, celery spinach, and turnip, of which large quantities normally are imported.

Any changes in the price of the former group, of which the domestic production is usually sufficient to supply

Alfred J. Brown Seed Co.

GROWERS OF

Peas and
Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers
SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower

Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

Mention the American Florist when writing.

ROUGED, TRUE-TO-TYPE

Pea and Bean Seed

G. Willett Warren

WHOLESALE SEED GROWER

519 Oakland Bldg., LANSING, MICH.

the needs of this country, may be attributed largely to variations in the cost of production and preparation for market. The supply of the latter group, however, was not controlled by domestic commercial growers and with imports suddenly cut off the high prices prevailing in 1918 followed. Likewise the rally of domestic growers to supply the deficit thus created, followed by the rapid resumption of imports, caused these items to decline quickly to their 1917 price levels.

On the whole, wholesale prices for 1922 compared with 1921 show a greater reduction than do the retail catalogue prices. The wholesale prices of beans, peas, sweet corn, beet, cabbage, carrot, celery, onion, parsley, squash, and turnip are 15 to 30 per cent less, while the retail catalogue prices of these items, with the exception of cabbage and English turnip, are only 5 to 15 per cent less than last year.

Very little change, if any, occurred in the wholesale prices of other kinds of vegetable seeds except tomato which is quoted 10 per cent less. The average retail prices of tomato declined 8 per cent, spinach 15 per cent, and watermelon 9 per cent; cucumber, lettuce, muskmelon, parsley, parsnip, and radish were unchanged to slightly lower.

Average Wholesale Prices of Standard Varieties of Vegetable Seeds.

Kind of seed	1917					1918					1919					1920					1921					1922				
	Per lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.	Per 100 lb.
Beans, dwarf	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Snap	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Beans, garden	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Pole 1	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Beet, garden	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Beet, mangel	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Cabbage	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Carrot	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Celery domestic	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Celery, im-	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
ported	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Cucumber	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Lettuce	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Muskmelon	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Watermelon	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Onion seed	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Parsley	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Parsnip	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Peas, garden	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Radish	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Spinach	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Squash, summer	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Squash, winter	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Sweet corn	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Tomato	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Turnip, English	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Turnip, Swede	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America.

Office: Cambridge, New York

THE ALBERT DICKINSON COMPANY

35th St. at California Ave., CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-KADISH-PARSNIP-PARSLEY-SALSIFY

SWEET PEAS - ALL VARIETIES

PEAS - KENTUCKY WONDER BEANS

THE L. D. WALLER SEED CO.

Wholesale Growers to the Seed Trade

Select Stocks of FLOWER SEED, SWEET PEA and NASTURTIUM in Variety.

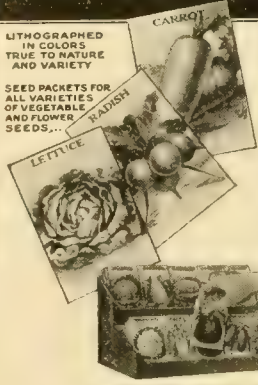
GUADALUPE, CALIFORNIA

This advertisement will introduce our trade mark, which made its initial appearance on our 1922 catalog, now ready for distribution. In choosing the emblem of business, we desire to symbolize those basic principles which have actuated our endeavors and served to establish our good name. Whichever found, this trade mark will identify WALLER'S SEEDS around the globe, and guarantee WALLER'S SERVICE to the trade. An American Industry founded on American principles; an assurance of the utmost reliability in flower seed culture.

Retail Catalogue Prices of Vegetable Seeds.																																
The retail catalogue prices given in the following table represent the average of prices quoted for standard varieties of vegetable seed by a number of representative mail-order dealers.																																
Kind of seed	1917		1918		1919		1920		1921		1922		Per lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per lb.	Per 100 lb.	Per lb.	Per 100 lb.				
	Per oz.	Per lb.	Per oz.	Per lb.	Per oz.	Per lb.	Per oz.	Per lb.	Per oz.	Per lb.	Per oz.	Per lb.																				
Beans, dwarf snap		\$0.32		\$0.43		\$0.41		\$0.39		\$0.39		\$0.39		\$0.37		\$0.36		\$0.36		\$0.36		\$0.36		\$0.36		\$0.36		\$0.36		\$0.36		
Beans, garden pole 1		.26		.41		.43		.40		.41		.41		.39		.40		.40		.40		.40		.40		.40		.40		.40		
Beet, garden		\$0.15	1.30	\$0.20	2.35	\$0.20	1.75	\$0.15	1.35	\$0.15	1.15	\$0.14	1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00	
Beet, mangel		.10	.55	.15	1.30		1.50		.10	.90		.10	.70		.10	.70		.10	.70		.10	.70		.10	.70		.10	.70		.10	.70	
Cabbage		.25	3.00	.45	5.05	.90	11.10	.50	5.25	.35	3.90	.30	3.15		3.15		3.15		3.15		3.15		3.15		3.15		3.15		3.15		3.15	
Carrot		.15	1.40	.20	2.25	.20	1.70		.15	1.30		.15	1.10		.13	1.00		.13	1.00		.13	1.00		.13	1.00		.13	1.00		.13	1.00	
Celery, domestic		.25	2.60	.30	2.85	.35	2.90	.30	3.20	.30	3.00	.27	2.75		2.75		2.75		2.75		2.75		2.75		2.75		2.75		2.75		2.75	
Celery, imported		1.45	17.00	1.40	15.35	1.30	13.55	.95	10.45	.85	9.85	.85	9.05		9.05		9.05		9.05		9.05		9.05		9.05		9.05		9.05		9.05	
Cucumber		.10	.95	.15	1.75	.15	1.30		.15	1.30		.15	1.15		.15	1.15		.15	1.15		.15	1.15		.15	1.15		.15	1.15		.15	1.15	
Lettuce		.15	1.35	.15	1.40	.15	1.50		.15	1.55	.20	1.60		1.75		1.65		1.65		1.65		1.65		1.65		1.65		1.65		1.65		1.65
Muskmelon		.15	1.10	.15	1.30		1.35		.15	1.50		.15	1.50		.15	1.50		.15	1.50		.15	1.50		.15	1.50		.15	1.50		.15	1.50	
Watermelon		.10	.80	.10	.95	.15	1.10		.15	1.10		.15	1.15		.15	1.15		.15	1.15		.15	1.15		.15	1.15		.15	1.15		.15	1.15	
Onion seed		.25	2.50	.55	5.15	.35	3.80	.30	3.15	.30	3.00	.26	2.55		2.55		2.55		2.55		2.55		2.55		2.55		2.55		2.55		2.55	
Parsley		.10	.70	.15	1.05	.15	1.25		.15	1.10		.15	1.10		.14	1.11		.14	1.11		.14	1.11		.14	1.11		.14	1.11		.14	1.11	
Parsnip		.10	.70	.20	1.75	.20	1.80		.15	1.25		.15	1.05		.14	1.00		.14	1.00		.14	1.00		.14	1.00		.14	1.00		.14	1.00	
Peas, garden		.23		.37		.38		.45		.42		.42		.37		.37		.37		.37		.37		.37		.37		.37		.37		.37
Radish		.10	.65	.15	1.65	.15	1.65		.15	1.30		.15	1.15		.14	1.10		.14	1.10		.14	1.10		.14	1.10		.14	1.10		.14	1.10	
Spinach		.10	.90	.20	2.10	.15	1.25	.10	.80	.10	.70		.60		.60		.60		.60		.60		.60		.60		.60		.60		.60	
Squash, summer		.10	.95	.15	1.40	.15	1.50	.15	1.65	.20	1.65	.17	1.50		1.50		1.50		1.50		1.50		1.50		1.50		1.50		1.50		1.50	
Squash, winter		.10	.95	.15	1.50	.15	1.60	.20	1.70	.20	1.60	.17	1.40		1.40		1.40		1.40		1.40		1.40		1.40		1.40		1.40		1.40	
Sweet corn		.26		.38		.35		.36		.36		.32		.32		.32		.32		.32		.32		.32		.32		.32		.32		.32
Tomato		.30	2.95	.40	4.10	.40	4.45	.40	4.45	.40	4.25	.37	3.90		3.90		3.90		3.90		3.90		3.90		3.90		3.90		3.90		3.90	
Turnip, English		.10	.70	.20	1.95	.20	2.05	.15	1.40	.15	1.15	.13	.95		.95		.95		.95		.95		.95		.95		.95		.95		.95	
Turnip, Swede		.10	.65	.20	2.35	.20	2.05	.15	1.35	.15	1.00	.13	.90		.90		.90		.90		.90		.90		.90		.90		.90		.90	
1 Not including Lima beans.																																

1 Not including Lima beans.

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LITHOGRAPHED IN COLORS TRUE TO NATURE AND VARIETY

SEED PACKETS FOR ALL VARIETIES OF VEGETABLE AND FLOWER SEEDS...

We also make a Specialty of Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Containers and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

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Originators and Growers
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Gladiolus and Petunias

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An experience of half a century in
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Orange, Conn., and New York City.

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Seeds Which Succeed

Bloomdale
Farm

BRISTOL, PA.

Van Der Schoots on Tour.

A. C. Van der Schoot, the well known Dutch bulb grower and exporter, together with his sister and daughter, is making a trip to the south of Italy and France. He reports that in the neighborhood of Toulon, the Roman hyacinths and Paper White narcissi have suffered from drought, but that late in January there was sufficient rain to insure a normal crop. Mr. Van der Schoot and his party are also visiting Tunis and Algiers, via Marseille.

The father of A. C. Van der Schoot was the first Hollander to visit America selling Dutch bulbs. Since that time, the Van der Schoots have continued to do business with Vaughan's Seed Store and have had the pleasure of seeing J. C. Vaughan and his family from time to time in Holland.

A. C. Van der Schoot is now in his fifty-second year.

New Crop Seed

ASPARAGUS PLUMOSUS NANUS

Price Per 1000 Seeds..... **\$3.50**
5000 lots..... @ **\$3.25 per 1000**

April price will be lower.

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Strains which have received over
300 Premier Awards and Gold Medals
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the world. Highest Award Panama
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Sweet Pea and Nasturtium Specialists.

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Beans, Peas, Sweet Corn, Onion,
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Branches: Wisconsin, Colorado, Montana, Idaho, Washington, Milford, Conn.

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Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips,
German type for forcing. Dutch type for
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JAP. LILY BULBS, Giganteum 6-8 and 7-9,
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BEGONIA and GLOXINIA BULBS, all colors
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GLADIOLUS BULBS, best commercial varie-
ties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Cocos
Weddelliana, per bushel or 1000. Phoenix
Roebelenii.

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all sizes, bale lots only.

RAFFIA, natural or colored, dependable
brands, 25 lbs. up.

Wholesale only.

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PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, As-
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Onion, Beans, Cabbage, Cauliflower, Sweet
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JAMES VICK'S SONS

Growers of

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Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.

Dreer's Orchid-Flowered Sweet Peas

We offer below a very select list of the very finest kinds for cut flower purposes. This type is distinguished from the grandiflora sorts by the extraordinary size of their flowers and by the standard being crinkled and wavy. They usually bear four blossoms on a stem, and are as easy to grow as the commonest

sorts.

	Oz.	¼-lb.	1-lb.
Blanche Ferry Spencer. An extra selected stock of this fine pink and white, of very large size	25	75	2 50
Blue Monarch. Rich deep navy-blue.....	25	75	2 50
Constance Hinton. The largest and finest white, flowers frequently 2½ inches across, black seeded and a strong vigorous grower with very long strong stems	30	1 00	3 00
Countess Spencer. A lovely clear pink.....	25	75	2 50
Dobbie's Cream. The finest primrose-yellow..	25	75	2 50
Elfrida Pearson. The largest and finest light pink	25	75	2 50
Fiery Cross. Brilliant fiery red.....	30	1 00	3 00
Florence Nightingale. The largest and finest pure lavender	25	75	2 50
Hawmark Pink. A very distinct rose-pink shaded salmon. A striking and popular color	60	2 00	
Hercules. A very large flowering Countess Spencer	25	75	2 50
Illuminator. Salmony-orange overlaid with cerise pink, very bright	25	75	2 50
King Edward Spencer. Crimson scarlet.....	25	75	2 50
King White. The largest and finest white seeded, pure white	25	75	2 50
Margaret Atlee. The largest and finest rich pink Sweet Pea—"Spencer Supreme".....	30	1 00	3 00
Mrs. Tom Jones. The latest and best bright blue	50	1 50	
R. F. Felton. One of the finest lavender sorts.	25	75	2 50
Rosabelle. The finest rich rose variety.....	30	1 00	3 00
Royal Purple. Rich royal purple; very distinct	25	75	2 50
Scaret Emperor. A brilliant deep scarlet.....	30	1 00	3 00
Sincerity. Brilliant cerise	25	75	2 50
The President. Dazzling orange-scarlet.....	30	1 00	3 00
Warrior. The finest chocolate maroon.....	30	1 00	3 00
Wedgwood. A beautiful Wedgwood or silvery blue	25	75	2 50
White Spencer. A pure white Countess Spencer	25	75	2 50
Orchid-flowered Mixed	15	50	1 75

For complete list of Sweet Peas and other Flower Seeds see our new Wholesale Price List. Copies free on request of Florists.

Henry A. Dreer, 714-716 Chestnut St.,
Philadelphia, Pa.



Early Flowering
Spencer
Sweet Peas.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
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J. C. ROBINSON SEED CO.
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Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
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Grower of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

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KENILWORTH
GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ¼ oz., 90c; ¼ oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., \$1.00; ¼ oz., \$1.30; 1 oz., \$5.00.

CHAS. FROST
Kenilworth N. J.

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.

Contract Growers of
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

FLOWER AND GARDEN
SEEDS

Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

A NUMBER of nurserymen are reported as establishing small branch nurseries in eastern states for fear of quarantines of interstate shipments.

INDIANAPOLIS, IND.—The Lowry Nursery & Landscape Co., was recently incorporated with a capital of \$150,000. J. H. Lowry, J. A. Shearer, L. A. Pottinger, J. S. Cruse, Geo. Rosenburg, John Powell and T. A. Pass are the directors.

WHILE little information has been obtained, it is known the damage to Michigan and Wisconsin fruit and other trees by last week's snow and ice has been enormous, as in the New England storm of last winter. The Door county cherry orchards are said to have escaped serious injury.

ONECO, FLA.—Reasoner Bros., have now a director of publicity in their establishment, who sends out circular blanks asking information on 12 points from their prospective customer, in order that they may intelligently recommend improvements desired.

BROOKLYN, N. Y.—The referee's sale of Narrows Nursery, bankrupts, has been postponed due to the stock not being saleable. It is stated that only the mechanical part of the greenhouses and a few tools are in condition to be sold, and that creditors will be fortunate to receive a dividend of five or 10 per cent within the next year.

Illinois State Nurserymen's Association.

"PLAN TO PLANT ANOTHER TREE WEEK."

The Illinois State Nurserymen's Association is undertaking to popularize the slogan, "Plan to Plant Another Tree," and has designated the week of March 12-19, as a proper time to put the slogan over in a big way. The association has enlisted the aid of the press, clubs and organizations to make the week a success.

Nurserymen generally can aid this movement by using a rubber stamp on all their mail and literature, thus familiarizing their customers with the slogan. It would be a good idea for the trade to advertise in March, especially during the week of March 12-19. "Plan to Plant Another Tree," holds the attention, suggests two kinds of action and will undoubtedly get many people thinking. Anyone can plan but everybody will not plant; consequently if everybody plans to plant, someone is sure to do that planting.

ILLINOIS MORE FRUITFUL AND BEAUTIFUL.

This is a plan to unite all civic and agricultural societies with the press of Illinois in the movement outlined above. The state needs this service. We are robbing future generation and it is time to awake and unite every effort to save our forests, build our orchards, plan and plant our home grounds. By so doing, we will hand down to those who live after us a heritage greater than all riches, because we will give to the fu-

ture a state filled with God's beautiful trees and shrubs and flowers. Why plan to plant? Nothing is ever successfully planted by chance. Plans are made and then executed. Plan in March what to plant in April.

Suitable articles will appear in the press of the state during March on such subjects as, "Winter Spraying—How, When, What and Why?" "How to Prune Fruits," "Spray for What, When and How," "How to Care for Nursery Stock," "Making a Flower Garden," "Do Not Rob the Future," "Planting the Home Grounds," "Landscape Plans," and "A Planting Plan for a Farm Home."

Farm advisors will co-operate by personal suggestions and by encouraging horticulture. During March, farmers' clubs of the state, and there are hundreds of them, will hold meetings at which time a speaker will talk on the subject "Plan to Plant Another Tree" with discussion to follow. Illinois has Farmers' Institutes in almost every county, who will be asked to co-operate.

This unselfish campaign appeals to the schools who will co-operate because our teachers and officers from the state superintendent of public instruction and the county superintendents, to the teacher of the smallest school all realize the great benefit and real helpfulness of the trees for fruit, shade and beauty; the bushes for fruit and landscape; and the flowers that make the delightful displays in our gardens.

J. A. Young, Sec'y.

Grow your own plants of

AMPELOPSIS VEITCHII

Boston Ivy

We supply strictly fresh, clean seed

Per oz., 30c; per lb., \$3.00.

Special rates on 5, 10 and 20 lb. lots.

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NEW YORK



BECOME A LANDSCAPE ARCHITECT

Dignified Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 15-J, Newark, New York

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Some Excellent Stock

	Per 100	1000
50,000 2 in. Geraniums; Ricard, Poltevine, Nutt, Montmort, Perkins, Viald, Buchner, etc.	\$5.25	\$50.00
2 1/4 in. Heliotropes, 3 varieties	4.00	38.00
2 1/4 in. Marguerites, 3 varieties	5.00	45.00
2 1/4 in. Stocks, 2 varieties	3.25	30.00
2 1/4 in. Calendula Orange King	3.00	28.00

Also abundance of other stock. Liberal extras for early orders.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

HARDY ENGLISH IVY

2 inch, \$2.75 per 100, \$25.00 per 1000.
3-inch, 3.75 per 100, 35.00 per 1000.

Good, bushy plants in 4-inch pot, tied up to 3-inch stakes, \$4.80 per doz., \$25.00 per 100.

HARDY

Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in our March price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3 inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

March Price List Ready.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

TRY

PANORAMA

One of the best Breeder Tulips, \$32.00 per 1000, f. o. b. Holland. For large quantities Special Quotation.

Colored reproductions also, of other leading varieties, upon application.

PEREBOOM & COMPANY

88 Broad Street,

NEW YORK, N. Y.

Pompon Chrysanthemums



A selection of varieties made after extensive trials, with a view of selecting the best for outdoor cultivation, for which purpose we recommend every variety offered.

Price, except where otherwise noted:
85c per doz.; \$6.00 per 100; \$55.00 per 1000.

- A. Barham. Early, aster-flowered bronze.

Adironda. Early, aster-flowered golden bronze.

Anna L. Moran. Midseason, large button, orange-scarlet, \$2.00 per doz.; \$15.00 per 100.

Autumn Glow. Aster-flowered, deep carmine-rose.

Bright Eyes. Late, miniature button, white when fully open, while developing, the reverse of the inner petals show an orange apricot, \$1.25 per doz.; \$8.00 per 100.

Captain R. H. Cook. Early midseason, very large button, clear deep rose, \$1.75 per doz.; \$12.00 per 100.

Cometo. Aster-flowered, seedling of Lillian Doty, very free, of compact habit, dark rose shaded mauve.

Comoleta. Early, aster-flowered, excellent yellow.

Cranfordia. Early midseason, large aster-flowered, deep golden yellow.

Edina. Early, aster-flowered, splendid rose-pink.

Excelsior. Early midseason, aster-flowered bright yellow.

Fernridge. Midseason, single, large bright red, \$1.50 per doz.; \$10.00 per 100.

Frank Wilcox. Late, aster-flowered, splendid bronze, \$1.50 per doz.; \$10.00 per 100.

Harrie. Early, aster-flowered, rich yellow.

Hilda Canning. Midseason, medium sized button, light bronze.

Idolf. Very early, aster-flowered, salmon-pink.

Indian. Aster-flowered, good-sized Indian red.

Iva. Button shaped, handsome light bronze.

Juliana. Midseason, large yellow button.

La Garonne. Early, aster-flowered deep flesh rose.

Lillian Doty. Medium early ball-shaped light rose.

Little Dot. Midseason, small deep bronze button.

Marie Dupont. Very early, dwarf, large white aster-flowered.

Mimico. Midseason, tall growing lavender-pink, seedling of Lillian Doty.

Minta. Midseason, small pink button.

Miramar. Midseason, bronze aster-flowered.

Model of Perfection. Midseason, small white button.

Mrs. F. H. Bergen. Midseason, fine pale-pink aster-flowered.

Mrs. H. F. Vincent. Late, good bronze aster, \$1.25 per doz.; \$8.00 per 100.

Mrs. Nellie Kleris. An improved Lillian Doty, better in both color and habit. \$1.75 per doz.; \$12.00 per 100.

Nellie Blake. Early, red-orange aster-flowered, \$1.75 per doz.; \$12.00 per 100.

Nlo. Midseason, pretty small pink button.

October Gold. Early, aster-flowered rich orange-yellow.

Ouray. Midseason, very bright reddish bronze large button.

Romaine Warren. Late, rich bronze.

Soleil d'Or. Midseason, rich orange aster-flowered.

Tints of Gold. Early, glorious golden-yellow aster, \$1.50 per doz.; \$10.00 per 100.

Uvalda. Early, a fine white aster-flowered.

Viola. Midseason, violet-rose medium sized button, \$1.75 per doz.; \$12.00 per 100.

Wanda. Midseason, a fine large white aster-flowered.

White Doty. Early, pure white ball-shaped flower.

White Midget. Late, miniature pure white button, \$2.00 per doz.; \$15.00 per 100.

William Sobey. Midseason, a fine yellow aster-flowered.

Zelia. Early, fine aster-flowered yellow, \$2.00 per doz.; \$15.00 per 100.

Price. Any of the above except where noted.
85c per doz.; \$6.00 per 100; \$55.00 per 1000.

HENRY A. DREER, 714-716 Chestnut Street, Philadelphia, Pa.
THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY.

HILL'S CHOICE NURSERY STOCK

Deciduous Shrubs and Trees for Lining Out

	Inch	100	1000
Acer Platanoides	6-8	\$ 6.50	\$ 50.00
Berberis Thunbergii	6-8	4.50	35.00
Calycanthus Floridus	x 10-12	8.50	70.00
Clematis Paniculata	1 yr.	4.50	35.00
Cornus Alternifolia	10-12	6.00	50.00
Cornus Paniculata	12-18	8.50	70.00
Cornus Stolonifera Aurea	10-12	8.50	70.00
Crataegus Cordata	10-12	8.50	70.00
Crataegus Mollis	10-12	8.50	70.00
Deutzia Crenata Flore Rosea Pl.	6-10	10.00	
Elaeagnus Angustifolia	12-18	6.00	50.00
Evonymus Radicans Acutus.	x 12-15	15.00	
Exochorda Grandiflora	x 10-12	9.50	85.00
Forsythia Intermedia	10-12	8.50	70.00
Hicoria Ovata	8-10	8.50	70.00
Juglans Nigra	12-18	4.50	30.00

	Inch	100	1000
Ligustrum Lucidum	6-8	\$ 5.00	\$ 35.00
Ligustrum Polishi	6-12	5.75	42.50
Lirodendron Tulipifera	18-24	6.50	50.00
Pachysandra Terminalis	x 4-6	8.50	70.00
Philadelphus Coronarius Grand.	10-12	8.00	70.00
Prunus Americana	18-24	4.00	30.00
Quercus Palustris	10-12	8.50	70.00
Quercus Rubra	10-12	6.50	55.00
Robinia Pseudocacia	12-18	4.00	30.00
Rosa Canina	10-12	2.25	12.50
Sambucus Canadensis Aurea	12-18	8.00	70.00
Spiraea Van Houttei	6-12	6.50	55.00
Symphoricarpos Alba	12-18	5.25	42.50
Symphoricarpos Rubra	18-24	6.50	55.00
Viburnum Dentatum	10-12	10.00	90.00
Viburnum Lentago	10-12	12.00	110.00

SPECIMEN EVERGREENS

Send for Complete Catalog.

EVERGREENS FOR LINING OUT

	Inch	100	1000
Abies Tsuga Canadensis	x 8-10	\$21.00	\$200.00
Abies Douglassi	x 6-8	13.00	120.00
Juniperus Canadensis	xx 10-12	50.00	
Juniperus Virginiana	xx 12-18	25.00	225.00
Picea Canadensis	xx 10-12	40.00	
Picea pungens	x 6-8	14.00	130.00
Pinus Austriaca	x 6-10	15.00	140.00
Pinus Mugho Compacta	xx 10-12	60.00	
Taxus Cuspidata	x 6-8	35.00	

Each X indicates one transplanting. O indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.
THE D. HILL NURSERY CO., Inc., Box 404, DUNDEE, ILL.
Evergreen Specialists, Largest Growers in America.

Yokohama Nursery Co., Ltd.
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Japanese Bulbs, Plants and Seeds

Dutch and French Bulbs
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NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke
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GERANIUMS
Booked ahead at this time.
DRACAENA INDIVISA, extra strong plants ready for a shift, from 2-inch pots, \$4.00 per 100.
SMILAX, from 2-inch pots, \$3.00 per 100.
Wholesale Grower,
Elmer Rawlings, ALLEGANY, N.Y.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

ALBANY, N. Y.—The Albany County Market Gardeners Association met here, February 23, with an attendance of 200. Co-operation and the problems of distribution and marketing were discussed. Addresses by Congressman Peter Ten Eyck, of the twenty-eighth New York district; Harold D. Phillips, director of the bureau of markets and storage of the state farms' and markets' commission, and others were features.

Prices of Indoor Fruits and Vegetables.

Chicago, February 28.—Cucumbers, per crate, \$7 to \$8; head lettuce, per crate, \$4.50 to \$6; carrots, \$4.50 to \$5.50 per barrel; cabbage, \$2 to \$2.75 per 100-pound sack.

New York, February 24.—Cucumbers, \$2.25 to \$2.75 per dozen; mushrooms, per three-pound basket, 80 cents to \$1.50; radishes, 100 bunches, \$3 to \$8; tomatoes, per pound, 40 cents; lettuce, one dozen bunches, \$1 to \$1.75; beet tops, per basket, \$2.

Dried Fruits in Good Demand.

Almost all kinds of domestic dried fruits sold steadily last week, and, though prunes were offered more liberally than of late, prices were fully maintained. Peaches and apricots were taken quite freely and sales of raisins reached a fairly satisfactory aggregate, but there was only a routine movement of currants and pears, dates and figs were quiet. A noticeable feature was the active demand for dried apples, the latter ruling firm at 16 cents for prime goods.

Damping Off.

As the time draws near for planting tomato and other seed which are usually planted in beds or boxes, it is well to remind the prospective gardener of some precautions which may prevent losses from damping off, the worst of our seed bed troubles. Damping off is caused by any one of several species of fungi which inhabit the soil. Some one of them is present in nearly all fertile soil, but it is only under exceptional circumstances that they do serious harm. They grow most vigorously in the surface layers of a damp cool soil, and in such a soil attack young plants near the surface of the soil and rot the stem at this point, hence the term damping off.

There are two general methods by which this trouble may be held in check. They are soil disinfection and proper cultivation. For the person growing plants on a large scale during cool weather a combination of the two may be necessary; but for the person growing only a few plants, disinfecting the soil is too tedious and expensive to be recommended. For such persons the following cultural precautions are recommended: First—Plant the seed in rows; second—Do not water oftener than is necessary; third—After watering, stir the soil between the rows, so as to allow the surface soil to dry quickly. This may be hastened by sprinkling air slaked lime over the surface of the soil.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Chrysanthemum Novelties My Specialty.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Mention the American Florist when writing.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6. @ \$25.00.
Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.
Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.
Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower
PEKIN, ILL.

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HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

Hogewoning & Sons, Inc.

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Care of J. W. HAMPTON, JR. CO.

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NEW YORK

BULBS

BULBS

Seasonable Stock READY NOW

Asparagus Sprengerii, 2½ inch, \$5.00 per 100, \$45.00 per 1000; 3 inch, \$10.00 per 100, \$90.00 per 1000; heavy 5 inch, \$25.00 per 100; heavy 6 inch, \$35.00 per 100.

Asparagus Plumosus, 2½ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, 2½ inch, \$8.00 per 100.

Begonia Thurstonii, 2½ inch, \$10.00 per 100.

Begonia Argentea Guttata, 2½ inch, \$8.00 per 100.

Begonia Alba Picta, 2½ inch, \$8.00 per 100.

Begonia Pres. Carnot, 2½ inch, \$10.00 per 100.

Begonia Semperflorens, Pink Profusion, 2½ inch, \$8.00 per 100.

Begonia Semperflorens, Gracilis Luminosa, 2½ inch, \$5.00 per 100.

Begonia Semperflorens, Prima Donna, 2½ inch, \$5.00 per 100.

Begonia Sandersonii, 2½ inch, \$8.00 per 100.

Coleus, best market varieties, rooted cuttings, \$1.50 per 100 or \$12.00 per 1000; 2½ inch, pot plants, \$3.50 per 100.

Hellotrope, Centefleur, best of all giant purple, 2½ inch, \$5.00 per 100.

Petunias, double, best named sorts, 2½ inch, \$6.00 per 100, \$50.00 per 1000.

Genista Johnstonii, bushy, 5 inch pot plants, Dwarf Compacta variety, good deep yellow and two weeks later than old type, \$5.00 per dozen.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA.

Abelia Grandiflora. Strong 2¼-inch, per 100, \$5.00; per 1,000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

ADIANTUM.

Adiantum. Hybridum, 4-inch, 25c; 5-inch, 50c each. California, 5-inch, 60c; 6-inch, 75c each. Add 5 per cent for packing.

J. F. AMMANN CO., Edwardsville, Ill.

ALTERNANTHERAS.

Alternantheras, red and yellow, strong bushy plants, 2-in., per 100, \$2.50. Brilliantissima, 2-in., per 100, \$2.75. G. S. GREENHOUSES, Glenwood, Ill.

ASPARAGUS.

Asparagus Sprengerii, 2½-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$25.00; 6-inch, per 100, \$35.00. Plumosus, 2½-inch, per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengerii, 2½-inch, 4c; 4-inch, 12c each. Plumosus, 4-inch, 15c each.

J. F. AMMANN CO., Edwardsville, Ill.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus Sprengerii, 2½-in., 4½c each.

ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 55th and Springfield Ave., Philadelphia, Pa.

BEGONIAS.

Begonias. Coraline Lucerne, 2¼-inch, per 100, \$10.00. Rosea Picta, Argentea Guttata, Rubra, Thurstonii, Alba Picta, Pres. Carnot, Sandersonii, Alba Perfecta, all 2¼-inch, per 100, \$7.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
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Begonias. Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100; \$56.00 per 1,000. K. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson, \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias. Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$16.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 50 Park Place, N. Y.

BEGONIAS.

REX BEGONIAS. Fine stock plants, in assortment, 4-in., \$3.00 per doz.; 5-in., \$4.50 per doz.; carefully packed. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Begonias. Fine 2½-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Fancy leaved caladium, mixed colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

BUDDLEIA.

Buddleia Variebilis Magnifica. Butterfly, Bush or Summer Lilac. Beautiful long spikes of flowers similar to the lilac, fragrant, blooms from July till frost; fine for cut flowers. Plants that will bloom this summer. 2½-inch, per 100, \$5.00; 3-inch, per 100, \$8.00. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

Buddleia Magnifica, per 100, \$5.00; per 1,000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
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Buddleia, white, pink and lilac, 2¼-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size	Diameter	Per 100	Per 1000
1¼	to 1½-inch	\$ 6.00	\$ 60.00
1½	to 2-inch	8.00	75.00
2-inch	and up	15.00	125.00

Satisfaction guaranteed.

SEVIN-VINCENT CO.
512 Washington St., San Francisco, Calif.

CANNAS.

25,000 CANNAS.

2 and 3 eye; all plump.

King Humbert		\$5.00	\$45.00
Yellow Humbert		5.00	45.00
Pennsylvania		3.00	22.50
Gustav Gumper		3.00	22.50
Indiana		3.00	22.50

BREEZY BLUFF FLOWER FARM
Oklahoma City, Okla.

R. F. D. 9. Box 214.

100,000 CANNAS. 2 and 3 Eye.

King Humbert, \$3.00 per 100; \$25.00 per 1000. Richard Wallace, \$1.75 per 100; \$15.00 per 1000. Cash. BUSHY FLOWER GARDEN, Bushy, Va.

CANNAS.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100; \$45.00 per 1000. Orders filled in rotation as received.

Montgomery Gardens, Sac City, Ia.

CARNATION CUTTINGS			
Well rooted stock from sand.		Now	ready.
		100	1000
Matchless		\$4.00	\$35.00
Miss Theo		4.00	35.00
Nebraska		5.00	40.00
Winsor Cerise		4.00	35.00
Enchantress		4.00	35.00
Ward		5.00	40.00
Harvester		8.00	70.00
White Wonder		5.00	40.00
Bernice		6.00	40.00
Aviator		5.00	40.00
Thenanthos		5.00	40.00

Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
Mrs. C. W. Ward		\$3.50 \$30.00
Matchless		3.50 30.00
White Enchantress		3.00 25.00
Pink Enchantress		3.00 25.00

WIETOR BROS.,
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

Carnations. Write for price list of latest varieties. F. Dörner & Sons Co., Lafayette, Indiana.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonnafton, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1000.

December Beauty, \$45.00 per 1000.

Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, \$3.00 per 100.

Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1000.

ELI CROSS,
150 Monroe Ave, Grand Rapids, Mich.

Chrysanthemums, Pompon. For varieties and prices, see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.**CHRYSANTHEMUMS.**

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white).....	\$3.00	\$25.00
Richmond (yellow).....	3.00	25.00
Roman Gold (yellow).....	3.00	25.00
Pink Chieftain (pink).....	3.00	25.00
Intensity (maroon).....	3.00	25.00
Marigold (yellow).....	3.00	25.00
Ocotonto (white).....	3.00	25.00
Early Frost (white).....	3.00	25.00
Seldewitz (pink).....	3.00	25.00
Rose Perfection (pink).....	3.00	25.00
Smith's Ideal (white).....	3.00	25.00
Golden Queen (yellow).....	3.00	25.00
White Chieftain (white).....	3.00	25.00
Thanksgiving Pink.....	5.00	50.00

POMPONS.

L. Doty (light pink).....	\$3.00	\$25.00
Buckingham (pink single)....	3.00	25.00
Godfrey (late pink).....	3.00	25.00
H. Canning (bronze).....	3.00	25.00
Volunteer (yellow).....	3.00	25.00
White Gem (white).....	3.00	25.00

WIETOR BROS.,

Wholesale Growers of Quality Cut Flowers.
30 East Randolph St., Chicago.

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock, ready for immediate delivery.

	100	1000
Marigold.....	\$5.00	\$40.00
White Chieftain.....	5.00	40.00
Halliday.....	5.00	40.00

PETER REINBERG, INC.,

Wholesale Florists.

30 E. Randolph St., Chicago, Ill.

Best new and standard varieties. Ask for list. **ROMAN J. IRWIN**, 43 West 18th St., New York.

Chrysanthemum novelties for 1921. Preliminary list free. **Elmer D. Smith & Co.**, Adrian, Mich.

CINERARIA.

Cinerarias in bud and bloom; clean, strong plants, 5-in., 45c; 2½-in., \$6.00 per 100. **G. S. GREENHOUSES**, Glenwood, Ill.

CLEMATIS.

Clematis Paniculata, strong seedlings, \$6.00 per 1,000, prepaid. 2 year, No. 1, per 100, \$12.00; per 1,000, \$100.00. **ROCK'S FLOWER GARDENS**, Independence, Mo.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100; 3-in., \$6.00 per 100. **Montgomery Gardens**, Sac City, Ia.

Coleus, mixed brilliant colors, 3-inch, per 100, \$5.00; 2½-in., per 100, \$4.00; pink Trailing Queen, 2½-in., per 100, \$4.00. **G. S. GREENHOUSES**, Glenwood, Ill.

COLEUS. Assorted 2-in., well rooted, \$2.50 per 100. Cash. **JOSEPH BANCROFT & SON**, Cedar Falls, Ia.

CORNFLOWERS.

100,000 Centaureas or cornflowers, field-grown, \$3.50 per 100, \$30.00 per 1,000, or will exchange for rooted Ward, Belle Washburn, Laddie, Edna, Carnations or rose cuttings, geraniums or what have you? Cash please. **ANDERSON FLORAL CO.**, Anderson, S. C.

CRAB APPLE TREES.

Wild Crab Apple Trees. Produces beautiful sprays of fragrant flowers. Size two to three ft. Per doz., \$3.00. **H. G. WALKER**, 312 W. Chestnut St., Louisville, Ky.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$90.00 per 1000; 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. **Geo. A. Kuhl**, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. **LYNDHURST FARM, INC.**, First Road, Hamonton, N. J.

DASHEEN.

Dasheen, the new edible—tubered Caladium. A money maker for florists. Write for descriptive Catalogue. **BURGESS SEED & PLANT CO.**, Dept. A. A., Galesburg, Mich.

DEWBERRIES.

Lucretia Dewberry. The best of the blackberry family. Large, luscious, sweet berries, two to three times the size of the blackberry. Very productive and always sells at double the price of blackberries. Every florist should have a patch for their own use. Strong, thrifty plants, per 100, \$3.00; per 1,000, \$18.00. **H. G. WALKER**, 312 W. Chestnut St., Louisville, Ky.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

FERNS.

Hardy Ferns at wholesale prices:

	10	100
Evergreen and Marsh shield ferns.....	\$1.00	\$ 8.00
Maidenhair and wood ferns....	1.00	8.00
Goldiana and Ostrich ferns....	1.20	10.00
Cinnamon and interrupted.....	1.30	12.00
and 11 other varieties. Illustrated descriptive list mailed free, 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK , Ferndale, Askov, Minn.		

BOSTON FERNS

Good, strong bushy stock.

5-inch.....	\$0.40
6-inch.....	.75
7-inch.....	.80
10-inch.....	2.00

Packing charges free.

DAVIS FLORAL CO.,

Davenport,

Iowa.

Ferns. Boston, Teddy Junior, Roosevelt and Whitmanil, all 2½-inch, per 100, \$6.50; per 1,000, \$60.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
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FERNS.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. **R. Vincent, Jr. & Sons Co.**, White Marsh, Md.

Dish Ferns. Holly, Wimsett and Aspidiums, per 100, \$5.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
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Table ferns, standard varieties, 2¼-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. **F. R. Pierson, Inc.**, Tarrytown, N. Y.

FEVERFEW.

FEVERFEW. 2-inch, \$4.00 per 100. Cash. **JOSEPH BANCROFT & SON**, Cedar Falls, Ia.

GLADIOLI.**BARGAINS IN GLADIOLI**

Halley, sizes 1¼ to 2½, \$19.00 per 1,000; Ida Van, 1¼ to 2½, \$20.00 per 1,000; Mrs. Frances King, 1¼ to 2½, \$20.00 per 1,000; Mrs. Watt, 1¼ to 2½, \$19.00 per 1,000; Primulinus, mixed, 1¼ to 2½, \$15.00 per 1,000; Primulinus, mixed, planting stock, ½ to ¾-in., \$5.00 per 1,000; Primulinus, mixed, bublets, 60c per qt., \$14.00 per bu.; Halley bublets, 75c per qt., \$16.00 per bu. First class stock. Cash with order.

KARL E. SCHMIDT, Auburn, N. Y.

Gladioli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. **Vaughan's Seed Store**, Chicago and New York.

GERANIUMS.

GERANIUMS. 2¼-inch pots, S. A. Nutt, Buchner, \$6.00 per 100; \$50.00 per 1000. Richard Poitevine, Hill, Presilly, Vland, Mad. Barney, Landrey, etc., \$7.00 per 100; \$65.00 per 1000. **ROMAN J. Irwin**, 43 West 18th St., New York.

Geraniums, Nutt Buchner, Ricard, Poitevine and Vland. Good short jointed plants, 2-inch, \$3.50 per 100; \$35.00 per 1000. **Elmer Rawlings**, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. **ALBERT M. HERR**, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. **The Decorative Greens Co.**, Kingston, Ala.

Green sheet moss. Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. **Knud Nielsen**, Evergreen, Ala.

HYDRANGEAS.**FRENCH HYDRANGEAS**

2¼-inch pot plants. Late summer propagation.

Per 100, \$7.00; per 1,000, \$60.00. Avalanche, Baby Bimbinet, Gen. Vibraye, Souv. de Mad. Chautard, La France, La Lorraine, Lilie Mouillere, Mme. E. Mouillere, Bouquet Rose, Radiant, E. G. Hill, Mouseline, Mme. A. Novin.

The following newer sorts, per 100, \$12.00. Etincelant, Satinet, Trophee.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

Hardy Hydrangea Arborescens, 18 inches to 2 feet, per doz., \$2.00; per 100, \$15.00. **H. G. WALKER**, 312 W. Chestnut St., Louisville, Ky.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

HYDRANGEAS.**HYDRANGEAS.**

Field-grown, one-year old, in the following varieties and sizes
Henry Lambert, Wm. Pfitzer, Lily Mouillere, Mme. Petrick and Mme. Riveraine.
3 to 6 branches.....35c each
6 to 9 branches.....40c each

ANTON SCHULTHEIS.
316 Nineteenth St., College Point, N. Y.

IMMORTELLS.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. C. J. Speelman & Sons, 470 Greenwich St., New York.

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1000; 3-in., \$3.75 per 100; \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LANTANAS.

Lantanas. Comte de Biencourt, pink; Alba Perfecta, white; M. Schmidt and Leo Dex, orange scarlet; Jacob Schultz, crimson; Radiation, orange-red. Per 100, \$5.00; per 1,000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

LEMONS.

Lemon Ponderosa. 2½-inch, per 100, \$7.00; per 1,000, \$65.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

NURSERY STOCK.

10,000 Water Oaks, all sizes; 1,000 Oriental Plane, 12-ft. up; 650 Deutzia, 4 to 6 ft.; goodly number Weigelia, Forsythia, Althea, Spirea, Magnolias, Conifers; 150 Purple Lilac; 50,000 Amoor River Privet, (south), 2 to 3 feet. All this stock is ready to ship. Will make attractive prices for spring delivery. Satisfaction guaranteed. THE CURETON NURSERIES, Dept. 54, Anstell, Ga.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-5 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape Vines, 1 and 2-year; Spirea Von Houtel, 12-18 in., 18-24 in., 2-3 feet., 3-4 feet. Write for prices. T. W. RICE, Geneva, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Oranges, Otaheite. 2½-inch, per 100, \$7.00; per 1,000, \$65.00.

THE GOOD & REESE COMPANY
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Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Red standard flower pots, seed pans and azalea pots. Write for price list. Hilfinger Bros., Pottery, Fort Edward, N. Y.

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Albany, N. Y.

ROBERT PYLE ADDRESSES FLORISTS' CLUB.

Members of the Florists' Club were well pleased with the lecture delivered in Chancellor's hall, State Education building, February 24, by Robert Pyle, president of The American Rose Society and head of the Dingee & Conard Co., West Grove, Pa. Two years ago during Farmers' Week at Cornell university, Ithaca, Fred. A. Danker, a former president of the club, met Mr. Pyle, who gave an address at the meeting of The New York Federation of Horticultural Societies and Floral Clubs, and asked him to speak in this city. At that time Mr. Pyle said he was booked ahead for a year or more, but would be glad to come when opportunity offered.

Mr. Pyle's subject was: "Famous Roses and Rose Gardens at Home and Abroad," and consisted largely of beautiful colored slides taken by Mr. Pyle and his friends in the United States, England and France. In the course of his remarks the speaker made reference to Portland, Ore., "The Rose City," and told of a recent appropriation by the municipality of \$50,000 to extend the culture of roses in various parts of the city. The remarks were illustrated with numerous slides that brought expressions of awe and admiration from the audience. Illustrations were shown of estates on Long Island with rose gardens laid out in the latest development of landscape engineering; views in the Arnold Arboretum at Cambridge, Mass., and glimpses of rose gardens in numerous parks in the cities of the country.

Mention was made of the seven test gardens maintained by the American Rose Society in several sections of the country. One of these test plots comprises one acre in a public park at Hartford, Conn., and was visited one Sunday early last summer by 23,000 people and on the next Sunday by 46,000. Similar results are possible in other cities by the expenditure of effort on the part of those in charge of public parks. Pictures of old and new kinds of roses were shown on the screen and descriptions given of their qualities and methods of cultivation. Several views and some descriptions were given to the ramblers and characteristics of several varieties were shown and described. One of the most beautiful views shown by Mr. Pyle was of a small country house in Massachusetts, over which the owner had trained in a bewildering and beautiful array many plants of Dorothy Perkins.

Illustrations and descriptions of the work of English and Irish producers of roses were given by Mr. Pyle, after which he took his audience into France. The views of some of the rose gardens in France were like fairyland, so unreal did they seem to the average spectator. Pictures of French introducers and rose specialists were shown as were also scenes taken near Paris of judges passing upon varieties in bloom in the open.

Interspersed in the course of the lecture were remarks on cultivation, and on the objects of the American Rose Society. In regard to cultivation the speaker said it is important to have varieties adapted to the soil and climate of the country. Much of the work of the society in its test gardens is devoted to discovering varieties best adapted to the various localities in this broad country. Mr. Pyle said it is possible for growers in this part of the United States to secure results as good as could be desired. Some of the finest rose gardens the speaker had seen, he declared, are owned by amateurs in New York state. R. D.

MARYSVILLE, CALIF.—The Fortina Flower Shop formally opened for business, February 12, adjoining the Atkin's theatre.

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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LVIII. CHICAGO AND NEW YORK, MARCH 11, 1922. No. 1762

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**SOCIETY OF AMERICAN FLORISTS AND
ORNAMENTAL HORTICULTURISTS.**
OFFICERS—S. S. PENNOCK, Philadelphia, Pa.,
President; SAMUEL MURRAY, Kansas City,
Mo., Vice-President; JOHN YOUNG, New York,
Secretary; J. J. HESS, Omaha, Neb., Treasurer.
The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.
Fifth National Flower Show.
The Fifth National Flower Show will be held
at Indianapolis, Ind., March 25 to April 1, 1922.

**FLORISTS' TELEGRAPH DELIVERY
ASSOCIATION.**
Next annual meeting at Baltimore, Md., 1922.
OFFICERS: PHILIP BREITMEYER, Detroit, Mich.,
President; CHAS. F. FEAST, Baltimore, Md., Vice-
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AMERICAN GLADIOLUS SOCIETY.
Next annual convention and exhibition will be
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Vice-President; D. TYNDALL, Brockton, Mass.,
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Next annual meeting and exhibition, at Hotel
Pennsylvania, New York, September 26-29, 1922.
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Next annual meeting will be held at Kansas
City, Mo. Aug., 1922. OFFICERS: J. F. AMMANN,
Edwardsville, Ill., President; JOHN G. ESLER,
Saddle River, N. J., Secretary; JAMES HEACOCK,
Wyncote, Pa., Treasurer.

SUGGESTIONS FOR PLANT GROWERS.

Seeds for March Sowing.

The middle of March is the proper time for the sowing of the main crop of summer annuals. The seedsmen have seen that the growers have the catalogues, and the lists of the wants for the year should be made out at once, if not already done, and the seeds procured and sown. How often have we seen good growers spending valuable time during the busy days of May and June hunting for some small stock that could have been easily grown, but was neglected at the proper time. It is a good time now to look back at the sales of the last year or two and note what lines of stock were in short supply or were carelessly omitted. Such matters as this are the little things that count in a successful business, for the time taken in hunting up and procuring the cheaper kinds of stock during the busy season more than eats up all the profit received in handling it. The seeds that should be sown now are almost endless in variety, and they include asters, Phlox Drummondii, zinnias, marigolds, balsams, antirrhinums begonias calendulas, celosias, cobaeas, cosmos, gauras, mignonette, nicotianas, nasturtiums, petunias, salpiglossis, ricinus, salvias, scabiosa, stocks, thunbergias, and others that may be demanded. With the exception of Cobaea scandens, mignonette and ricinus, which should be sown in pots, these can all be sown in flats and as soon as large enough transplanted to pots or spaced in flats, and good stock be had for summer bedding.

Rambler Roses.

The plants of rambler roses that are intended for Easter blooming should now be showing color, and if they are not they will require quite a little forcing to have them in the best of conditions for that date. If the plants are at all pot bound, watering with liquid manure will be of great assist-

ance to them and stimulate the flowers and make them much larger, and an addition of soot to this will intensify the color. The plants will often, when setting the buds, make long growths from the base of the plants; these should be cut out, for they are taking much strength that should go into the flowers. The canes should be made into cuttings and propagated and will make small plants for next year's growing or can be planted outside and grown on for stock for the future. There is always a good demand for well grown pot rambles for Memorial day and early June, and plants started now will be in the best of condition at that time. They can be started in a cool house and frequently syringed until the eyes break, when they can be moved into warmer quarters and full sunlight. For June decoration, there is nothing better in blooming plants than Crimson Rambler and the other rambler roses and hydrangeas; they make a beautiful combination and are also very decorative for porches.

Lilacs for Easter.

A large variety of blooming plants can be grown for Easter, and dwarf, shapely lilacs are appreciated by all flower lovers, and the cut sprays have now become a standard winter flower. For the pot plants the budded stock is preferable, but for cut blooms any lilac may be lifted, and they force quickly and easily in a warm house. The varieties most grown for pot plants are Marie Lagraye, white, and Charles X, purple. Four weeks in a temperature of 65 degrees will bring them into flower. The plants when placed in the greenhouse should be syringed several times a day in order to assist the buds to swell and kept in a dark place. As soon as the buds begin to open the plants can be placed in full sunlight. The common lilac can be forced in the same manner. A bush which is well set with flower buds, and these are easily distinguished

from the leaf buds, can be lifted and planted in a bench and will furnish fine sprays of flowers. If the plant is kept shaded from the sun by spreading a heavy cloth over it the flowers of the purple varieties will be white when forced. The plants will require plenty of water, for they make but little root growth and bloom upon the vitality which has been stored.

Marguerites.

As the warm days of spring approach, the marguerite plants will bloom profusely and those in pots will have, to a great extent, exhausted the plant food in the soil, so to keep up the size of the flower and length of stem watering with liquid manure will be necessary. Liquid cow manure can be safely used in frequent waterings with no danger of any injury if the plants are in a healthy condition. The flowers should be cut daily and placed in water; they will keep much longer than if allowed to remain on the plants, where they quickly fade if not picked when the warm spring days come on. This should be prevented, for it not only gives the plant an untidy appearance but takes the strength of the plants and the following flowers are often much shorter in stem. A few well bloomed plants are very decorative at Easter, especially in churches, where they make a splendid showing. Propagation for next year's stock should now be carried on; the cuttings root easily and there are plenty to be obtained at this time. As soon as rooted they should be grown on in good soil, and to secure the best results another year, given the best culture.

Iceland Poppies.

A beautiful cut flower for summer use not often grown is the Iceland poppy. While it is a perennial, yet it can be treated as an annual if the seed is sown early and the plants transplanted. Seeds sown in March will bloom the coming summer, and the varieties of color range through the yellow and orange to white. The petals have a peculiar satiny texture, are beautifully crumpled, and if the flowers are picked in the early morning they will stand in water for a long time, and are very decorative. There are few annuals that will attract more attention than a vase of these lovely poppies arranged with appropriate green, and besides they have a delicious fragrance. They are easily grown, and if the flowers are kept picked will continue to bloom all summer. Another poppy that can be grown for cut flowers is the Shirley poppy, but the flowers do not last as well as the Iceland poppies.

GENEVA, ILL.—Chas. S. McCauley will erect a range of greenhouses in the near future, costing about \$40,000, on 10 acres of land recently purchased near this city.

SHELBYVILLE, IND.—Edwin H. Morner, of this city, was recently made chairman of Indiana state exhibits at the Fifth National Flower Show, to be staged in Indianapolis, March 25-April 1.

SAGINAW, MICH.—E. A. Grohman and R. E. Grohman recently purchased a two-story building at Jefferson avenue and Tuscola street, the first floor of which will be remodeled and an up-to-date flower shop installed by them before May 15.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Retailers in the past two weeks have had a great opportunity to offer their customers the pleasure of enjoying flowers at very low cost. The bright, sunny days, unusual at this season, brought two or three times the normal supply to the market, high grade stock in all lines, that was offered in quantity at very low prices in the effort to keep it moving. Wide-awake, progressive retailers, who are always in close touch with their customers, are quick to take advantage of these comparatively frequent over-productions to solidify and enlarge their business by featuring certain stocks in quantity at quick moving prices that please their patrons and bring new people into the store.

Here is where the previously addressed envelopes, post cards or folders are most valuable, a few lines describing the choice flowers, the reason why they are so plentiful and the low prices at which they may be enjoyed, would be run off quickly by the printer on the post cards or folders, or a letter for the envelopes, which are then at once ready for the mail and the next morning thousands of persons, all flower buyers, know of the opportunity the shop offers. Such selling campaigns are surely a great stimulant to the business and if adopted by all retailers would solve in a great measure the handling of the surplus and turn it to good account in encouraging a love for flowers.

MONTHLY BULLETINS GOOD SALESMEN.

Some florists send out a monthly bulletin, a two-leaf sheet that folds nicely for an envelope. This contains up-to-date items about seasonable plants and flowers, their care in the house, artistic effects in table decorations and

suggests many other uses to which they may be put. Such information is greatly appreciated by all flower lovers and without question helps to keep the store in mind when anything in this line is required.

The telephone can be brought into play to good advantage at times when a sale of any kind is on, by calling up liberal customers who are friendly to the store and likely to be interested in the opportunity offered. If the proper persons are approached during business hours they are generally pleased to get the information and a number of sales are the result.

Many storemen say there is no money in handling plants; that they create dirt and litter and are more bother than they are worth. Well of course with such a feeling, plants will never get the proper featuring or presentation or become a factor in such stores. As a matter of fact plants, when well handled, are a distinct and valuable asset to any cut flower business. The stock must be of the best, however, and always in good salable condition and every plant featured, or they can be grouped to get the collective color value. An attractive covering on the pot, giving it a gift look, frequently brings to mind a friend who would enjoy such a pretty plant and the sale is made.

In the successful business, everything that is in any respect beneficial is played up to the limit. The well decorated window, the inviting interior with its well displayed stocks of both plants and flowers, its superior service, courteous attention to customers, well placed and efficient advertising, all combined and working together, are certain to keep things moving satisfactorily.

Feature the F. T. D. service and make a strong bid for out-of-town trade by means of this country-wide service. A few boxes tied up and addressed to persons in various cities from Maine to California and several with their lids off and nicely filled with flowers,



MARGUERITE CRAIGII.

will make an attractive window. A large display card should read: "Within the Hour; Flowers Delivered to All Parts of the United States and Canada." All such orders received are new business, that would not likely have been taken but for the efforts made to secure them. It is the outgoing orders that are most profitable, as there is a sure 20 per cent return without time or money investment.

PRICE WINDOW STOCK.

Do not be afraid to price your window stock, for the beauty of the flowers create the desire and the price is the salesman on duty all the time. Without knowing the cost many observers would pass them by as being too much for their purse but gladly step in and make a purchase when they find they are within their means. Attractive window cards suggesting uses for any of the stock presented or featured with prices do not cost much, but are most effective in helping to catch the eye and keep the stock moving.

Carnations are very plentiful at this time. Vases of the principal kinds with their names attached will make a good window feature. They can be arranged 25 or 50 to a vase basket with some boxes in front, holding two dozen nicely placed, or in dozens in wax paper cornucopias ready to take away. The important and not to be forgotten feature is a conspicuous card quoting the price per dozen. This, while it must show a good margin should give the customers the benefit of the overstocked market and make them better buyers later on.

Slogan Protection.

ED. AMERICAN FLORIST:

"Enclosed herewith you will find copy of a letter we received from the Associated Advertising Clubs of the World with whom we took up the matter of the misuse of our slogan 'Say it With Flowers' by furniture dealers, etc.

"Won't you kindly give this letter space in THE AMERICAN FLORIST so that the members of the craft may realize what is being done for our slogan and do their share towards co-operating in this regard and extending the use of our important slogan in the proper way?"

HENRY PENN, Chairman,
National Publicity Campaign.

"February 24, 1922.

"Henry Penn, Chairman,
"National Publicity Campaign,
"124 Tremont street,
"Boston, Mass.

"Dear Sir:-

"Re: 'Say It With Flowers.'

"We are writing to you in further reference to your letter of December 16, 1921, in which you called our attention to the misuse of your slogan by certain furniture manufacturers.

"Today we have a letter from R. W. Lyon, of the American Home Bureau, in reply to a letter which we addressed to Robert L. Jordan, of the Furniture Publicity Bureau, Chicago, stating that he regretted very much the use of this slogan, and that his office would gladly co-operate in attempting to wipe out its use, because he feels that it is absolutely unfair and not at all in harmony with their ideas of conducting a publicity campaign.

"We will continue to work for the abolition of this misuse of your slogan and hope, with you, that it will soon die of its own weight."

M. L. SMITH,
Associated Advertising Clubs,
National Vigilance Committee.



MARGUERITE NICHOLSON'S WHITE.

Winter Forcing Sweet Peas.

Experience is a great teacher, providing a safe knowledge and foundation on which to build. In no line of business is this more necessary than that of the grower of flower and vegetable seeds, whose trial grounds are like the balance sheet of the bookkeeper which proves the account and gives absolute knowledge of the business.

At the Fordhook farms, of the W. Atlee Burpee Co., Doylestown, Pa., thousands of seed tests are made all the year round, the work of finding out the vitality of seeds being carried on continually during the winter in the greenhouses, while the outside flowering trials enables them to prove the worth of new varieties and keep their standard stocks true to name. Of particular interest at this time are their greenhouse trials of early flowering sweet peas for greenhouse forcing. For many years they have made this popular garden flower a specialty, devoting great attention during recent years to the commercial forcing varieties suitable for winter cut flowers, to which their expert hybridizer, George W. Kerr, is annually adding new kinds that are becoming standard in all markets.

The greatest care is taken to keep the various varieties true to name, mixtures being not only annoying but at times a serious loss to the mid-winter grower. The worth of the new seedlings are first tried out at Fordhook, and when proven, the stock is sent to their Floradale farms at Lompoc, Calif., for growing on in quantity.

WEALTH OF COLOR FOR SELECTION.

The sweet pea house contains some 75 varieties, all well flowered and affording the commercial grower a splen-

did opportunity to make a selection of the various colors. The standard sorts introduced since the strong growing Yarrowa, that wonderful Australian variety, was available as a parent, have been exceptional both in size of flower and vigor of plant, but Mr. Kerr says we are gaining all the time, securing by careful hybridization an advantage here and there, in color, form, size and earliness of bloom. The advantage secured is best seen in the exhibitions in which year after year new varieties replace old favorites which have to give place to the young blood.

Varieties offered for the first time this year are Mrs. Warren G. Harding, a deep shade of silvery blue, in fact, a true Harding blue. The flowers are of immense size and partially double. It is a vigorous grower and very free, a large share of the long stems carrying four flowers. Clearly the best of the blue shades up-to-date. Mrs. Kerr is a wonderful salmon much the best of its color, with larger and exquisitely shaped flowers of a most pleasing shade of rich salmon suffused with orange. It is most vigorous and very floriferous.

White Star is an accession to the white kinds, being black seeded, which on this account will be welcomed by growers. The flowers are of the purest white, very large, beautifully waved and of good substance. This is a strong grower requiring plenty of room in the row to spread out.

The seedlings that will be sent out next year have some gems, amongst them Burpee's Orange, in its wonderfully bright color and exquisitely formed flowers, borne on long stems, will stand out in any collection as a striking novelty. This, Mr. Kerr thinks, will be

one of the best of the Burpee introductions.

Milkmaid is a black seeded white of which much is expected. Robin Hood, a rich, crimson, is quite an advance over anything in its color. The flowers are large and well formed, while the plant is most vigorous. Rising Sun is a beautiful pink and, like the summer flowering Margaret Atlee, it is rather dwarf in habit and very free. There were a number of other seedlings without name in various shades of pinks and lavenders that appeared very promising. One bed contained 25 or more standard Burpee sorts with a double row of each across the bed, which were being flowered for the New York and Indianapolis flower shows.

BEST FORCING KINDS.

When asked for what he considered the best forcing varieties in their colors, Mr. Kerr gave the following list: White—Improved Snowstorm, Early Sankey, White Star; light pink—Peach Blossom; cream pink—Daybreak; deep pink—Enchantress; rose—Rosebud; salmon—Mrs. Kerr; orange—Flamingo; orange scarlet—Glitters; cerise—Gorgeous, Fire King; lavender—Lavender King, early; Princess, late; light blue—Bluebird, Mrs. Warren G. Harding, Harding blue; mauve—Mauve Beauty; purple—glorious; art shades—Fairy Queen; bicolor—Fordhook Pink and Fordhook White; striped and flaked—Early Aurora.

Several benches contained seedling stock, three or four inches in height for planting in the trial grounds outside, which would be hardened off in frames outside before setting out early in April. A section of these contained Mr. Kerr's crosses of last year and another a lot of the latest offerings of the English growers. Seeds that lagged behind were taken from the soil and given a little chip with a sharp knife and then soon appeared above the surface. A large outside cold frame containing several thousand pots of seed that was sown earlier had made a fine stocky growth.

Dahlias are also a specialty here, a house being given to the tubers for cutting. A number of new kinds were seen, some of which had cost \$25 per clump. Mr. Kerr said that dahlias were fast becoming a garden favorite, the local community exhibitions all over the country having much to do in increasing the love for this and other garden flowers. The accompanying illustrations show partial views of the trial beds of last year.

K.

BURLINGAME, CALIF.—Gustav A. Meyer recently filed a petition of voluntary bankruptcy in the United States court; liabilities, \$30,918; assets, \$26,663.

ASHEVILLE, N. C.—Otto Buseck has been appointed chairman of the floral exhibit committee of the State Fair, to be held next autumn at Salisbury.

HUNTINGBURG, IND.—Peter Morgen, who sold out his place here, some time ago and moved to Roanoke, Va., has returned and repurchased the establishment.

LEWISTOWN, ILL.—The Lewistown Greenhouses, owned and operated by Wm. Jones for 50 years, are reported destroyed by fire recently, all stock as well as the houses and offices a total loss.

MANSFIELD, O.—The Richland Floral Co., has been incorporated with a capital of \$10,000 to operate a retail floral establishment. Among the incorporators are K. D. Manner and E. M. Manner.

Nursery Freight Rates.

HEARING TO REDUCE THEM.

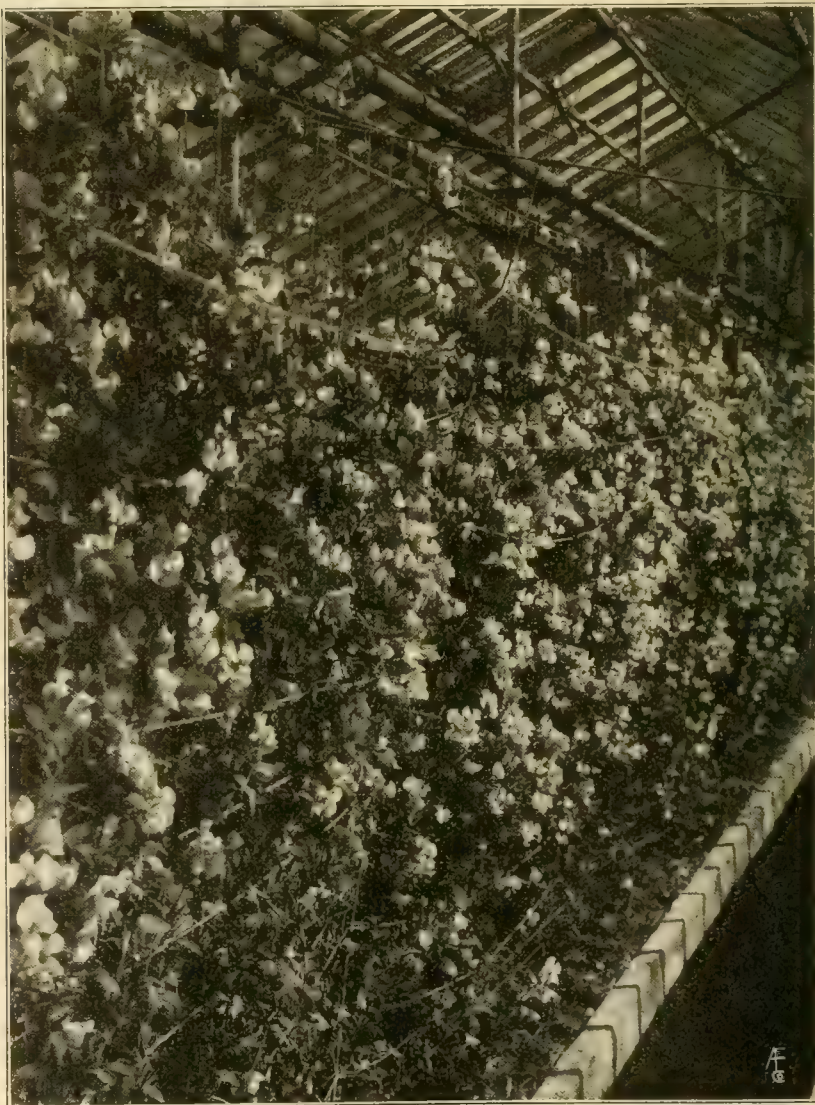
While the nursery business is trying to economize in every conceivable way, an increase of approximately \$100 per car in freight on nursery stock is one item which they have not yet been able to cut, Charles Sizemore, of Louisiana, Mo., secretary of the American Association of Nurserymen, told the interstate commerce commission, February 28, at Washington, D. C., when he appeared before that body to urge freight relief for the nursery industry. "Aside from the direct effect of a reduction in freight rates," he declared, the psychological effect would be far reaching, and would be an assurance to the country that the commission was doing its part in the great campaign of deflation back to normal."

Accompanied by Dr. Gould, of the pomological division of the Department of Agriculture, and fortified by figures showing the size of the nursery industry and its connection with the fruit industry of the country, Mr. Sizemore made a telling appeal for relief for his industry which would also be a relief for the orchardists of the country who during the war and since have been forced to forego their usual increases and who are now anxious to bring the size of their orchards to

a point nearer that which they would have reached under normal conditions.

There has been a decline of many millions in the number of fruit trees in the country in the past 10 years, Dr. Gould told the commission, due in part to the dying off of home orchards for want of attention and in part to the fact that many orchardists who went into business during the war were not able properly to plant or care for their trees. As a result of this decrease, he stated, it is important that the nursery industry be fostered, for upon its continuance depends the continuance of the fruit growing industry. The value of the country's fruit crop is approximately a half-billion dollars a year, he told the commission, and this crop is of considerable importance to the railroads, for about 500,000 freight cars are required to move it. Frosts and freezes in France and in the mountain districts of North Carolina for a period of several years have materially reduced the stocks of apple and peach seeds and have increased their prices correspondingly.

The cost of transportation from the nursery to the orchard, which is usually borne by the planter, he pointed out, together with the high prices which now prevail for nursery stock, are deterring many orchardists from



BURPEE'S EARLY FLOWERING SWEET PEAS AT FORDHOOK.

planting additional trees. Anything the commission did, therefore, to benefit the nurseryman would be reflected in the condition of the fruit grower and would have a decided influence upon the future of the fruit growing industry in the United States.

Following is a summary of Mr. Sizemore's statement before the commission: "The American Association of Nurserymen is a voluntary organization of persons, firms and corporations engaged in the nursery business. According to the latest census reports there are in the United States approximately 4,500 nurseries, covering 172,000 acres. These nurseries represent an aggregate investment of \$52,500,000. They employ 45,600 men and 2,300 women, and use a total of 14,200 animals. There are growing in these nurseries no less than 3,400,000,000 woody plants and trees, to say nothing of the thousands and millions of flower plants. A large number of these nurseries are also engaged in the business of raising and distributing seeds of all kinds. The association has a membership of 330 of the largest and most important nurseries in the country, which are distributed all over the country, from the Atlantic to the Pacific ocean and from the Canadian border to the Gulf of Mexico. They are engaged not only in the propagation and distribution of native trees, plants and shrubs, but they also import millions of foreign trees, plants and shrubs every year for growing and distribution in this country. Many of our members also export hundreds of carloads of North American trees, plants and shrubs every year to all parts of the world.

"The transportation of nursery stock may be divided into two general classes: (1) That between nurseries, and (2) that from the nurseries to final destination. Practically all of the movement between nurseries, especially of trees and shrubs, is by freight. In the course of a year this movement reaches large proportions, the carload movement alone approximating about 40,000 cars annually. On the other hand, a considerable part of the movement from the nursery to final destination is in less than carload lots, and divides approximately 80 per cent by freight and 20 per cent by express.

"The war experience and post-war experience of the nurserymen closely parallels that of agricultural interests in general. The general prosperity of the country during the war created a sharp demand for nursery products and seeds, with the result that the nurserymen were enabled to secured increased prices for their products. The general increase in prices was somewhere between 75 and 100 per cent of the general level which obtained before the war, but only a small part of this increase went to the nurserymen themselves. By far the greatest item of expense is labor, the cost of which increased greatly during the war. As a rule nurseries are located close to large centers and, during the war, the nurserymen, in order to hold their labor, were compelled to meet the competition of the higher wages paid labor in the cities. The years 1919 and 1920 were good years for the nurserymen. But during the year 1921, as a general rule they had the same experience as the farmers; the bottom began to fall out of the nursery stock market, and a large number of nurseries were compelled to dispose of high priced products on a declining market.

"The spring of the year is the big season for establishments in the north-



BURPEE'S EARLY FLOWERING SWEET PEAS AT FORDHOOK
Last Year's Crosses on Side Benches Coming Along for Summer Planting.

ern part of the country, and these nurseries were particularly hard hit by the sudden change in conditions which began to manifest themselves late in the winter of 1920-1921. Taking the country as a whole, the present price level of nursery products ranges from the prices received at that period to 25 per cent above the normal level which existed before the war. The nurserymen have been gradually reducing their labor costs and other expenses and, while they are not yet down to the level which existed before the war, they are considerably below the peak level of 1920.

"Among other items of expense which have increased considerably during the past few years, but which remain at their peak level, are the freight rates on nursery products moving between nurseries. Nursery stock moves on class rates almost exclusively. In the official classification, it is classified fourth class, carloads, having been increased from fifth class in 1915, and Rule 25, less carloads. In the western classification it is classified Class B, carloads, and third class, less carloads, these ratings having been in effect for over 30 years. In the Southern classification it is classified fourth class, carloads, and third class, less carloads,

these ratings having been increased in 1913 from sixth class, carloads, and fourth class, less carloads, when released to a value of \$3.00 per 100 pounds. The average carload haul between nurseries ranges between 500 and 1,000 miles. Some of the largest nurseries in the country are located in Atlantic seaboard and New England territories.

"During the war the fourth class rate from New York to Mississippi river points, a haul of 1,000 miles, was increased from 43.1 cents to 86 cents per 100 pounds, or approximately 100 per cent. There are also some very large nurseries in Iowa and Missouri at points which take the Mississippi river basis of rates to the west. During the war the Class B rate from Mississippi river points to Colorado common points, a haul of 1,000 miles, was increased from 56 cents to 94½ cents per 100 pounds, an increase of approximately 70 per cent. As the commission knows, no reduction has been made in these rates or in the rates which apply on less than carload movements of nursery products.

"The American Association of Nurserymen appears in this proceeding for the purpose of appealing to the commission for recognition of the neces-

sity of some reduction in the rates which apply on nursery products. There is no question in the minds of nurserymen about the fact that the present high level of freight rates is one of factors which is impeding the movement of nursery stock between nurseries, and from nurseries to large planters. It is not the most important factor, but it is, nevertheless, a factor. Nurseries, wholesale nursery dealers and large planters are cutting corners a little closer in these days of deflation to the same extent and for the same reasons as people engaged in other lines of business, and an increase of approximately \$100 per car in freight on nursery stock is one corner which they have not yet been able to cut, but which they think should be cut as soon as possible. Aside from the direct effect of a reduction in freight rates, the psychological effect would be far reaching and would be an assurance to the country that the commission was doing its part in the great campaign of deflation back to normal.

"We recognize and thoroughly appreciate the great responsibility which rests upon this commission in the consideration and determination of the vital issue involved in this proceeding. As a country-wide organization, the association is of the opinion that, as the rates were increased to meet war expenses and on a percentage basis, they should now be decreased in line with the gradual reduction in transportation costs and in the same manner as they were increased, namely, on a horizontal percentage basis. In other words, as all interests were called upon to pay their share of the war burdens in the form of increased freight rates, all interests should share in the reduction of freight rates, if, in its wisdom, the commission finds that a reduction is justified.

"On the other hand, if the commission comes to the conclusion that a horizontal percentage reduction in all freight rates is not justified at this time, then the American Association of Nurserymen respectfully requests the commission to consider the fact that the business of propagating and growing trees and shrubs is essentially an agricultural industry, and that, as the railroads have voluntarily granted a reduction of 10 per cent in the freight rates applicable on carload movements of agricultural products, a similar reduction should be made in the rates applicable on carload movements of nursery products. The reduction of 10 per cent made in the rates of agricultural products applies whether the rates are class or commodity rates, and consequently it is our opinion that the fact that nursery products in carload quantities large move on class rates is no valid reason for denying to the nurserymen of the country the same treatment which has been accorded the farmers and other agriculturists.

"The reduction of 10 per cent made in the rates on agricultural products applies on all kinds of seeds. In a very true sense, a one or two-year old apple tree is a seedling; it bears the same relation to the mature apple tree and its crop of apples as seed corn bears to the corn stalk with its crop of corn. Moreover the seedling apple tree, once grown to maturity, will bear fruit for many years, and consequently be a source of revenue to the carriers for many years. Everything considered, the nurserymen of the country are engaged in an industry which should be fostered and encouraged in every possible way, not only in the interest of the carriers, but in the interest of the public at large."

B. F. L.

THE S. A. F.

Fifth National Flower Show.

INDIANAPOLIS, IND., MARCH 25-APRIL 1.

A rousing meeting of all the Indianapolis local committees was held Wednesday, March 1, Chairman Irwin Bertermann presiding. George Asmus, chairman of the National Flower Show committee was present, with Secretary Young there being a 100 per cent attendance of members. The reports presented showed all detail work to be remarkably well advanced. Executive work is being handled splendidly by Claude Wallin, and the work of the publicity department, in charge of Fred Millis, is all that could be desired, in fact, there is nothing wanting in the way of publicity. Chairman Bertermann is working night and day in the interests of the show, devoting practically all his time to the undertaking. The same might be said of Homer Wiegand, who is chairman of the committee of interior decorations; in addition to show work, he is giving some oversight to the preparation of an exhibit to be made by his house in the large garden class.

Some exhibitors are manifesting unusual interest in the show. A prominent Chicago lumber dealer is writing to all his customers as follows: "Do you intend to visit the National Flower Show in Indianapolis, March 25-April 1? If so, the writer wants to meet you and talk to you. Everytime I have written you a letter, I wished I could make a personal visit, but if we are going to continue giving the best values I cannot go to this expense. The National Flower Show gives me just the opportunity I have been looking for." This might offer a good suggestion to other exhibitors.

Trade space in the show is now being taken up rapidly. Exhibitors realize that the location of Indianapolis is ideal for purposes of an exhibition such as the National Flower Show, travel facilities being unusually favorable. It is confidently believed that the number of exhibitors will be fully as large as at the last show. Prospective exhibitors should lose no time in getting in touch with the secretary, 602 Chamber of Commerce building, Indianapolis. Floor plans have been sent out to all in the trade, and if anyone has been missed, copies can be had on application to the

secretary at the address mentioned. An exhibit at Indianapolis means a personal contact with the trade from Chicago, Louisville, Ky., Cincinnati, O., St. Louis, Mo., and many other central and adjacent cities.

The competitive exhibits will be numerous and of a high order of excellence. The National Flower Show committee consider that the removal from Cleveland has affected the scope of the show little, if at all. The strong support of all local bodies both inside and outside the trade has tended to remove all difficulties and there is little anxiety existing now as to the ultimate result.

The automobile show is now being held in the Manufacturers' building, and the committee has had an opportunity to see the lighting effects possible in the building, and the verdict is that they are wonderful. Without question, the show is to be housed in the finest building so far available for a National Flower Show. Street car service out to the Manufacturers' building is excellent, the building being reached in a short time, with very frequent cars.

The reduction in rates made by the railroad associations is very favorable to a large attendance. The reduced rates apply not only to members of the Society of American Florists, but to all members of affiliated organizations, in fact, to members of any club or association represented on the society's executive board.

The final schedule has been distributed, being circulated far and wide. Anyone not receiving a copy should drop a postal to the secretary with a request for one.

JOHN YOUNG, Sec'y.

Horticultural Jubilee.

The National Flower Show is the big horticultural jubilee of the flower lovers and producers of America. The Society of American Florists and its auxiliary organizations can well be proud of this event, that shows our industry in its best dress, bringing down the work of centuries of the world's greatest hybridizers to its present-day state and we all agree that the advancement in our profession has kept stride with that of any other industry that we know of. When comparison is made between the varieties of flowers and plants that we are now growing and those of former years, we may, indeed, be well proud of our accomplishments. Therefore it is fitting that every few years we celebrate when we say to the public "this



SWEET PEAS AT C. N. WEAVER'S, RONKS, PA.

is what we have done, this is our work, and we give all to you to enjoy—to plant, and to make life more beautiful. It is our share in the work of making the world more beautiful and better to live in."

Thus it is that the busiest men in our profession unite in this effort, growing especially for this exhibition the best they can, the choicest and rarest of varieties of plants and flowers. That also is one of the big reasons that the attendance by the trade is many many times greater than at any convention or other event in horticultural circles. Then there is the artist, the retailer, who is planning to do his bit. As Shakespeare has said, "This is an act that doth mend nature, change it rather, for the art itself is nature." The finished product will be there in its very best.

The Florists' Telegraph Delivery Association is preparing an exhibit that will surpass anything they have done in the past, something that will portray to the people the workings of that wonderful organization.

Just as necessary as are producer and retailer, are the men who have the creating of ideas and novelties for the retailer to use in finishing the product. Also may be mentioned the hundreds of exhibitors in the trade section who will have something to offer, and the builders of greenhouses and conservatories, who also are a very big factor in the quality of flowers as they are produced today. If the greenhouse builders had not kept pace with the times, no such flowers could have been produced. The same can be said of all exhibits.

The busy florist must depend on trade exhibitions to keep abreast of the times. So I believe you will agree with me that we can well call this wonderful exhibition a jubilee of our profession. The committee having this work in charge will be bitterly disappointed if we do not have 100,000 people or more to see our exhibits. No matter what the expense may be, it will be money well spent to visit this great and triumphant exposition of your business.

GEORGE ASMUS, Chairman,
National Flower Show Committee.

New York Spring Show.

GRAND CENTRAL PALACE, MARCH 13-19.

On the eve of the opening of the New York spring show, preparations are fully complete, and the 1922 exhibition bids fair to eclipse in quality and number of exhibits all its predecessors. The committee is to be congratulated on a number of phases of the show this year, all tending to make the general ensemble different and more attractive to the public. The committee all along has fought against any approach to sameness, and it is believed that when the show opens on the afternoon of Monday, March 13, it will be found that the plan of the show will create a forgetfulness of its predecessors. The big gardens will remain the "piece de resistance" and there are five of them this year.

TRADE EXHIBITS.

The space set off for trade exhibits has been, practically, all sold. One or two late-comers might, however, still be accommodated, through limitations which the management has power to make. Personal inquiry as to this is now necessary.

The office of the International Exposition Co. has been moved from the Canadian Pacific building to the Grand

Central palace, and all orders for trade tickets should be sent to the company at the new address. The rate is 50 cents per ticket in quantities from 50 to 100, and for 100 or more, 40 cents each, with a full rebate for tickets not presented. These tickets all bear the general admission price of \$1.

The tea garden this year, operated for the benefit of the Girl Scouts, Inc., and the Virginia Day Nursery, offers unusual attractions, and will be an important feature of the show.

JOHN YOUNG, Sec'y.

Federal Horticultural Board.

QUARANTINE BUGABOO LAID TO REST.

Several delegates to the recent national agricultural conference, in Washington, D. C., handed me, and others mailed me, mimeographed copies of a document entitled, "Are Our Fruit and Grain Exports in Danger?" signed by John Kingdon Smith. We have been unable to secure any information as to the address or status of the author.

This document seems to be a phase of the now waning propaganda against Quarantine No. 37 started two years ago by a group of plant importers who wished to continue old-time unlimited importation of plants with all the old risks of entry of new plant pests. Quarantine No. 37 restricts the entry of foreign plants and seeds with the object of protecting the United States, so far as may be, from such entry of foreign plant pests and plant diseases.

Mr. Smith's chief fear seems to be that Europe will retaliate and cut off our grain and meat exports unless we open the door again to the practically unlimited entry of European plants. As supporting this contention he makes various statement which, on examination, prove to be for the most part, either diametrically wrong or at least distinct misrepresentations; for example, with respect to the restrictions on the entry of our plants into Europe, he alleges that Europe now gives an open door to our plants. The facts are that leading countries of Continental Europe began the prohibition of American plants in connection with phylloxera some half a century ago and some 25 years ago made such prohibitions practically complete, following the general invasion of this country by the San Jose scale.

During this later period, many of the leading European countries—Holland, France, Germany, Austria and Switzerland have been closed to the entry of living plants from America, and others Belgium, Italy, Spain, Turkey and Russia have been closed in lesser degree. Even Great Britain, Norway and Sweden have restrictions against certain plants. Our fruits and fruit products, furthermore, get into some of these countries only under burdensome restrictions. These conditions still obtain, but no one has questioned the right and desirability of Europe to thus protect her own cultures.

By contrast, Quarantine No. 37 provides for the entry into the United States of vast quantities of plants from Europe and other parts of the world, and, in fact, makes provision for the entry of any plant whatsoever, for which a real need in the interests of horticulture or floriculture can be shown.

As a mere side-light on the amount of plant importations which are permitted from Europe under this quarantine, which is alleged to cut off such importations, it may be stated that no less than 6,000 open continuing permits have been issued during the last two

years for the introduction of certain important classes of plants and seeds, and the entry of these classes is not restricted in any way as to quantity. These permits cover nearly 90 per cent of the bulbs hitherto imported, fruit and rose stocks, and all seeds of fruits, forest and ornamental trees.

Certain other classes of plants and plant products are permitted free and unrestricted importation, i. e., no permit is required and no control is exercised under this quarantine. These include field, vegetable and flower seeds, and all fruits, vegetables, and cereals and other plant and plant products imported for medicinal, food or manufacturing purposes.

Under Quarantine No. 37 all other classes of plants are permitted entry in any necessary quantity for any real horticultural or introduction need. These are the so-called "prohibited plants," but for the entry of such plants during the period of the quarantine since June 1, 1919, there have been issued 1,428 permits authorizing the entry of 29,347,609 plants! As an indication of the liberality of entry under these permits, there have been issued a total of 148 permits for the entry of new roses. These permits have authorized the entry of 54,742 rose plants and under these permits upwards of 41,000 rose plants have already been entered. These entries include to date 459 roses, nearly all new varieties, out of a total authorized entry of 1,148 different varieties of roses, again nearly all new. To a reasonable person it would seem that upwards of 400 new varieties of roses is a pretty sizeable number to be introduced and assimilated in a period of a little over two years, especially in comparison with the lists recently published by the American Rose Society, indicating that only 146 new varieties of roses were originated in all the world in something over a 12 months' period, 1920-1921, and that 592 varieties represent the total number of new roses which have been originated in the United States from the very beginning of rose culture! It should be remembered that the rose is only one of many classes of plants which have thus been authorized entry under Quarantine No. 37.

To recapitulate, Quarantine No. 37 places no restrictions whatsoever on the importation from Europe of all fruits, vegetables, cereals, and other plant products for food, manufacturing, or medicinal purposes, or of field, vegetable and flower seeds; provides for unlimited entry under open continuing permits of five important classes of plants and seeds, and makes provision for the entry under special permits of all other plants, for the purpose of keeping the country supplied with new varieties or any necessary propagating stock. These provisions cover all plants and seeds whatsoever for propagation or other uses and indicate the purpose of the department under this quarantine to provide for the entry of any necessary or useful plant in quantities sufficient to meet all reasonable needs. In the meantime the gates of many European countries remain closed, as they long have been, to the entry of American plants.

The bugaboo of retaliation which Mr. Smith raises would seem to have very little basis and it is rather amusing that he should seize as an excuse for such retaliation the "take-all" disease of wheat, which has very limited foothold in the United States and is under strict quarantine, but which is known to occur in Italy, France, Germany, Belgium, Great Britain and Ireland.

As to returning to the old practically

free entry of foreign plants, a test over a seven-year period was given to the possibility of safeguarding such plant importation by inspection and disinfection and this test indicated the absolute inadequacy and failure of this method of excluding new pests and forced the conclusion on this department and on the plant experts of all of our states that the only safeguard for the future was the exclusion of all plant stock not absolutely essential to the agricultural, horticultural, and forestry needs of the United States. Quarantine No. 37 carries out this policy but makes, as already indicated, very liberal provision for the entry of any necessary plant stock.

This propaganda of John Kingdom Smith is somewhat of the same order as that dealt with in a statement issued by this board February 25, 1921.

C. L. MARLATT, Chairman,
Federal Horticultural Board.

Success with Carnations.

While some growers who make a specialty of carnations have had their usual success this season, the experience of most of the men in the trade has been disappointing, much of the stock being under sized, short stemmed and considerably below its usual productiveness.

That it is possible under adverse conditions to grow carnations well and obtain satisfactory results is shown by the skillful manner with which Joseph Goetter, Lansdowne, Pa., overcame soil and other difficulties, and is producing first class stock in old fashioned houses of ridge and furrow type without side ventilation.

His first handicap is old soil, all his stock being in ground beds a foot high on the floor of the houses. He was unable to make over these beds with fresh compost, as there was none on the place which he has only recently rented. After a good coating of manure and a liberal dusting of lime, which was all well dug in, he began planting the last of May, the stock he was going to grow inside. Some of this was from 2½-inch pots and a lot lifted from beds where they had been planted from the cutting bed, set four inches apart each way. Both of these were strong, vigorous young plants which Mr. Goetter says are absolutely necessary to start with. To be on the safe side, half his stock is grown inside all summer and half in the field, the latter being set out about April from the strongest plants he can produce in 2½-inch pots. Throughout the summer these are constantly cultivated at least twice a week, which conserves and holds the moisture.

The stock in the houses had to have very careful attention, during the hot months of July and August syringing four times a day and particularly after 6 p. m. to revive them for the night. They were never allowed to suffer for water, it being very injurious to dry out only once, and if this occurred several times it would seriously check their growth. The field stock was planted inside from the first to the second week in August. He tried to take advantage of conditions when the soil was such that some would cling to the roots, which he considered very essential to their safe moving and quick recovery in the house. Transferring plants from the field to the house should never be a hurry up job, as this was the most critical time in the life of the stock, plants that were scarred or scratched on the crown of stems were very liable to get stem rot, and if the roots were damaged they were a long time taking hold of the soil. He started to feed the beds early in October, giving a coating of shredded cow manure and tankage every third week on bright days, when he could follow with a sprinkling of water to wash it in.

It was a mistake, Mr. Goetter thought, to leave plants in the field too long in order to get them large. The smaller thrifty plant lifted earlier would move better and come along much faster and give better results than the larger stock moved later. He never liked to lift plants when they were saturated with water, preferring them a little dry, when they would take up the water inside with much better results.

IMPORTANCE OF WATERING.

When plants are growing vigorously and the weather is bright they will take a lot of water, more than many growers think is necessary. They are also the better for a syringing at least every 10 days during the winter if the day is bright and before 12 noon, not after. This keeps down the red spider, the carnation's worst enemy, and which must not be allowed to get a start.

Cuttings are taken from early in December on until the last of February. His cutting bed is on the north side of a carnation house with a shading cloth suspended along in front. Thirty thousand cuttings appeared in fine condition in this bed January 15, and he expects to root 60,000. He has good success with all varieties but Laddie, which is very hard to root.

Success with carnations means a careful supervision from the time the cuttings are taken through all the various stages until the flowers are packed ready for market. Neglect here and there along the route, while not noticed at the time, is certain to show in the final returns. Mr. Goetter's stock contains 26,000 plants, varieties being Ward, Enchantress Supreme, Matchless and Laddie. All the beds are in splendid, thrifty growing condition, green to the bottom and full of buds all borne on vigorous long stems, on which the flowers are nearly all of the highest grade.

Mr. Goetter believes in the most intensive use of his greenhouse space and has a border of freesias along the sunny side of nearly all the carnation beds. On both sides of the beds are bunches of sweet peas, eight feet apart which trained up give a lot of flowers without injury to the carnations. Two houses are also given to chrysanthemums, which space is later filled with sweet peas, pots of freesias and young carnations, in one house, and the other hydrangeas and Easter lilies in pots for Easter, and planted out on benches for cutting. He also finds room along the edges for geraniums, which will later fill up the space of the Easter stock. K.

Pittsburgh, Pa.

BUSINESS IS DULL.

Business has not been very brisk. A heavy supply of practically every item on the list has brought reduced prices. Saturday we were visited by the worst snow storm of the season, which kept the week end totals down considerably. Stock has been of excellent quality but it has taken forced sales to keep it moving. It is expected that the rose cut will be smaller from now on, as most growers will be cropping for Easter. American Beauties are still scarce with very little call for them. Premier, Columbia, Butterfly, Ophelia, American Legion, Sunburst, Mrs. Aaron Ward, Pilgrim, Hilda and Double White Killarney lead. Carnations have been at their best, but the supply has been too large and prices have slumped. The supply of Easter and calla lilies has been sufficient for all needs, and values on both are somewhat easier. Sweet peas have been in heavy supply with prices much lower. Paper White narcissus and freesia are about done for this season and no one seems to be sorry. Tulips and jonquills have tightened up, but there is still enough to supply all legitimate demands. Vio-

lets are a drug on the market, and it seems as though it takes a special day to cause any demand for this once popular flower. The same may be said also about lily of the valley. Snapdragon is improving both in quantity and quality. This about winds up the list, although some iris and acacia are to be seen, but they move briskly.

RETAIL FLORISTS' ASSOCIATION MEETING.

The Retail Florists' Association met Thursday evening, March 2 at the Hotel Chatham, with the largest attendance for some time. Wm. T. Usinger, of the McCallum Co. gave an interesting talk on "The Stores of France and Germany" as they impressed him on his recent European trip. At the close of Mr. Usinger's talk President Wessenauer took up the subject and related some of his experiences while he was learning the business in some of the very places as described by Mr. Usinger. DeForest Ludwig gave an interesting talk on the F. T. D. from the day it started up to the present, giving a record of what had been done and what could be expected in the future. Each member present pledged himself to bring a non-attending member to the next meeting, so that the April meeting should be a hummer.

NOTES.

The Florists' and Gardeners' Club held its regular monthly meeting, March 7. Prof. H. D. Fish, professor of zoology at the University of Pittsburgh lectured on "Mendel's Laws of Heredity." There was also an exhibit of hybrid freesias, by Richard Boggs, of Hartford, N. J.

Fred Zilke of the E. C. Ludwig Co., surprised his friends by getting married the other day. The fortunate bride was Miss Annie Killmeyer. It is reported that the happy couple are spending their honeymoon at one of the Florida resorts.

It is with regret that we report the recent death of Chas. Hoffmeyer. Mr. Hoffmeyer had been in the growing business for a long time and was well known among the trade.

The McCallum Co. is receiving some fine acacia and purple iris.

E. C. T.

Baltimore, Md.

HEAVY PRE-LENT TRADE.

The week started off with a rush of business. Monday night was the last cotillion of the season and of course the debutantes had to have their usual corsage and a number of dinner parties were given in their honor. During the past few days the majority of stores have been rushed with funeral work. There is a good supply of all seasonable flowers. In spring stock freesias, hyacinths, sweet peas, tulips, yellow, orange, and pink, hold first place. Jonquills are scarce at the present time. Roses are in fair supply. Carnations and calla lilies are plentiful. Formosum lilies are rather scarce and the flowers very poor. There are enough cattleyas to meet the demand. Prices are about the same as last week. Saint Patrick's Day is the next occasion of importance, and although it cannot be classed with Saint Valentine's Day, yet the florists are given an opportunity of increasing their daily sales of pot shamrocks and combinations of flowers which appeal to the eye of the people who wish to honor their patron saint.

NOTES.

R. Vincent Jr. & Sons Co. have a fine selection of palms, ferns and some fine staked ivy in 4-inch pots. Richard Vincent, Sr. is planning to attend the Indianapolis National Flower Show, March 25.

March 13 is the date of the next Florists' Club meeting. There is some important business on the programme and every member should be present.

Dame Rumor tells us that a new concern is to open its doors in a short time. A new commission house. (?)

Wm. G. Lehr is cutting some fine gardenias. His roses are excellent.

Visitor: Burton, of C. U. Liggett's Philadelphia, Pa.

ROBERT W. JOHNSTON.

Washington, D. C.

GUDE BROS. CO. CHANGE LOCATION.

Gude Bros. Co., has just made known its intention to remove from its present location to the building next adjoining it in advance of the expiration of its existing lease. Before the move can be accomplished a great deal of interior work must be done to the new store. "Initial steps have been taken looking to the removal of the business of the company from 1214 to 1212 F. street, Northwest," Mr. Gude informed the writer. "Bids are being requested for construction work and refrigeration engineers have been consulted by W. F. Gude, head of the firm, preparatory to making the new quarters one of the handsomest flower shops in the national capital. The premises are now divided into two stores and it will be necessary to remove the dividing wall. In accomplishing this large iron beams will have to be installed. This will take a considerable length of time, and the entire interior will have to be redecorated. According to the plans which are in a preparatory stage, two large ice boxes will be put in on the first floor, one for storage and the other for display purposes. The refrigerating plant now at 1214 F. street will be transferred to the new quarters. The office will be located at the rear of the store and will be equipped with all modern office fixtures. New fixtures will also be installed in the sales department and will include marble topped tables, pier glasses, and modern devices for increasing the efficiency of the Gude service. While it is planned to begin this work within the next few weeks, it will probably be July 1 before the firm can move in. The property was recently bought by Gude Brothers Company in anticipation of this move. At the time of purchase the front was remodeled and new display windows installed that will prove very adaptable to the new business. Until recently the two stores were occupied by firms dealing in women's wear of high grade."

The local board of trade, at its March meeting endorsed the Ackerman bill providing for daylight saving in the District of Columbia. If enacted into law the time will be changed on the last Sunday in April. The report was presented to the board by W. C. Johnson, chairman of the industrial interests committee, and he is expected to vigorously push the measure in the house of representatives and senate. The greenhouse men in and around Washington have been opposed to the proposition. They claim that it would work a hardship on the production of flowers.

B. F. L.

Boston, Mass.

BUSINESS CONTINUES DULL.

The market has been rather slow but prices did not recede to any marked degree despite the apparent dullness. Sweet peas continue to be the chief glut, owing to the large volume of inferior short stem stock coming in, although fancy stock sells readily enough at fair prices. Violets are at a standstill; the supply is not great but they have probably seen their best days here and will never again be popular as a corsage flower, it is believed. Easter lilies are in good demand but the supply is limited which causes quite a fluctuation in price. One day they can

be bought for \$20 per 100 and the next will bring \$30 to \$35. Roses and carnations are steady in price at present, the call about equalling the supply. Orchids and lily of the valley sold well and bulbous stock is confined to jonquils and tulips and occasionally a few cut hyacinths are seen, but as this class does not glut the market in spring the supply is readily taken care of daily.

Chas. Evans, of Waltham, has the sympathy of the trade in the loss of his wife who died suddenly February 26.

The Florists' Alliance is not meeting the favor that was anticipated. Too much knocking has caused a slump and unless radical measures are immediately used it will likely peter out as similar organizations have in the past, it is said.

E. F. S.

Indianapolis, Ind.

EXCELLENT TRADE REPORTED.

Market conditions have been quite brisk the past 10 days. Stock is more plentiful and the call has absorbed all items except carnations. Roses bring six to 20 cents, each; carnations, three to seven cents, except Laddie which sells at 10 cents. The supply of jonquils is increasing and the first of the Easter lilies are arriving, very good flowers. Plant stock moves off fairly well, cinerarias, cyclamens, primroses and hyacinths being among the leaders.

NOTES.

It seems that the florists in our local market have awakened to the fact that a neat appearing stand is a credit to any owner. For the last three years only three owners of stands in the flower department have placed lights above them and kept their stands painted regularly. During the past week three more florists have improved their space at the market and it is hoped that more will do so.

Judging from the manner in which the local craft is supporting the National Flower Show, to be held here, March 25-April 1, it is very evident that the exhibition will be a great success. The trade here is doing its share in publicity work.

The meeting of the State Florists' Association of Indiana, originally scheduled for La Fayette, was held here, March 8. The National Flower Show committee met the same day at the Chamber of Commerce.

M. M.

Providence, R. I.

ROSE PRICES DECLINE.

Trade the past week has been good and stock is very plentiful, cleaning up about every day. Roses took several drops the past few days, and are down to the lowest point in several months. Daffodils are plentiful and some excellent bi-color is fast making its appearance. Carnations are better than they have been and sell well. Sweet peas, violets, orchids, lily of the valley, Marguerite and calendulas bring good values as cut flowers. Lilies both giganteum and calla are meeting a good sale in floral work which has been heavy lately. From all points the supply for the Easter trade will be good. There seems to be plenty of daffodils, hyacinths, tulips, lilies, genistas and other Easter flowering plants.

Charles Smith of the Eastern Wreath Co., has a take down easel, that can be stocked, occupying very little room. It comes in three straight pieces with a contrivance that holds them together, also acting as a hook for the design. It is very clever, and should meet with a ready market.

It is reported that Smith the florist is to occupy the new store in the Biltmore hotel, opening June next. He will run it in conjunction with his Washington Market Store.

H. A. T.

OBITUARY.

Dr. Wm. Warner Tracy.

The horticultural industry of the United States lost one of its foremost workers March 1, in the death of Dr. William Warner Tracy, for many years connected with the scientific staff of the Department of Agriculture, Washington, D. C. He was taken seriously ill early last month and failed to recover. He was 77 years of age, a native of Ohio, although removing to Vermont with his parents while still a small boy. At the close of the Civil war he entered the Michigan Agricultural college, where he soon distinguished himself in botanical and horticultural lines, and in after years in view of his accomplishments, he was given the honorary degree of doctor of science by that institution.

Soon after graduation from the college he became connected with the firm of D. M. Ferry & Co., of Detroit, Mich., and was assigned to the task of developing a trial ground and plant breeding department for that concern. The services he rendered the company won for him a world wide reputation as an expert in vegetable varieties and as a practical plant breeder. In 1903 he entered the service of the Department of Agriculture, devoting most of his time and attention to the study of horticultural varieties and vegetables. He retired from active service in the department April 22, 1921, after 18 years of continuous service. He was the author of many books and bulletins on the subjects in which he specialized and was regarded as a leading authority thereon.

At the outbreak of the Civil war Dr. Tracy enlisted in Company D, 45th Massachusetts infantry, refusing a commission as captain, preferring to remain a private, believing that in that capacity he could render the best service to the country. He served with his company until September 2, 1863, when he was invalided home, and it was after a long period of convalescence, that he entered the Michigan Agricultural college.

He is survived by four sons, John E. Woodridge Tracy, of Washington; Will W. Tracy, Fort Collins, Colo.; Harry W. Tracy and Stephen W. Tracy, San Francisco, Calif. He passed away at the home of his son, John E. W. Tracy, 2927 Macomb street, where funeral services were held March 3. Final interment will be made at Detroit, Mich., during Easter week.

[An exhaustive account of Dr. Tracy's life and work, by his friend and co-worker, R. A. Oakley, of the Office of Seed Distribution, Department of Agriculture, appeared in our issue of May 14, 1921, page 801, on the occasion of his retirement from the department. —ED.]

QUINCY, MASS.—Stephen G. Burke recently filed a petition in bankruptcy; liabilities, \$4,796.51 and assets, \$2,104.17.

BRATTLEBORO, VT.—C. E. Allen, for 50 years in business here, has sold his establishment on Canal street, to Carroll N. Bond.

NORWALK, O.—Fire seriously damaged the greenhouses and plant of the Rose Garden Co., recently, which started in the factory of the Auto Parts Co., adjacent. The damage was considerable.

STAMFORD, CONN.—The Stamford Horticultural Society, at its recent meeting, added five members to its rolls and staged exhibits of Carnation Belle Washburn and a basket of pansies by Alex. Geddes and a salmon seedling carnation by A. H. Brown.

THE AMERICAN FLORIST

—ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

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In Australia, agapanthus and imantophyllum are grown outdoors for cut flowers.

THE National Botanic Garden, Washington, D. C., is to be extended on its present site, if proposed legislation becomes law.

EXPERIMENTS made by W. J. V. Osterhout, professor of botany at Harvard, show it is possible to measure with scientific precision processes of life and death in plants. It is possible to study the behavior of living organisms with same mathematical exactness with which chemists and physicists study that of inanimate matter. By measuring electrical resistance under various circumstances the Harvard biologists are able to plot curves which show precisely the effects of various kinds of injuries, the extent of recovery and the manner in which the plant dies.

Personal.

John H. Troy, the well known landscape gardener of New Rochelle, N. Y., stopped off at Chicago a few days this week, returning from Australia and New Zealand, having been abroad since November last.

Dahlia Growers' Association.

ATTENTION DAHLIA GROWERS.

In August, 1920, the Wholesale Dahlia Growers' Association was organized. At the last meeting, held in New York in September, 1921, J. K. Alexander, East Bridgewater, Mass., was elected president. I. U. Underhill, of the Babylon Dahlia Gardens, Babylon, N. Y., vice-president and N. H. Hallauer, Ontario, N. Y., secretary-treasurer.

This organization has for its purpose, the advancement and protection of the dahlia growing industry of this country. By co-operating through its secretary, information valuable to both growers and buyers will be kept on file. If you are a buyer of dahlias in wholesale quantities, it will pay you to keep in touch with the secretary. If you are a grower, not already affiliated with the association, write him at once and join the association. Your co-operation is necessary; moreover, you cannot afford to grow dahlias and not belong to the organization.

Full information may be obtained from the secretary, N. A. Hallauer, Ontario, N. Y.

N. A. HALLAUER, Sec'y.

Plant Quarantine Conference.

WASHINGTON, D. C., APRIL 19.

Recent correspondence indicates that the call for a conference April 19, 1922, to discuss the classes of plants to be admitted under the limitations established in Regulation 3 of Quarantine No. 37, is not clearly understood. Since the establishment of Quarantine No. 37, the classes of plants included under Regulation 3 have been criticised as either including too much or not enough; in other words, the criticisms have been of such contradictory character as not to warrant making any changes in the operation of the quarantine.

The federal horticultural board has, however, repeatedly announced that it was ready at any time to confer with propagators and also importers to consider any additions to the classes of plants included under Regulation 3 which could be shown to be justified and reasonably safe. The board has given hearings also to two foreign delegations; one from Belgium last May and the other from Holland last June, and promised them that a conference on the general subject of Regulation 3 would be held some time during the present year. The call for the conference recently issued is, therefore, in response to individual requests and carries out the promise to these foreign delegates.

As representing another phase of the subject, during the past season the infestation of fruit and rose stocks has been unusually heavy with larval nests of the brown-tail moth and also with similar but much smaller larval nests of an insect new to the United States which might very possibly prove to be a serious enemy to the horticulture of this country. In spite of repeated warnings to European shippers, the condition in this respect of imported stocks does not appear to be improving and it becomes necessary to consider what further steps should be taken to protect the country from the entry of these and other pests in connection with the importation of such stocks.

The board does not feel that at the present time it has sufficient information to warrant making any changes in the classes of plants included in

Regulation 3, but hopes to secure from this conference information that will clearly justify action on one or more of the following propositions: First, the continuation of the classes now in Regulation 3; second, the need, if any, for restricting the classes of plants now included in this regulation, and third, the need, if any, of adding to the classes of bulbs or plants under this regulation.

Except as outlined above, the board has no programme, drastic or otherwise, of changes in Regulation 3 in mind, and has merely opened the subject in response to requests for free and full discussion. There is no thought of weakening in any material way the protection which the quarantine now gives, but it is possible that some minor amendments can be made without risk.

C. L. MARLATT, Chairman,

Federal Horticulture Board.

Fifth National Flower Show.

INFORMATION COMMITTEE.

It is the aim of the information committee to give the best possible service to the visiting florists at the Fifth National Flower Show, to be held in Indianapolis, Ind., March 25-April 1. The registration desk, where all members of the trade are asked to register, will be in the Trade Exhibit building.

In addition to this there will be an information desk in the Flower Show building which will be prepared to handle mail, lost and found articles, make announcements as to special features, take care of show card writing, etc. Those in charge will have time tables of all railroads and traction lines out of Indianapolis and will be provided with a list of the local florists, whether retailers or growers and how to reach their places. Besides the men at the desks, there will be several members of the committee scattered about the hall at all times prepared to give any information as to the displays and exhibitors.

A booklet is being prepared by private interests which will be made use of by the committee. It will contain a map of the city, street car service and traction time tables, and directions for reaching the state fair-grounds where the show is to be held. Attractions at the various theatres during the week of the show will be listed, also places of interest in the city. These booklets will be distributed at hotels, ticket offices, etc.

The committee is conferring with the leading taxicab companies and expects to make arrangements whereby the visiting florists who make use of the taxi service will obtain the lowest possible rates from the down-town hotels to the fairgrounds. Ask the man with the "Information" badge.

INDIANAPOLIS HOTELS.

The following hotels and the amounts asked per day, which have been secured by the committee, are presented herewith:

Hotel	Single room	Double room and bath	Double room and bath
Lincoln*	\$2.50-\$7.00		\$5-\$10
Claypool	\$2.00-\$3.50	2.50-5.00	\$3.50-\$5 4- 10
Washington		2.50-3.00	4- 5
Sevin		2.00-5.00	4- 8
English	1.50-2.00	2.00-3.00	2.50-3 3- 4
Dennison	1.00 up	2.00 up	
Puritan	1.00-1.25	1.50-2.00	
Williams		1.50-2.00	3-3.50
Edward	1.25-1.50	2.00-2.50	
*Twin beds in double room, with bath, \$6.50 to \$7.			

OSCAR G. CARLSTEDT, Chairman,
Information Committee.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Seed clerk in a Chicago seed store. Address
Key 826, care American Florist.

Help Wanted—Experienced man for retail store. Answer by letter stating all particulars. Address
La Rochelle Florist,
North Avenue New Rochelle, N. Y.

Situation Wanted—By gardener; general inside and outside plantsman; life experience; age 48, five in family. Address
Key 820, care American Florist.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,
Key 830 Care American Florist.

Situation Wanted—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to
Key 825, care American Florist.

Situation Wanted—By young man of 24 years' experience in most branches of landscape gardening and horticulture; preferably on private estate. Address,
Wm. Bolliger, 905 S. Orchard St.,
Urbana, Ill.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address
G. J. CARJANES,
2094 Eighth Ave. New York

SALESMEN calling on florist and general trade can secure good line staple well known goods paying good commission. Write quick.

B. M. Co., Zane Station, Zanesville, Ohio.

Situation Wanted

GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

FOREMAN WANTED

Competent man for commercial greenhouse plant in the south. Good wages to the right party.

Key 828, care American Florist.

SALESMEN

We are placing on the market a brand new line of vases, jardiniere, linings for baskets and other specialties made from artistically lithographed metal. We desire men who will represent us exclusively in large centers on commission basis. Write specifying territory you cover and furnish references. Only high grade men considered.

American Stamping Co., Elizabeth, N. J.

FOR SALE 14x18 double strength glass, \$4.50 per box; special price on 25-box lots; 2½-in. flower pots, \$5.00 per 1000. F. O. B. Niles Center. Cash with order.

Herbert Baumann, Niles Center, Ill.

FOR SALE Old established nursery fully equipped, in one of the largest cities on the Pacific Coast, seed store can also be obtained if desired. For full particulars address

Key 829, care American Florist.

For Sale

Flower Shop, old established business at "L" station. Good location. Leaving town.

1125 Argyle Street
CHICAGO

FOR SALE

20-40 ft. lots about (2½ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltheim, Forest, Woodlawn and others. Address

E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

Help Wanted

At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.

The Elizabeth Nursery Co.
Box 35, ELIZABETH, N. J.

30% NET

on your investment; more if terms, balance substantial security, modern 18 apartment building North Side, Lincoln park district. Rent \$18,870 now, mortgage \$65,000, 7 years. Price \$100,000. Terms \$35,000 or to suit.

Dr. P. B. SCHYMAN, 1619 North Robey St., CHICAGO, ILL.
Telephone Armitage 571

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 1 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2½ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

For Sale

To the highest and best bidder in one parcel or in separate parcels or subdivisions of separate parcels subject to confirmation of court, all personal property hereinafter described and situated at **Eureka, California:** Araucarias, Belgian Azaleas, Boxwoods, Ericas and Florists' Plants, Flowering Fruit Trees, Hollies, Rhododendrons, Roses, Tuberous Begonias, Gloxinias and Begonia Seed, Broad Leaved Evergreens and Conifers, all in first-class condition; also General Supplies, Tools and Implements, Trucks, Live Stock, Etc.

For itemized list, terms and conditions, write to

G. VANDEN ABEELE

Receiver Cottage Gardens Nurseries
BOX 78, EUREKA, CALIFORNIA

DREER'S Famous American ASTERS

We offer below the more important varieties. For complete list and descriptions see our wholesale Price List. Copies free to Florists on request.

ASTERMUMS.

This strain of Giant Comet Asters closely resemble Crego's Giant, but come into bloom fully two weeks earlier.

	Tr. pkt.	Oz.
White Asternum	\$0.30	\$1.50
Pink	.30	1.50
Lavender	.30	1.50

BEAUTY ASTERS.

This recently developed type is a most valuable introduction on account of its late flowering, coming into bloom fully two weeks later than our Superb Late Branching, and furnishing high-grade cut flowers from early October until killing frost.

	Tr. pkt.	Oz.
American Beauty. Rich cherry-rose, similar in color to American Beauty Rose	\$0.40	\$2.00
Lavender Beauty. Exquisite soft lavender	.50	2.50
Purple Beauty. Rich lustrous deep purple	.40	2.00
September Beauty. Delicate shell-pink	.50	2.50

CREGO'S GIANT COMET ASTERS.

Magnificent fluffy flowers, averaging over 5 inches across with long strong stems the finest of this type. Comes into bloom in August, continuing well into September, and unlike most of the Comet sorts, stands when cut and is a good flower to ship. We offer five colors our own saving, of the highest quality.

	Tr. pkt.	Oz.
White. Purest white	\$0.30	\$1.50
Pink. Delicate shell pink	.30	1.50
Purple. Bright purple	.30	1.50
Rose. Rich deep rose	.30	1.50
Lavender. A rich deep shade	.30	1.50
Finest Mixed. All colors	.30	1.25

EARLY BRANCHING OR ROYAL ASTERS.

One of the best Asters of recent introduction, and might briefly be described as an early flowering form of our Superb Late-Branching variety, having all the good qualities of the latter but coming into bloom in July or early August and lasting in perfect condition a long time. We offer six beautiful and distinct colors viz.:

	Tr. pkt.	Oz.
Lavender. Soft lavender violet	\$0.40	\$2.00
Purple. Rich deep violet purple	.40	2.00
Rich Rose. Very bright and attractive	.40	2.00
Rose Pink. Rosy pink, shaded white	.40	2.00
Shell Pink. Very delicate tint	.40	2.00
White. Pure white	.40	2.00
Finest Mixed. All colors	.30	1.50

DREER'S "PEERLESS PINK" ASTER.

This grand Aster may be briefly described as a glorified late branching shell-pink or Mary Semple. It has the same strong sturdy habit of growth; comes into bloom a little earlier bears freely almost globular flowers, rarely under 4 inches across and frequently over 5 inches. The color is rich shell-pink, similar in shade but more decided than the late branching. The center petals are prettily incurved, while the wide outer petals reflex, making a most artistic and finely finished flower, and stands cut longer than any other.

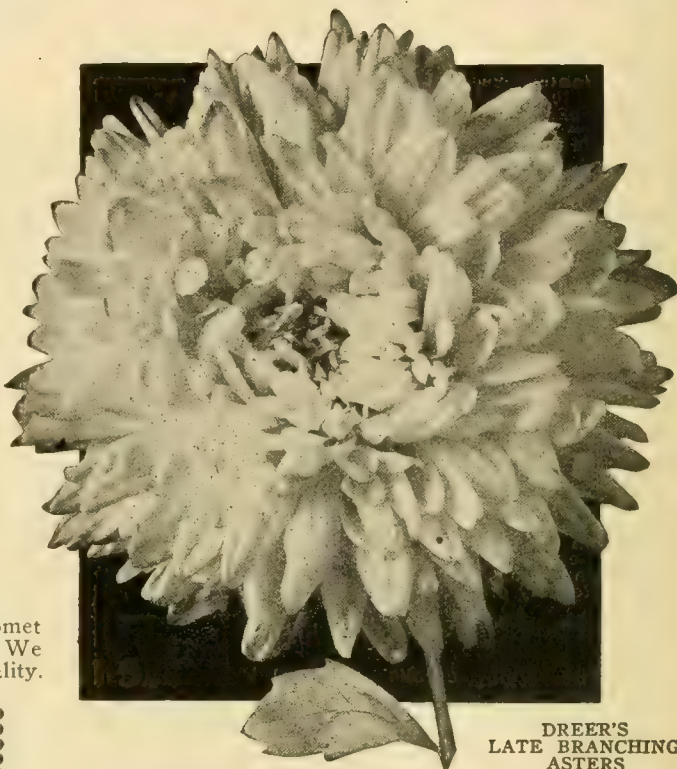
50 cts. per trade pkt., \$2.50 per oz.

QUEEN OF THE MARKET ASTERS.

The leading early Asters, of good strong growth and bearing large flowers on long strong stems; begins blooming in July.

	Tr. pkt.	Oz.
White	\$0.25	\$1.00
Lavender	.25	1.00
Pink	.25	1.00
Bright Rose	.25	1.00
Purple	.25	1.00
Crimson	.25	1.00
Mixed	.20	.75

For many years we have made a specialty of high-grade Flower Seeds for Florists' use and offer extra choice strains of Antirrhinum, Calendula, Cineraria, Cyclamen, Pansy, Petunia, Primula, Salvia, Sweet Peas, Verbena, Zinnia, etc. See our Wholesale Price List.



DREER'S
LATE BRANCHING
ASTERS

DREER'S SUPERB LATE BRANCHING ASTERS.

The finest Asters for late August and September blooming.

The plants form strong, branching bushes, 2 to 2½ feet high, bearing on long strong stems their handsome Chrysanthemum-like flowers, which, under ordinary cultivation, average 5 inches across. The form of the flowers together with the length of the stems places them at the head of Asters for cutting. They come into bloom from two to three weeks after the average type, usually being at their best during September, and filling in the gap between the general run of Asters and Chrysanthemums. We offer eight beautiful and distinct colors, viz.:

	Tr. pkt.	Oz.
Azure Blue. A rich, deep lavender	\$0.30	\$1.50
Pure White. Extra fine stock	.30	1.50
Shell Pink. An exquisite shade	.30	1.50
Rose Pink. A very desirable color	.30	1.50
Deep Rose. Rich and brilliant	.30	1.50
Deep Purple. Royal deep purple	.30	1.50
Lavender. A pale grayish-lavender	.30	1.50
Crimson. Very rich rosy crimson	.30	1.50
Finest Mixed. All colors	.25	1.00

KING ASTERS.

The "King" Asters form a distinct class or type, and have many sterling qualities to recommend them to lovers of fine Asters. They are of strong, sturdy habit, growing fully 18 inches high, and bear from August to October very large double blossoms, the petals of which are more or less quilled, forming very attractive flowers, which have splendid keeping qualities when cut.

	Tr. pkt.	Oz.
Dreer's Crimson King. A brilliant new color in this type, which originated with us. It is the richest and deepest crimson variety known to us	\$0.40	\$2.00
Lavender King. Pale lavender	.40	2.00
Pink King. An attractive shade of delicate shell-pink	.40	2.00
Rose King. A beautiful brilliant rose variety and a great favorite for cutting	.30	1.50
Violet King. This is the original of this type, and is a pleasing soft shade of violet	.30	1.50
White King. Pure glistening white; extra fine large flowers	.40	2.00
King Mixed. All colors	.30	1.50

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

All Spring Bulbs

FOR IN OR OUTDOOR PLANTING
YOUR COUNTER TRADE

ALL WELL MATURED BULBS.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock

Twenty per cent of our No. 1 Bulbs run nearly two inches.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First.....	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First ..	32.00	Niagara, First ..	40.00
Augusta, Medium....	25.00	Niagara, Medium.....	35.00
Baron J. Hulot, First.....	60.00	Mad. Monneret, First ..	25.00
Baron J. Hulot, Medium....	52.50	Mad. Monneret, Medium....	22.00
Chicago White, First.....	30.00	Panama, First ..	35.00
Chicago White, Medium....	25.00	Panama, Medium ..	30.00
Halley, First.....	35.00	Schwaben, Medium.....	42.00
Halley, Medium.....	30.00	Florists' Mixed, First ..	25.00
Mrs. F. King, First.....	22.00	Rainbow Mixed, First....	40.00
Mrs. F. King, Medium.....	18.00	Standard Mixed, First.....	18.00
Peace, First ..	45.00	Standard Mixed, Medium....	16.00

Write for Special Prices on 10,000 to 20,000 lots.

PAEONIA ROOTS

Case of 200, 3 to 5 eye Roots. 50 Red, 75 White, 75 Pink, each separate for.....\$33.00

Also 20 each 5 Cut Flower kinds the 100, for..... 24.00

DAHLIA ROOTS

Large divisions of Cut Flower varieties, 6 to 10 kinds, per 100...\$10.00

Dormant CANNA Roots,

Fine sound 2 eyed roots,
rot free.

	Per 1000		Per 1000
Eureka.....	\$60.00	Florence Vaughan.....	\$27.00
King Humbert	40.00	Queen Charlotte.....	27.00
Yellow King Humbert	40.00	David Harum.....	25.00
The President	60.00	Madam Crozy.....	25.00
Chas. Henderson.....	25.00	Maros	27.00
Wintzer's Colossal.....	30.00	Louisiana	25.00
City of Portland, pink	70.00	Orange Bedder.....	60.00
Gustave Gompers.....	30.00	Wyoming.....	25.00
Pink Delight (New)....	80.00	Niagara	25.00
Firebird.....	80.00	Prince Weld.....	30.00
		Mixed Colors.....	22.50

CALADIUMS

The kind with sound center shoots

5 - 7 inch.....	100, \$ 3.50; 1000, \$ 27.50
7 - 9 inch.....	" 5.50; " 45.00
9-11 inch.....	" 10.00; " 90.00

Fancy Leaved Caladium Bulbs,
in fine condition.

Mixed	per 100, \$16.00
Six Colors.....	per 100, 18.00

These two Prepaid from Western Springs, Ill.

TUBEROSES

Well cured, free from rot

	100	1000
Dwarf Excelsior Pearl, 3-4 in..	\$1.75	\$15.00
Dwarf Excelsior Pearl, 4-6 in..	2.75	22.50
Mexican.....	2.85	25.00

CALADIUMS.

Spring "Book For Florists" Ready.

VAUGHAN'S SEED STORE,

CHICAGO
NEW YORK

DWARF PEARL TUBEROSE.



Quality Roses

At Low Prices

Roses our selection, in lots of 200 or more of one grade as follows:

	Per 100		Per 100
Roses, short stems.....	\$5.00	Roses, choice medium lengths.....	\$8.00 to \$10.00
Roses, extra good short.....	6.00	Roses, fancy long stems.....	15.00

We grow all the Roses we handle and you will find it pays to buy Direct of the Grower.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

BUSINESS IS IMPROVING.

Business was better last week than it has been for sometime and the total sales for March 4 were so heavy that the market was almost completely cleaned up in all lines. Carnations are in good supply but are moving nicely at satisfactory prices. Roses are holding their own and while at times certain varieties are scarce there are almost always enough to go around. Lilies are good property and so are callas. Tulips are quite a factor in the market and freesias are arriving in good sized quantities. Sweet peas are selling well and there is a good call for violets. Irises, calendulas, snapdragons, daisies, jonquils, gardenias, stocks, mignonette, orchids and other miscellaneous seasonable cut flowers are included in the shipments. The shipping trade is good and the wholesalers are now able to make shipments again in the storm-swept country of north-eastern Wisconsin which was shut off for several days and included such points as Manitowoc, Fon du Lac, Oshkosh, Appleton, Neenah, Menasha, Green Bay, etc. The retailers report a great improvement in trade notwithstanding the Lenten season has opened and the outlook is more encouraging for the future. The retail establishments are making such a grand showing of cut flowers and plants that the public is commencing to buy.

NOTES.

Joe Steiskal has resigned his position with Kennicott Bros. Co. and will go into the retail business at 1518 West 102nd place where the Henry Seiger establishment is located. He has the best wishes of his many friends in the trade for every success in his new undertaking.

The Florists' Credit Association is distributing to its subscribers the March

supplement to the Florists' Credit Guide. It contains much valuable information and should be in the hands of every wholesaler.

A. L. Vaughan & Co. were pleased with business the past week when the total sales showed a substantial increase. Bulbous stock of every description is in heavy supply at this house.

The Soukal Floral & Nursery Co., 5330 South Mason avenue, has been incorporated; capital \$50,000. Frank Soukal, Ladislav Drahos, Frank Chuman are the incorporators.

Ernest F. Hoehl, representing S. S. Skidelsky & Co., Philadelphia, Pa., has recovered sufficiently from his recent attack of blood poisoning to be about again.

Vaughan's Seed Store is enjoying a heavy run of business in spring bulbs, and all the seed departments are working to capacity.

Superintendent Thomas Wallis, of Rosehill cemetery, is going to Hot Springs, Ark., to recuperate for three weeks.

George Gobel, formerly with A. T. Pyfer & Co., has joined the force of the Chicago Flower Grower's Association.

One retail florist is expecting business in March flowers and plants from a Christmas plant sign still in his window.

The Foley Greenhouse Mfg. Co., is building six new houses for Frank P. Oechslein, at his Harlem place.

Joe Einweck, of the E. C. Amling Co., is strutting around like a peacock. It's a brand new boy.

Ed. Eisner, formerly with William Feniger, at Toledo, O., is with the Central Floral Co.

The E. C. Amling Co.'s office force has a new mascot in the shape of a pet crocodile.

William Feniger, of Toledo, O., was here on business last week.

Valley

For Easter

CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18.00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS

3032-42 W. Madison St., Chicago, Ill.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

SHIPPING ORDERS

entrusted to our care given prompt and careful attention. Join the ranks of our satisfied buyers and ride to prosperity.

Roses, Carnations, Sweet Peas, Lilies, Valley, Jonquils, Tulips, Single and Double Violets, Daisies, Freesias, Etc.

A Solid Carload of

GREEN HYACINTH STAKES

Ever hear of so many at one time?

You wouldn't, of course, if we had not for years maintained the lowest price in the country.

Size	1000	10,000	25,000
5-inch	\$0.75	\$0.55	\$0.55
12-inch	1.75	1.60	1.45
18-inch	2.50	2.25	2.10

We suggest using the 18-inch size. Easter being late, you will probably have warm weather and consequently longer stock.

THE HOUSE OF MERIT

Jos. G. Neidinger Co.

1309-11 N. Second St., PHILADELPHIA, PA.

Wholesale Commission Florists

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave., Chicago

Mention the American Florist when writing.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

The seventeenth annual convention of the Illinois State Florists' Association, will be held at Urbana, March 14-15, with a very attractive programme, as outlined elsewhere in this issue. A convenient train leaves the Illinois Central station, Twelfth street and Michigan avenue, at 8:45 a. m., due in Urbana at noon. The one-way fare is \$4.56.

C. L. Washburn, of Bassett & Washburn, is expected home from California this week. Ernie Anderson and his able assistants have kept stock moving all during Mr. Washburn's absence and will have a splendid report to submit. Miss Ruth Wattman managed the office.

Arthur M. Paulus is opening a new store at North Clark street and Wilson avenue under the name of Art's Flower Shop. The store is being equipped with a complete set of modern fixtures and will present a most inviting appearance when the doors are thrown open to the public.

Poehlmann Bros. Co. is in good crop with roses and orchids not to mention lily of the valley. The Easter plants are progressing favorably at the Morton Grove greenhouses and many large sized orders have already been booked.

Fred Lautenschlager of Kroeschell Bros. Co., is a pretty busy man these days and is writing some good sized contracts. He has just booked Nic Blatz & Sons' order for a new 150 h.p. Kroeschell high pressure steam boiler for their rose range at Morton Grove.

The Chicago Flower Growers' Association is moving its office from the North Wabash avenue side to the Lake street entrance. The new arrangement will give them more floor space where it is most needed and is a move in the right direction.

The Women's National Farm and Garden Association, Mrs. Russell Tyson, president, announces its second annual exhibition of garden plans, backyard gardens, sun-dials and garden sculpture, at the Art Institute, March 12.

The Alpha Floral Co.'s large show

windows are completely filled with all seasonable cut flowers including gladioli, which made their appearance this week.

Mrs. Wietor, mother of N. J. Wietor and Henry Wietor, celebrated her ninetyeth birthday, March 3. She carries her age well and is able to be about.

Louis Wittbold, of the George Wittbold Co. is reported to have killed a rattle snake three feet long with six rattles, at Edgebrook, March 6.

Fred Henoch, of the Ove Gnatt Co., Inc., La Porte, Ind., greeted old customers at his firm's local establishment where T. E. Waters presides.

The J. A. Budlong Co. has placed an order with Kroeschell Bros. Co. for a 2½-ton ice-machine to be installed at its North Wabash avenue store.

Fred Longren, well-known knight of the grip, is greeting his old friends here this week. He has a display of baskets at the Palmer House.

Bruno Juerjens of Peoria greeted old friends this week. He makes his headquarters with Erne & Co. when he is in the city.

The Joseph Foerster Co. is having a strong call for iris which occupy a prominent place in the loop window showings.

Frank Jarel of the Zech & Mann force is on the road to recovery and is expected back on the job almost any day.

Mrs. Peter Reinberg and Mrs. Henry Zender who returned from California recently, left March 7 for West Baden.

Archie MacDonald, manager of Gimbel Bros.' cut flower department, greeted his old friends in the market March 7.

Mangel's artistic window arrangements continue to attract attention. The decorator has an eye for color.

Mrs. N. Stuart of the Bohannon Floral Co. has been sick at home the past week with influenza.

John Walsh has resigned his position with Poehlmann Bros. Co. and is now with A. T. Pyfer & Co.

The American Bulb Co., is getting its seed department into good shape for the spring rush.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing.

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE

General Office: FEDERAL LIFE BUILDING
168 N. Michigan Blvd., CHICAGO

Max Scheinix, one of the live florists from New Orleans, La., was a visitor this week.

Schiller's billboard advertising is attractive and advantageously placed.

A. Henderson & Co. report brisk demand for cannas.

Illinois State Florists' Association.

URBANA MEETING, MARCH 14-15.

The seventeenth annual convention of the Illinois State Florists' Association will be held in the Floriculture building, University of Illinois, Urbana, March 14-15 and an excellent programme has been arranged for the occasion. Prof. J. C. Blair, of the department of horticulture, will welcome the visitors to the city at the first session, Tuesday, March 14, at 2 p. m. followed by President Jos. Kohout's opening address. After the reports of the secretary and treasurer have been read J. F. Ammann, Edwardsville, will speak on "More Co-operation Among Pro-

CUT FLOWERS

Large and complete supply of all seasonable stock including Roses, Carnations, Sweet Peas, Violets, Orchids, Valley, Lilies, Callas, Freesias, Jonquils, Daisies, Stocks, Tulips, Mignonette, etc.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCaULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

EVERYTHING SEASONABLE IN CUT FLOWERS AND GREENS.

Mention the American Florist when writing.

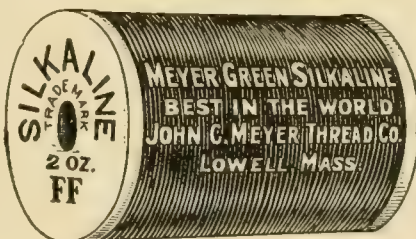
ducers." "Perennials for Cut Flowers," will be the subject of a paper by Prof. H. B. Dörner, of the university. An address by E. G. Hill, Richmond, Ind., will be followed by the election of officers and a discussion of changes in the by-laws.

A feature of the evening session, to be held in Morrow hall, Agricultural building, commencing at 8 o'clock will be entertainment furnished by the Floricultural Club of the University of Illinois, a student organization.

The Wednesday morning session, convening at 9:30 o'clock, will be opened by an address by Dr. P. A. Lehenbauer, plant physiologist of the department of horticulture, on "What Florists Should Know." The concluding feature of the meeting will be an open forum in the university greenhouses, conducted by Dr. Lehenbauer and Prof. Dörner. Topics of interest to all growers will be discussed.

The headquarters of the association during the convention, will be at the Inman hotel. Excellent accommodations can be secured at this hostelry and the Beardsley hotel at rates ranging from \$1.50 to \$6 per day. A convenient train for florists from Chicago and vicinity to Urbana is one leaving the Illinois Central station, Twelfth street and Michigan boulevard, at 8:45 a. m., the fare one way being \$4.56.

ALBERT T. HEY, Sec'y.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co., LOWELL, MASS., U. S. A.
DEPT. XYZ.

Mention the American Florist when writing.

St. Louis, Mo.

EXCEPTIONALLY GOOD TRADE REPORTED.

Business has been exceptionally good the past week and some very fine stock arrived. This city and vicinity had its most severe blizzard of the year, February 28, bringing the temperature down to 10 degrees above zero. Roses continue to be the most important item. Premier leading, first grade stock bringing \$10 to \$30 per 100. Crusader, Butterfly, White Killarney and Columbia are supplying a good demand and the same can be said of Mrs. Chas. Russell, the best of it wholesaling at \$6 to \$30 per 100. Ophelia and Sunburst are on the short side. Ward is

moving slowly at \$4 to \$8 per 100, with light supplies. The carnation call continues good, Laddie alone being scarce. Other offerings in red, pinks and whites clean up daily at \$4 to \$6 per 100. Lily of the valley is a good seller but the call for orchids is somewhat limited. Cattleyas sold the best at \$1 to \$1.25 per bloom. Few cypripediums were seen. Gardenias are selling well at 50 cents per flower. Narcissi and jonquils are popular at \$4 to \$12 per 100. Some excellent cut Darwin tulips meet a good demand, 24-inch stem stock going at \$12 per 100. Other kinds of this flower are obtainable at lower values. Cut hyacinths are not as popular as the pot plants of this vari-

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ety. Both double and single violets clean up rapidly at \$5 per 1,000. Excellent sweet peas find a ready market. Rainbow freesias are on the short side but other offerings move well at \$2 to \$6 per 100. Snapdragons and mignonette find no difficulty in cleaning up every day. Callas sell well at \$2 to \$4 per dozen. Cut Easter lilies are in good supply, very few pot plants, however, yet being seen. Some excellent calendulas are arriving, the stock being in limited supply at \$4 to \$12 per 100 for the doubles and less for singles. Pussy willow sprays are popular. In pot plants, the supply of cyclamens, cinerarias and begonias are gradually decreasing. Asparagus plumosus and A. Sprengeri sell at 50 to 75 cents per bunch, while greens bring \$3.50 per 1,000. Adiantum moves well. Galax, both bronze and green sell at \$1.50 per 1,000. Leucothoe and huckleberry are good property. Coontie leaves sell at \$1.50 to \$2 per 100.

NOTES.

The Ayres Floral Co., 917 Locust avenue, featured an attractive window with dwarf white syringias, pot narcissi, jonquils, hyacinths and tulips. The company's Saturday special this week was one dozen White Killarney roses or 12 Columbias, made up to carry away in boxes.

Grimm & Gorly had a pretty window with spring flowers last week. The firm is having considerable success in its special Saturday sales, consisting of 18 Columbia roses, done up in attractive boxes. Sweet peas and violets, in small bunches move well.

Some of the best sweet peas ever seen on the market were grown by Phil Goebel, of Des Peres, and consigned to the St. Louis Wholesale Cut Flower Co. The firm is handling excellent Butterfly roses.

Some fine cut Darwin tulips have been seen at Mullanphy, Florists, Inc., in combination with jonquils, narcissi, hyacinths and tulips.

Wm. Shray & Sons, Pennsylvania avenue, have been supplying the market with fine gardenias. J. K. M.

Evansville, Ind.

EXCELLENT TRADE REPORTED.

Local florists report that trade during the past week or 10 days has been exceedingly good, especially for cut flowers and bulbous stock, and has shown some improvement over the corresponding period of last year. Funeral work has held up well, but it is now beginning to fall off. Party work and receptions brought the local dealers considerable business recently but there will be a let up in it now that the Lenten season is on. Florists are making an effort to get plenty of stocks to be able to supply the Easter trade which is expected to be unusually good. There probably will be some extra demand for flowers on St. Patrick's Day, but nothing like Easter. Roses and car-

nations are both fairly plentiful. There also is a liberal supply of sweet peas, and the quality is excellent, the prices being quite satisfactory. Violets are in good demand. Pot plants are selling well, with prospects for an improved call.

Emil Niednagel and Curt Niednagel, of the Niednagel Floral Co., will take an active part in the spring convocation of the Scottish Rite Masons, Valley of Evansville, that will be held here April 4-6. They also will be prominent in the spring ceremonial of Hathi temple, Ancient and Arabic order, of the Nobles of the Mystic Shrine, that will follow the convocation.

Florists at Vincennes, Ind., Owensboro, Ky., and Hopkinsville, Ky. report that trade during the past two weeks has been very good with abundant supplies. W. B. C.

Milwaukee, Wis.

HEAVY SUPPLY HARD TO MOVE.

As express service to all points north of the city is established, after the recent ice storm, it is now possible to fill shipping orders in that direction. While this has helped some still the supply of all kinds of cut flowers is in excess of the demand and the inferior grades were moved last week at buyers' prices. Carnations are in crop and indications point to light offerings for Easter, but this will not be a great misfortune as there will be plenty of other flowers and pot plants to supply all needs.

FLORISTS' CLUB MEETING.

More than one-half of the members of the Florists' Club attended the March 2 meeting, at the new store of R. Preuss & Sons, Lisbon avenue and Twenty-sixth street. The greater part of the evening was taken up in discussing the details of the coming flower display in the lobby of the Public Library building, March 15-16. A committee consisting of Nic Zweifel, Aug. Kellner, Arthur Leidiger and C. C. Pollworth was appointed by the president to take complete charge, with full co-operation of all the members of the club, both retailers and growers. This show should be a credit to the trade and help stimulate business, especially now that we are in the Lenten season. Before adjournment the club showed its appreciation for the splendid hospitality of the Preuss family by a rising vote of thanks.

NOTES.

The new building which houses the shop of R. Preuss & Sons was built especially for that purpose, with living quarters on the second floor. The establishment is up-to-date in every particular and is finished in white. A spacious basement is used to store supplies and contains a heating apparatus. Rud Preuss is one of the pioneers in the business here, and aided by his wife and later the children has built up a splendid trade.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

DAISIES

PANSIES

STEVIA

TULIPS

JONQUILS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Calendulas, Sweet Peas, Easter Lilies,
Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

**Quality
Speaks
Louder
Than
Prices.**

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Mention the American Florist when writing.

The A. F. Kellner Co., reports numerous orders for store decorations, which will be used during Style Week, March 19-25. This is an annual affair here and the color effects are of great variety due to the quantity of stock obtainable at this season of the year.

Mrs. Fred Holton, who has been a patient at a local hospital for the past two weeks underwent an operation of a rather serious nature, recently, but from last reports she is progressing favorably.

Gust Rusch, of the firm bearing his

name, has been confined to his home for two weeks with a severe cold, which it was feared might develop into pneumonia.

Rich Litz has been under the weather, but is now much better.

E. O.

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Southern Wild Smilax, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Columbus, O.

SLIGHT INCREASE IN SALES REPORTED.

With the approach of the spring and more favorable weather, there is a slight increase in the call for flowers, Lent apparently not curtailing the demand. Funeral work is still active. There is also a good deal of table decoration for banquets which are being held in conjunction with conventions and annual meetings. Party work is fairly active. Sweet peas, roses, carnations, jonquils and violets are the principal kinds which are in good supply. There is little change in prices, roses going fairly well at \$3 to \$8 per dozen. Principal varieties are Columbia, Butterfly, Ward, Sunburst and Premier. Bulbous stock is meeting with a fair demand and many florists are specializing in it. In pot plants primroses, hyacinths and hydrangeas are popular. While orders as a rule are smaller in money value they are much more numerous, showing that there is an awakened interest.

NOTES.

Walter Stephens, of the S. F. Stephens & Sons Co., and president of the Ohio District of the National Flower Growers' Association is scheduled to visit Toledo and Cleveland soon. While in Toledo he will confer with local growers and attend a meeting of the local association. A meeting of the board of directors of the state association will be held in Cleveland at an early date. The firm reports a good demand for bulbous flowers. A large number of Holland salesmen have visited his establishment recently, who appear to be more numerous than ever before.

I. D. Siebert, manager of the Fifth Avenue Floral Co., is very much encouraged over the improvement in business. The company at its greenhouses is growing a large quantity of carnations and roses in addition to the usual run of Easter flowers. The retail shop on East Broad street, under the management of John Clark is having a good trade in every way.

Mrs. Williams, manager of the local branch of the Zettitz Floral Products Co., reports the weather excellent for growing roses, which are the specialty of the concern. While it is now between seasons production is as good as could be expected and demand excellent. Premier, Columbia, Butterfly, Milady and a few Angelus are grown.

A LIVE SELLER

COSTS \$2.50 SELLS FOR \$5.00

Greatest line of stock ever offered. Leading retailers everywhere recognize our prepared goods as the leader and recommend it to their neighbor florists. Send \$2.50 for a sample box today. Place it on display and watch the orders come in.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

ARTIFICIAL LILAC.

(White or Lilac color).

Large sprays (3 to bunch), per
dozen bu.....\$5.00

ARTIFICIAL HEATHER.

(Various Desirable Colors).

12 sprays to bunch, per gross (144)
sprays.....\$3.00

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1824 Pine Street, ST. LOUIS, MO.

Chas. McIntyre, horticulturalist in the state department of public welfare, who submitted his resignation some time ago, effective March 1 will remain until March 15 when a successor will be named. He was with the department for six years.

T. J. Ludwig, 82 North High street, reports a better demand for all kinds of flowers and plants with bright prospects for a continual improvement. He says orders are more numerous although the cash value of each is still small.

The High Street shop of McKellar the Florist, has been closed out and the entire business is now concentrated in the store at 35 West Broad street. Mr. McKellar reports a good demand for pot plants and cut flowers.

The annual Ball of the Muses, held at the Deshler hotel the latter part of February was well attended and there were many floral decorations.

A new bookkeeping machine of the latest type has been installed by the Franklin Park Floral Co.

J. W. L.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

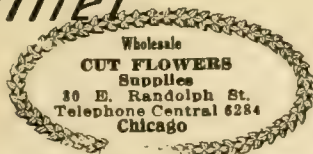
Mention the American Florist when writing.

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

TONNET



Mention the American Florist when writing.

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. Wabash Ave., CHICAGO -
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Wholesale Flower Markets

Chicago CURRENT PRICE LIST

	Dozen
Roses Mrs. Chas. Russell..	\$6.00 @ \$35.00
" Butterfly	4.00 @ 20.00
" Columbia	4.00 @ 20.00
" Dunlop	4.00 @ 20.00
" Premier	6.00 @ 35.00
" Hoosier Beauty	4.00 @ 25.00
" Killarney Brilliant..	4.00 @ 15.00
" White Killarney.....	6.00 @ 20.00
" Mrs. Geo. Sawyer....	6.00 @ 20.00
" Milady	4.00 @ 25.00
" Mrs. Aaron Ward....	4.00 @ 20.00
" Sunburst	4.00 @ 20.00
" Ophelia	4.00 @ 20.00
" Dbl. W. Killarney....	4.00 @ 20.00
" Cecile Bruner	3.00
" Our Selection.....	5.00
Calendulas	4.00 @ 6.00
Daisies	1.50 @ 2.00
Cattleyas, per doz.	12.00 @ 13.00
Valley	5.00 @ 8.00
Carnation	3.00 @ 5.00
Easter Lilies	25.00
Sweet Peas	1.50 @ 3.00
Paper Whites	3.00 @ 4.00
Violets	1.00 @ 2.50
Freesia	4.00 @ 6.00
Tulips	4.00 @ 8.00
Jonquilla	4.00 @ 8.00
Iris, per doz.	5.00
Pansies, dozen bunches...	2.00
Adiantum	.75 @ 1.50
Ferns, per 1,000.....	4.00
Galax, per 1,000.....	2.00
Leucothoe	1.00
Sprengeril, Plumosus Sprays,	
per bunch	.50 @ .75
Mexican Ivy	1.00
Boxwood, 35c per lb., case	9.00
Southern Wild Smilax, per	
case	7.50

ZECH & MANN

WHOLESALE FLORISTS

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Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Enough for two quarts, either pink or
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McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

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Matthew
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AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia,
Russell, Milady, White Killarney and Kill-
arney Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

NEW IMPORTATION

MINIATURE VELVET PANSIES

\$3.60 per gross

MINIATURE RED POPPIES \$1.80 per gross
CLOTH CARNATIONS.....\$25.00 per 1000
White, Ward, Dark Pink and Red.

SAM SELIGMAN

116 West 28th Street NEW YORK

Mention the American Florist when writing.

Here are some NOVELTIES

we can supply.

ACACIA, a Novelty in yellow.

STOCKS, double and single, in pink, white, blue and lavender.

SNAPDRAGON, exceptionally well flowered, long stems, in several shades of pink, yellow and bronze.

WHITE LILAC, in any quantity.

ORCHIDS and **GARDENIAS** of a very fine quality.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing.

Philadelphia.

PERCEPTIBLE IMPROVEMENT IN BUSINESS.

For the first few days of the past week the market was greatly overstocked, one of the large houses receiving over 200 boxes as its Monday quota. Roses, however, began to shorten up which helped matters. A slight increase in demand was perceptible on Thursday which increased later until on Saturday, extra shipments of roses were necessary to meet the call. Carnations and sweet peas were the great overstocks and have brought very disappointing prices, but they too are scarcer, the demand of Saturday taking all the fresh stock. Good double and single stocks are now being freely offered and add to the variety. Excellent snapdragon of a quality that has not been surpassed in this market, was offered the past week. Orange King calendulas are now at their best, a number of growers sending in fine, double flowered stock. Callas are plentiful, but not much overstocked. It is astonishing what a quantity of these are now used. Easter lilies are about equal to the demand and violets move slowly in spite of the effort made to quicken their disposal. There is a fair supply of fine lilac, both white and lavender. Lily of the valley moves off fairly well also cattleyas which find an exclusive demand that is not affected by the presence of other flowers.

March 6.—The tone of the market is much better, a stronger demand with not half the flowers offered there were a week ago, has stiffened prices and started a lot of trading between the commission houses, most of whom were short of roses or other standard stocks. The weather is clear and unusually warm for the season.

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ransstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 8.		Per 100
Roses, American Beauty...	\$10.00@	\$125.00
" Russell	6.00@	16.00
" Dunlop	6.00@	12.00
" Pilgrim	6.00@	16.00
" Crusader	8.00@	16.00
" White Killarney...	6.00@	12.00
" Ward	6.00@	12.00
" Maryland	6.00@	12.00
" Hoosier Beauty...	6.00@	12.00
" Columbia	6.00@	16.00
" Hadley	8.00@	20.00
" Premier	6.00@	16.00
" Ophelia	6.00@	16.00
" Butterfly	6.00@	16.00
" Cecile Brunner...	2.00@	3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz...		12.00
B. Buttons	2.00@	3.00
Calendulas, per bunch...	.75@	1.00
Carnations, fancy	8.00@	10.00
Carnations, ordinary	6.00@	8.00
Cattleyas, per doz.	9.00@	12.00
Callas	2.50@	3.00
Easter Lilies	25.00	
Lily of the Valley.....		10.00
Smilax, per dozen.....		6.00
Violet	1.00@	1.25
Cypripediums, dozen....	4.00@	6.00
Sweet Peas	2.00@	3.00
Freesia	6.00	
Jonquils	6.00	
Myrsotis, per bch.	.50@	.75

BUFFALO, Mar 8.		Per 100
Roses, White Killarney...	\$ 6.00@	\$12.00
" Dbl. Wht. Killarney	6.00@	12.00
" Milady	6.00@	18.00
" Maryland	6.00@	10.00
" Sunburst	5.00@	12.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	15.00
" Russell	8.00@	15.00
" Premier	6.00@	18.00
" Cecile Brunner	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	3.00@	5.00
Easter Lilies	20.00@	25.00
Mignonette	3.00@	5.00
Narcissus, Paper White...	3.00@	4.00
Rubrum Lilies	8.00@	10.00
Snapdragons	6.00@	10.00
Sweet Peas	.50@	3.00
Violets	.75@	1.00
Freesias	3.00@	6.00
Daisies	2.00@	3.00
Golden Spur	3.00@	6.00
Tulips	4.00@	6.00
Calla Lilies	15.00@	25.00

PHILADELPHIA, Mar. 8.		Per 100
Roses, Beauty, special ...	\$75.00@	\$100.00
" Butterfly		15.00
" Ophelia	6.00@	12.00
" Columbia	6.00@	20.00
" Mrs. Chas. Russell	10.00@	25.00
" Dbl. Wt. Killarney	8.00@	15.00
" Hadley	12.00@	25.00
" Sunburst	8.00@	15.00
" Ward	4.00@	8.00
" Premier	6.00@	20.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	1.00@	3.00
Carnations	2.00@	6.00
Cattleyas	75.00@	100.00
Easter Lilies	15.00@	25.00
Lily of the Valley.....	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	1.50@	3.00
Sweet Peas	.50@	3.00
Violets, single	.50@	1.00
Violets, double	.75@	1.00
Callas	15.00@	20.00
Daffodils	3.00@	6.00
Tulips	5.00@	8.00
White Lilac, per bunch...	2.00@	2.50

FLORISTS' CLUB MEETING, MARCH 7.

The "Welcome to America" dinner in honor of P. M. Koster, held previous to the March 7 meeting of the Florists' Club was most successful. Eulogistic addresses were made by Robert Pyle, of West Grove, Pa.; John Watson, former president of the American Association of Nurserymen and A. Vandenberg, chancellor to the Netherlands, all being of the most glowing character. Mr. Koster's address before

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WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets and Carnations

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

the club on "Horticulture—It's Duty and Its Future," was wonderful in its broad treatment of the subject. The lecture, in detail, will appear in next week's issue. Henry A. Dreer, Inc., made an exhibit of well flowered Kureme azaleas.

NOTES.

The Century Shop have been making a run on violets the past week featuring them in their advertising and also in a very effective window display with bunches priced at 50 cents. There is a background of splendidly flowered heather, the pots being decorated with white and purple paper. Purple velvets cover various sized pedestals and the floor of the window on which are placed in vases, baskets and other receptacles, the bunches of violets. The frame of the show window is bordered with curled edge purple crepe paper, which adds much to the effectiveness of the display.

The Leo Niessen Co. is handling the stock of the new sweet pea, Mrs. E. P. Hostetter which stands out distinctly above even the finest of the newer kinds. Some of the separate florets measure two and one-half inches across and many appear on extra long stems. Its color is a beautiful shade of pink. High grade Mrs. Chas. Russell roses and extra fine snapdragons are features at this time.

At Wm. K. Harris' the usual fine lot of Shamrock is seen in wholesale quantities and every 2½-inch pot of his 90,000 is a perfect little gem. The great bulk of it goes to one department store which gives it away to their customers the week of March 17. It is no small feat to have this stock, which grown so close together is subject to mould or fungus, perfect, as is done here year after year.

The Jos. G. Neidinger Co. says their spring business is opening up well. L. J. Seiger found the Pennsylvania coal regions prosperous and booked a

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471 Milwaukee St., Milwaukee, Wis.

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 and **Greens**

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MILWAUKEE, WIS.**Pittsburgh Cut Flower Co.**

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PITTSBURGH, - PA.

E. C. Amling Co.
OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

lot of orders during his recent trip, while H. S. Price has just returned from a successful tour of the southern states.

The houses of trained rambler roses at the Robert Craig Co.'s establishment, Norwood Station, Pa., offer many novelties of the gardener's art. There are aeroplanes, chairs, tables, pyramids, umbrellas, globes, fans, etc., in bewildering variety all remarkably well shaped, splendidly feathered with foliage and looking just right for Easter.

Edw. Reid celebrated his twenty-fifth business anniversary on Saturday last. He has made but three moves in location in this time each to get more room, and none of them a stone's throw apart. Some of his most valued customers of today had their first dealings with him in his early business years.

Mark P. Mills who is always ready to make a touch for the publicity fund of the Society of American Florists, also carries a bunch of applications for membership in the society and is adding quite a lot of new blood to the organization.

High grade sweet peas, callas, Easter lilies and bulbous stock are leaders with Berger Bros. Preparations are under way here to handle an immense amount of Easter stock.

The Easter plant growers are certainly on the job. Hydrangeas and pot

Wholesale Flower Markets

PITTSBURGH, Mar. 8.			Per 100
Roses, Beauty, spl., doz.	\$ 9.00	\$ 60.00	
" " fey., doz.	7.50	45.00	
" " ex., doz.	6.00	25.00	
" " No. 1, doz.	4.00	15.00	
" American Legion	8.00@	25.00	
" Killarney	6.00@	15.00	
" Maryland	6.00@	15.00	
" Sunburst	6.00@	15.00	
" Mrs. Aaron Ward	6.00@	15.00	
" Russell	8.00@	25.00	
" Columbia	6.00@	20.00	
" Ophelia	6.00@	15.00	
" Hilda	6.00@	15.00	
" Premier	8.00@	25.00	
" Madam Butterfly	8.00@	20.00	
Carnations	3.00@	6.00	
Calendulas	2.00@	4.00	
Calla Lilies, per doz.	2.50@	3.00	
Lilies	20.00@	25.00	
Valley		6.00	
Ferns, per 1,000		4.00	
Galax, per 1,000		2.00	
Plumosus, per bunch		.50	
Sprengeri, per bunch		.60	
Sweet Peas, per doz. strings		3.00	
Sweet Peas	1.50@	4.00	
Violets		1.00	
Baby Primroses	.50@	1.00	
Narcissus, Paper Whites	4.00@	6.00	
Jonquils	4.00@	6.00	
Tulips	4.00@	8.00	
Snapdragons, per doz.	.75@	2.00	
Pussy Willows	4.00@	8.00	
Acacia, bunch		2.50	
Iris		15.00	
CINCINNATI, Mar. 8.			Per 100
Roses, Premier	\$8.00@	\$ 20.00	
" Russell	8.00@	20.00	
" Columbia	8.00@	20.00	
" Butterfly	8.00@	20.00	
" Pink Killarney	8.00@	20.00	
" White Killarney	8.00@	20.00	
" Sunburst	8.00@	20.00	
" Mrs. Aaron Ward	8.00@	20.00	
" Ophelia	8.00@	20.00	
" Baby Doll	3.00@	4.00	
Daffodils	4.00@	6.00	
Freesias	4.00@	6.00	
Rubrum	4.00@	8.00	
Primulas		1.00	
Violets	1.00@	1.50	
Narcissus, white	3.00@	4.00	
Ferns, per 1,000		3.00	
Galax, per 1,000		1.50	
Leucothoe		5.00	
Plumosus (south) per beh.		.25	
Smilax, per string	.15@	.25	
Hyacinths	4.00@	6.00	
Coontie Leaves		2.00	

roses, Easter lilies and genistas are features of the principal stocks and all at this date are looking particularly fine.

Doemling's roses in variety sweet peas, carnations and daffodils are leaders with the Philadelphia Growers' Cut Flower Market. K.

THE McCALLUM CO.

Manufacturers—Importers

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Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.
RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

ST. LOUIS, Mar. 8.			Per 100
Roses, Premier	\$4.00@	\$20.00	
" White Killarney	3.00@	8.00	
" Columbia	4.00@	15.00	
" Crusader	6.00@	12.50	
" Ophelia	4.00@	15.00	
" Russell	4.00@	25.00	
" Ward	4.00@	8.00	
" Butterfly	6.00@	12.50	
" Sunburst	6.00@	15.00	
Carnations	3.00@	6.00	
Valley		8.00	
Narcissus	6.00@	8.00	
" Yellow		4.00	
Mignonette	8.00@	10.00	
Sweet Peas	.50@	1.50	
Violets	.50@	1.50	
Callas, per doz.	10.00@	25.00	
Lilies, per doz.		3.00	
Leucothoe		.75	
Galax, green, per 1,000		1.50	
Galax, bronze, per 1,000		1.50	
Ferns, per 1,000		3.50	

MILWAUKEE, Mar. 8.			Per 100
Roses, Killarney, W. K'l'y.	\$ 4.00@	\$12.00	
" Premier	8.00@	25.00	
" Ophelia	4.00@	15.00	
" Columbia	6.00@	20.00	
" Ward	4.00@	12.00	
" Hoosier Beauty	6.00@	20.00	
" Butterfly	4.00@	18.00	
Carnations	4.00@	5.00	
Hyacinths	8.00@	12.00	
Orchids, Cattleyas, doz.	12.00		
Strawflowers, bunch	.25@	.50	
Sweet Peas	1.00@	2.00	
Violets	.75@	1.00	
Wild Smilax, per case		7.50	
Fancy Ferns, per 1,000		4.00	
Paper Whites	4.00@	6.00	
Calendulas	4.00@	8.00	
Tulips	4.00@	6.00	
Adiantum		2.00	
Galax, per 1,000		2.00	
Asparagus, per bunch	.50@	.75	
Valley	4.00@	6.00	

HARRY CHARLES, WHOLESALE FLORIST

VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street, NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

New York.

LENT A FACTOR IN RETARDING SALES.

Although some people claim that Lent is not so strictly observed as in former years, its opening at least has an effect on the sales of flowers. This, in connection with the great influx of stock and the absence from their city homes of many good customers of retailers, has put the market in a bad condition. Even those who are regular buyers do not buy any more when stock is cheap than when it is dear. If there is anything in publicity it is to let the people know that you have the goods at reasonable prices. In this matter we believe that some of the retailers are at fault. They are so conservative that they are in danger of getting into the "has been" class. It is an emergency to have a great stock of good flowers on hand with few buyers. Under such conditions we need men who, to quote Artemus Ward, "will rise up to the emergency and cave in the emergency's head." If there is any change, the market is in a worse condition than when our notes of March 4 were written. One wholesaler states that it is next to impossible to sell orchids; another says the same about tulips and so on through the list of plants and flowers. About the only exception noted are American Beauty roses that are not being extensively grown and are holding up in price fairly well. There is an abundance of stock of all kinds; the great desire is for more customers.

March 6.—The market continues dull. Violets are a glut and many are being lost.

FLORISTS' CLUB MEETING, MARCH 13.

The Florists' Club will hold its next meeting, March 13, at the Engineering Societies building. As that will be the opening day of the spring flower show a number of prominent out-of-town visitors may be expected to be present.

NOTES.

The entertainment and ball of the Greek-American Florists' Association was held in the Hotel Commodore, on the night of March 1, and was a highly successful affair. President Geo. Hanges of the association, said there was a 25 per cent improvement over previous affairs. Over 2,200 persons attended, many having come from Baltimore, Md., Albany, N. Y., Boston, Mass., and Newport, R. I. Admission was \$3.30 per person and \$7 a seat in the boxes, all of which shows that there are yet quite a number of people that have money.

Frank Nielsen, who for several years has conducted a retail store at 17 East 28th street has removed to No. 15, next door to his former location, where he has three times the floor space formerly occupied and a fine plate glass front. His many friends are pleased to note his prosperity as he is a fine young man. His store is right in the shadow of the Hotel Seville and the Hotel Prince George is just across the street.

Mrs. Leikens, Madison avenue and 55th street, has recently added to her staff Chas. Kaiser, formerly with the late Herman Kuhn, and Frank Purcell, formerly with Gude Bros. Co., Washington, D. C. With Robert Clifford as manager this store now has a clever and able staff. They report large orders for funeral work during the past week.

A Hearty Welcome Awaits You

Do you remember—
The good old days when New Year's calling was the thing?

Do you remember—
The open houses and the warm
Welcome as you crossed the
threshold?

Those days are gone but the genuine spirit remains, and A. L. Miller invokes it at Jamaica, L. I., during the week of the New York Flower Show, March 13-19th.

E. J. Hession, of Madison avenue and 76th street, has been confined to his home for some time by a severe attack of grip. We hope to see him about soon as he is one of the best men in the retail business of this city, as far as that matter, any other city.

W. C. Duckham, of Madison, N. J., son of the well known Wm. H. Duckham, of the Duckham-Pierson Co., was a recent caller at Secretary Young's office. He has taken large space in the spring show.

The ever cheerful Leonard Vaughan, of Chicago, who we are inclined to claim as a florist as well as a seedsman, came in early last week and has been putting a hurry up into the Barclay street store.

Some of the old fashioned flowers continue popular. At Geo. C. Siebrecht's, in addition to much other stock, we have recently noticed excellent lupines.

Miss Ida Vreeland, for the past six years with N. J. Lales, 2524 Eighth avenue, will be married March 19 to Mathew Peterson, of Plainfield, N. J.

Jos. A. Millang, of the New York Cut Flower Co., is receiving exceptionally fine American Beauty roses from the Briarcliff range of Paul M. Pierson.

We regret to learn that G. J. Carjanes, 2594 Eighth avenue, is confined to his home by serious illness. Mrs. Carjanes is conducting the business.

In one of our recent pilgrimages we met Edw. C. Vick, well known in trade circles, who is now in the advertising business with the Hauff-Metzger, Inc.

One of the consistent buyers in the wholesale district is Martin De Vries, who now manages the florist department in the Hotel McAlpin.

Chatmas, 2726 Eighth avenue, reports good business. The Chatmas brothers are enterprising young men and have an exceptionally fine store.

Alexander C. Scommodan, 485-487 Eighth avenue, reports a good business this season, wedding decorations being noteworthy.

Arthur E. Beyer, well known in the retail trade of this city, is now with Bunyard, Madison avenue at 48th street.

In addition to a great stock of carnations Herman Weiss is handling the finest snapdragons that reach this market.



1921—Established 1887

J. K. ALLEN, 43 W. 18th St. N. Y. CITY

Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street. Solicits Roses, Carnations, Valley, Orchids. Best facilities for handling. Highest prices. Quick returns. Prompt payments.

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Everything in Cut Flowers

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Gold Letters and Scripts

Best and cheapest on the market

Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

Myer of Madison avenue and 58th street is at Atlantic City, N. J., recuperating from a spell of sickness.

Taking advantage of the lull in the market Harry Charles is renovating and redecorating.

A. Sauter, in the Cut Flower Exchange, is handling exceptionally fine pink sweet peas.

Frank Golsner, in the Cut Flower Exchange is handling fine yellow snapdragons.

Sullivan, Dolan & Co. are receiving good double stocks in a variety of colors.

A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26th STREET

Telephones:
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Carnations and Sweet Peas of Fine Quality.

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All the New and Standard Varieties of
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I. Goldstein

Wholesale Florist

31 and 43 W. 18th St., New York

Prompt and careful attention to your
interests. Consignments Solicited.

Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, Mar. 8. Per 100

Roses, Beauty	\$ 6.00 @ \$100.00
" Premier	4.00 @ 20.00
" American Legion	4.00 @ 25.00
" Crusader	6.00 @ 30.00
" Golden Ophelia	3.00 @ 8.00
" Columbia	2.00 @ 12.00
" Pilgrim	3.00 @ 12.00
" Hadley	4.00 @ 30.00
" White Killarney	2.00 @ 8.00
" Dbl. Wt. Killarney	3.00 @ 12.00
" Dunlop	3.00 @ 12.00
" Aaron Ward	4.00 @ 10.00
" Ophelia	3.00 @ 12.00
" Scott Key	8.00 @ 50.00
" Sunburst	2.00 @ 10.00
" Mdm. Butterfly	4.00 @ 15.00
Adiantum Croweanum and Hybrid	1.00 @ 1.50
Asp. Plumosus, per bch. ..	.25 @ .75
Carnations	1.50 @ 4.00
Carnation Laddie	6.00 @ 8.00
Cattleyas	25.00 @ 75.00
Gardenias, per doz	3.00 @ 6.00
Iris, per doz.	2.00 @ 3.00
L. Rubrum	8.00 @ 15.00
Leucothoe, per 1,000	5.00 @ 7.00
Lilies, White	12.00 @ 15.00
Lily of the Valley	1.00 @ 4.00
Mignonette, per doz.	.50 @ .75
Narcissus, Paper Whites, per doz.	.35 @ .40
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Sweet Peas	1.00 @ 3.00
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- FROM BOSTON, Gorredyk, Holland-America Line (Rotterdam).
- March 15.
- Paris, French Line (Havre).
- Maryland, French Line (Dunkirk-Bordeaux).
- Vauclin, French Line (Bordeaux-Havre).
- River Orontes, Cunard-Anchor Line (Gibraltar-Patras-Piraeus-Constantinople).
- FROM BOSTON, Mackinaw, I. M. M. Lines (London).
- FROM NEW ORLEANS, Nobles, Lykes Lines (Rotterdam).
- FROM GALVESTON, Cranford, Lykes Lines (Rotterdam-Hamburg).
- FROM GALVESTON, Nishmaha, Lykes Lines (Bremen).
- March 16.
- FROM BALTIMORE, Belgian, I. M. M. Lines (Manchester-Liverpool).
- March 17.
- Assyria, Cunard-Anchor Line (Glasgow).
- March 18.
- Westerdyk, Holland-America Line (Rotterdam).
- Bonheur, Lamport & Holt Line (South America).
- Vardulia, Cunard-Anchor Line (London).
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- FROM PORTLAND, Vedic, I. M. M. Lines (Liverpool).
- FROM BALTIMORE, Beukelsdyk, Holland-America Line (Rotterdam).
- FROM PHILADELPHIA, Gorredyk, Holland-America Line (Rotterdam).
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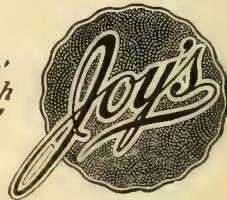
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Every Flower in Season.

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New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
in the Heart of most exclusive residential section.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Searlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Chicago, June 19-20, 1922.

ROCHESTER, N. Y.—The Gunson Seed Co., has been succeeded by the Gardner Seed Co.

CHARTER OAK, Ia.—Edgar Amstein will open a seed store this spring and is anticipating a good trade.

VAUGHAN'S SEED STORE, Chicago, reports its February mail order business 30 per cent ahead of that of last year.

C. C. MASSIE, of Northrup, King & Co., Minneapolis, Minn., and wife were in Los Angeles, Calif., visitors last week.

THE ROGERS BROS. SEED CO., Chicago, incorporated at Chaumont, N. Y., has increased its capital stock from \$375,000 to \$500,000.

NEW YORK.—Carter's Tested Seeds report that although their catalogue was issued late, their business is starting up very well.

HENRY FIELD, of Shenandoah, Ia., reports his Monday mail, February 27, as including over 10,000 letters, 6,153 of which contained orders, amounting to \$18,534.27.

It is to be greatly regretted the government failed to give permanent form to the vast amount of valuable information the late Dr. Tracy had acquired concerning types of garden vegetables.

VISITED CHICAGO: T. Herschel Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; T. S. Pendergrass, representing Waldo Rohnert, Gilroy, Calif., west bound; Walter L. Hamilton, of the Madson Seed Co., Manitowoc, Wis.; T. Sakata, of T. Sakata & Co., Yokohama, Japan.

DAVID BURPEE, of the W. Atlee Burpee Co., Philadelphia, Pa., writes February 22: "We are pleased to say that business continues on the increase and to compare more and more favorably with last year and with the year before last. Yesterday our cash receipts were \$4,000 greater than the same day of last year, and about \$3,000 greater than year before last. There is every indication that this will be an exceptionally good season."

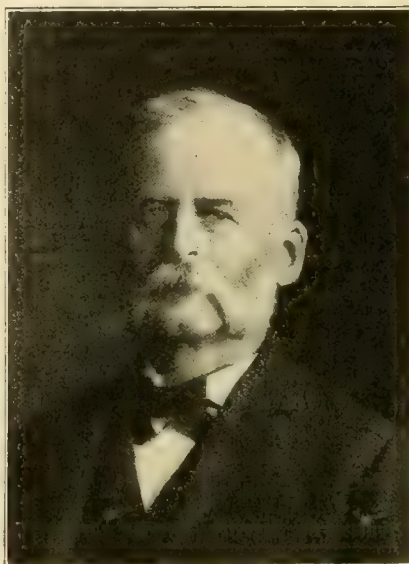
WASHINGTON, D. C.—The house agricultural committee has reduced from \$5,000,000 to \$2,000,000 the sum of money which congress is being asked to appropriate for the relief of farmers in the middle and northwest, whose crops have been damaged. The money is intended for the purchase of seed. In the bill as it passed the senate the appropriation is fixed at \$5,000,000, but apparently the house committee felt that this was too much and accordingly made the cut.

C. C. MORSE & Co., San Francisco, Calif., say that although they experienced an unusually cold January, the local and coast business was as good as last year. This firm's seed crop prospects are good so far. There was some damage to early planted radish and lettuce from frost, but nothing serious, and all lost acreage has been replanted.

Seed Freight Rates.

HEARING TO REDUCE THEM.

An immediate reduction of freight rates "on all basic commodities that are subject at present to high rates which are interfering with the movement of freight" was asked of the



The Late Dr. W. W. Tracy.
See Obituary, Page 377.

commission by J. George Mann, traffic manager for Northrup King & Co. of Minneapolis, Minn., at a hearing before the interstate commerce commission, at Washington, D. C., February 28, who spoke in behalf of the seed dealers of the country. The industry, he said, is not in favor of a horizontal decrease in rates at this time, but believes relief should first be given to seeds, farm commodities and implements, coal, iron, steel and other basic commodities and that, if such de-

creases do not materially impair the position of the railroads, the question of a horizontal reduction can then be taken up.

"It is too obvious to require further detail that seeds, though perhaps of small value, have by reason of what they produce a very great effect on the welfare of the country," he told the commission, and the American farmer, particularly in his present distressing condition, should not be burdened with the present high level of freight rates, because he is obliged to assume the freight both on the seed he produces and on the seed he buys and plants.

"In spite of the fact that in volume the seed business occupies a modest position among the industries of the country, it has a commercial importance out of all proportion to the mere volume of its transactions. In seeds we are dealing in fundamentally the most important of all commodities of commerce. There are many important commercial commodities—steel, oil, cotton, copper and others—each of them the basis of great industries, but the one essential commodity, without which life itself is impossible, is food and the food of civilized man, with few exceptions, is the product, direct or indirect, of seeds.

"During the last war seeds were held of such prime importance that the various government departments classified them with munitions and foods in all priority classifications. Congress passed a special war act to determine the supply and increase the supply of these seeds, especially as seed importations were practically suspended during the war."

B. F. L.

Free Seeds.

The government agricultural appropriation bill was reported March 6, without the free seeds item of \$360,000 but members of congress who think they ought to get the seeds promise a fight. Expenditures by the Department of Agriculture for the fiscal year 1922-1923 would be restricted to \$34,978,033. The amount is \$3,710,026 less than appropriated for the department last year and \$1,554,835 less than approved for the present year by the director of the budget.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.

GROWERS OF

Peas and Beans

Grand Rapids,

Mich.

Braslan

GROWERS FOR THE WHOLESALE TRADE ONLY.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

ROUGED, TRUE-TO-TYPE

Pea and Bean Seed

G. Willett Warren

WHOLESALE SEED GROWER

519 Oakland Bldg., LANSING, MICH.

Catalogues Received.

J. Chas. McCullough Seed Co., Cincinnati, O., seeds, bulbs and plants; J. J. Wilson Seed Co., Newark, N. J., seeds, bulbs and plants; Currie Bros. Co., Milwaukee, Wis., seeds, bulbs and plants; Northeastern Forestry Co., Willsboro, N. Y., nursery stock; G. H. Hunkel Co., Milwaukee, Wis., seeds, bulbs and plants; R. Vincent, Jr. & Sons Co., White Marsh, Md., florists' plants; Huntsville Wholesale Nurseries, Huntsville, Ala., nursery stock; Fred H. Thayer Co., Baltimore, Md., seeds, bulbs and plants; Martin J. Cullen, Denver, Colo., seeds, bulbs and plants; Chas. H. Totty Co., Madison, N. J., chrysanthemums, roses, etc.; L. D. Waller Seed Co., Guadalupe, Calif., flower seeds; Thos. J. Grey Co., seeds, bulbs and plants; Alexander Forbes & Co., seeds, bulbs and plants; William Tricker, Arlington, N. J., aquatics; Rumph Nursery, Tennile, Ga., seeds, bulbs and plants; Stark Bros. Nurseries, Louisiana, Mo., nursery stock; Rock's Flower Gardens, Independence, Mo., seeds, bulbs and plants. Harry E. Saier Co., Inc., Lansing Mich., seeds, bulbs and plants; Storrs & Harrison Co., Painesville, O., seeds, bulbs and plants; Elmer D. Smith & Co., Adrian, Mich., chrysanthemums; R. M. Henley, Hartford City, Ind., perlagoniums; W. H. Barrett, Adrian, Mich., tomato seed; John Bodger & Sons Co., Los Angeles, Calif., flower seeds, contract prices only; W. W. Barnard Co., Chicago, seeds, bulbs and plants; Weeber & Don, New York, seeds, bulbs and plants; Weller Nurseries Co., Inc., Holland, Mich., bulbs and plants; A. Henderson & Co., Chicago, seeds, bulbs and plants.

Van Zanten & Co., Hillegom, Holland, bulbs. General Bulb Co., Sassenheim, Holland and New York, bulbs; C. Engelmann, Saffron-Walden, Essex, Eng., carnations; Wm. Rennie Co., Ltd., Toronto, Ont., seeds, bulbs and plants.

Dutch Bulb Exports.

Exports of bulbs from the Netherlands to the United States for the years 1911 to 1921, inclusive, compiled from the invoice records of the consulates at Rotterdam and Amsterdam, are as follows, the total being \$20,245,921:

Year	Amount	Year	Amount
1911..	\$ 868,752	1917..	\$1,765,073
1912..	990,344	1918..	1,139,124
1913..	1,061,785	1919..	2,119,482
1914..	1,972,924	1920..	2,951,947
1915..	1,370,091	1921..	3,115,227
1916..	2,891,172		

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

Mention the American Florist when writing.

THE ALBERT DICKINSON COMPANY

35th St. at California Ave.,

CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES

PEAS - KENTUCKY WONDER BEANS

THE L. D. WALLER SEED CO.

Wholesale Growers to the Seed Trade

Select Stocks of FLOWER SEED, SWEET PEA and NASTURTIUM in Variety.

GUADALUPE, CALIFORNIA



This advertisement will introduce our trade mark, which made its initial appearance on our 1922 catalog, now ready for distribution. In choosing the emblem of business, we desire to symbolize those basic principles which have actuated our endeavors and served to establish our good name. Wherever found, this trade mark will identify WALLER'S SEEDS around the globe, and guarantee WALLER'S SERVICE to the trade. An American Industry founded on American principles; an assurance of the utmost reliability in flower seed culture.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO..
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Return Envelopes
Catalogue Envelopes
Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn. VALLEY, Douglas County, NEB.

EDGAR F. HURFF

SWEDESBO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Richard Diener Company, Inc.

Originators and Growers
of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.



KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; ½ oz., 90c; ¼
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
¼ oz., \$1.30; 1 oz., \$5.00.

CHAS. FROST
Kenilworth
N. J.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pump-
kin, Sweet, Flint and Dent Seed Corn.

FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and
Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

LANDRETH

Seeds Which Succeed

Bloomsdale
Farm

BRISTOL, PA

ASPARAGUS PLUMOSUS NANUS, NEW CROP

Price Per 1000 Seeds..... \$3.50
10,000 lots..... @ \$3.25 per 1000

APRIL PRICE will be lower.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Watkins & Simpson, Ltd.

recommend their pedigree
strains of

Choice Florists' Flower Seeds

Write for Illustrated Catalogue to

27-29 Drury Lane

LONDON, W. C., ENGLAND

Mention the American Florist when writing.

KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

KELWAY & SON

Wholesale Seed Growers

LANGPORT, ENGLAND

Mention the American Florist when writing.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn
Montana, Idaho, Washington.

Mention the American Florist when writing.

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips,
German type for forcing. Dutch type for
planting out. Case lots only of 2500 pips.

JAP. LILY BULBS, Giganteum 6-8 and 7-9,
Magnificum, Rubrum, Auratum, from New
York.

BEGONIA and GLOXINIA BULBS, all colors
all sizes.

GLADIOLUS BULBS, best commercial varie-
ties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Cocos
Weddelliana, per bushel or 1000. Phoenix
Roebelenii.

BAMBOO CANES, natural and dyed green,
all sizes, bale lots only.

RAFFIA, natural or colored, dependable
brands, 25 lbs. up.

Wholesale only.

Write for prices on business stationery,
specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St., NEW YORK

Mention the American Florist when writing.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, As-
paragus, Rhubarb, Celery, Spinach, Beet,
Onion, Beans, Cabbage, Cauliflower, Sweet
Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Mention the American Florist when writing.

The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.

Mention the American Florist when writing.

Kunderd Gladioli



CRINKLES.

are the results of crossing of Species "Primulinus" with my new large flowering types and are no doubt far superior to any other kinds of this popular new race. For their dainty gracefulness, Primulinus are growing in great favor as cut flowers, for none are equal to them for their graceful beauty. My new 56 page catalog describes over 300 varieties and illustrates 19 of them in their natural colors. It contains the most complete information on planting,



SEJAN.

Perhaps all readers of The American Florist are familiar with the superior merits of these wonderful new strains, but many have found it impossible to stock up with them principally because of there being yet insufficient stocks for us to supply them at trade prices. This year for the first time it has become possible for me to publish a wholesale list composed of ruffled, plain petalled and Primulinus varieties. So great has become their popularity that no progressive grower can afford to be without them, and at my wholesale prices, you can now afford to lay in good stocks of many kinds at reasonable prices. Kunderd gladioli are now so well known that you cannot afford to do without a fine collection of these beautiful new varieties. No other strains are so popular as these and you will find them a ready sale if you will plant them plentifully on your grounds.

I would especially call your attention to my new Primulinus Hybrids. These are the results of crossing of Species "Primulinus" with my new large flowering types and are no doubt far superior to any other kinds of this popular new race. For their dainty gracefulness, Primulinus are growing in great favor as cut flowers, for none are equal to them for their graceful beauty. My new 56 page catalog describes over 300 varieties and illustrates 19 of them in their natural colors. It contains the most complete information on planting, culture, care, etc., of the Gladiolus ever written. Any grower will be pleased to own a copy which is free for your address. If you are a grower, florist, or dealer, ask for our wholesale list also. Address

A. E. KUNDERD
GOSHEN, IND., U. S. A.

Originator of The Ruffled Gladiolus
and many other choice kinds.

Having purchased from Mr. A. E. Kunderd quite a large variety of Gladioli, including many of the newest kinds, I am glad to state that every variety has come absolutely true to name. Mr. Kunderd has raised more fine varieties of Gladioli than any other half dozen hybridists in America combined, and those who want the best obtainable can make no mistake in ordering from him.

(Signed) WILLIAM N. CRAIG, Supt.
Faulkner Farm,

March, 1922.

Brookline, Mass.



No. 200-PRIM.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

RIO OSO, CALIF.—John H. Snyder has established a 3-acre nursery, specializing in peach and prune trees.

NURSERY FREIGHT RATES.—Some important information on this subject will be found elsewhere in this issue, page 372.

DAVIS, CALIF.—The United States Department of Agriculture nurseries, formerly located at Chico, Calif., have been transferred to the University of California farm here.

HOOPESTON, ILL.—E. A. Raasch & Sons, florists, will establish a nursery consisting of eight acres, on West Orange street at an early date and will grow trees, shrubs, hardy plants, rose bushes, etc.

SEATTLE, WASH.—Malmo & Co., has moved its office and store into larger quarters at Sixth avenue and Stewart street. The firm contemplates extensive propagation of nursery stocks, especially evergreens, at an early date.

PHILADELPHIA, PA.—The Wellesley Pican Orchards, Inc., has been incorporated with a capital of \$200,000 to conduct a general nursery business. W. I. N. Lofland, Frank Jackson and Mark W. Cole, all of Dover, Del., are the incorporators.

PAINESVILLE, O.—J. H. Dayton, of the Storrs & Harrison Co., said recently, the nursery business is one of the most important industries in Lake county, over 35,000 acres of land being devoted to it. The outlook for spring trade is very promising.

TUCSON, ARIZ.—The Mountain View Farm & Orchard Co., five miles from this city, was recently incorporated with a capital of \$50,000. Bentley Winstanley, C. B. Perkins, C. E. Goyette, P. R. Lucas, J. S. Mann, W. T. Robie and W. B. Sparkman are directors.

San Jose Scale.

The San Jose scale is just now exceedingly abundant and destructive in many orchards in the Bentonville, Ark., section, and growers state they are unable to adequately control the pest with the usual dormant tree treatments with lime-sulphur spray. While the bureau of entomology, of the United States Department of Agriculture, believes that thorough spraying with dormant tree strength of lime sulphur will control the San Jose scale, yet to meet the desire of orchardists for other than lime-sulphur treatments, a number of experiments with sprays were undertaken. The purpose of the present article is to call attention to results secured in the treatment of the scale by the use of a spray containing two per cent of lubricating or engine oil emulsified with potash fish oil soap.

The abundance and destructiveness of the scale in the Bentonville section of Arkansas and the desire of growers for other than lime sulphur sprays, has offered excellent opportunity for

testing various dilutions of engine oil sprays against this pest. The experiments were carried out by A. J. Ackerman, of the office of deciduous fruit insect investigations, and have included tests of lubricating oils of a strength of from one-half per cent to four per cent or five per cent, thoroughly emulsified with potash fish oil soap. The results showed practically complete killing of the scale by one thorough application of the spray of a strength as low as two per cent of oil. A point yet to be established in connection with the present experiments is the possible injury of the oil spray which may result to the trees, twigs, or fruit buds, and several seasons' experience will be necessary before a final decision on this question can be reached.

In order that entomologists who desire to do so may make tests of the treatment the present spring, and also to render the treatment available to orchardists who may wish to test it on a small scale, the following directions for making the stock emulsion are given: Red engine oil, or oil of similar grade, one gallon; water, one-half gallon and potash fish oil soap, one pound.

The oil, water, and soap are placed in a kettle or other receptacle and heated until the contents come to a boil. A brown scum appears on the surface of the mixture as it first begins to boil. After boiling for a few minutes the brown scum begins to disappear and at this stage the kettle is

Grow your own plants of

AMPELOPSIS VEITCHII

Boston Ivy

We supply strictly fresh, clean seed

Per oz., 30c; per lb., \$3.00.

Special rates on 5, 10 and 20 lb. lots.

VAUGHAN'S SEED STORE, CHICAGO NEW YORK

Mention the American Florist when writing.



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 15-J, Newark, New York

Mention the American Florist when writing.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Some Excellent Stock

	Per 100	1,000
50,000 2-in., Geraniums, Ricard Poitevine, Nutt, Montmort.		
Perkins, Viaud, Buchner, etc.	\$5.25	\$50.00
2 1/4-in., Heliotropes, 3 varieties.	4.00	38.00
2 1/4-in., Marguerites, 3 varieties.	5.00	45.00
2 1/4-in., Stocks, 2 varieties.	3.25	30.00
3 1/4-in., Calendula Orange King.	3.00	28.00
Also abundance of other stock. Liberal extras for early orders.		

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

HARDY ENGLISH IVY

2 inch, \$2.75 per 100, \$25.00 per 1000.
3-inch, 3.75 per 100, 35.00 per 1000.

Good, bushy plants in 4-inch pots, tied up to 3-inch stakes, \$4.80 per doz., \$25.00 per 100.

HARDY Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in our March price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4 inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$80.00 per 100.

Holly and assorted Table Ferns, heavy 3-inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

March Price List Ready.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

100% FOR YOUR MONEY!

Buy: Queen of the Pinks

Marconi, Bismarck and Dr. Lieber

At a price equal to other varieties of Hyacinths.

PEREBOOM & COMPANY

88 Broad Street,

NEW YORK, N. Y.

GROWERS of Hyacinths, Tulips and Narcissus.

HILL'S CHOICE NURSERY STOCK

Deciduous Shrubs and Trees for Lining Out

	Inch	100	1000
Acer Platanoides.....	6-8	\$ 6.50	\$ 50.00
Berberis Thunbergii.....	6-8	4.50	35.00
Calycanthus Floridus.....	x 10-12	8.50	70.00
Clematis Paniculata.....	1 yr.	4.50	35.00
Cornus Alternifolia.....	10-12	6.00	50.00
Cornus Paniculata.....	12-18	8.50	70.00
Cornus Stolonifera Aurea.....	10-12	8.50	70.00
Crataegus Cordata.....	10-12	8.50	70.00
Crataegus Mollis.....	10-12	8.50	70.00
Deutzia Crenata Flore Rosea Pl.	6-10	10.00	
Elaeagnus Angustifolia.....	12-18	6.00	50.00
Evonymus Radicans Acutus.....	x 12-15	15.00	
Exochorda Grandiflora.....	x 10-12	9.50	85.00
Forsythia Intermedia.....	10-12	8.50	70.00
Hicoria Ovata.....	8-10	8.50	70.00
Juglans Nigra.....	12-18	4.50	30.00

	Inch	100	1000
Ligustrum Lucidum.....	6-8	\$ 5.00	\$ 35.00
Ligustrum Polishii.....	6-12	5.75	42.50
Liriodendron Tulipifera.....	18-24	6.50	50.00
Pachysandra Terminalis.....	x 4-6	8.50	70.00
Philadelphus Coronarius Grand.	10-12	8.00	70.00
Prunus Americana.....	18-24	4.00	30.00
Quercus Palustris.....	10-12	8.50	70.00
Quercus Rubra.....	10-12	6.50	55.00
Robinia Pseudocacia.....	12-18	4.00	30.00
Rosa Canina.....	10-12	2.25	12.50
Sambucus Canadensis Aurea.....	12-18	8.00	70.00
Spiraea Van Houttei.....	6-12	8.50	55.00
Symphoricarpos Alba.....	12-18	5.25	42.50
Symphoricarpos Rubra.....	18-24	6.50	55.00
Viburnum Dentatum.....	10-12	10.00	90.00
Viburnum Lentago.....	10-12	12.00	110.00

SPECIMEN EVERGREENS

Send for Complete Catalog.

EVERGREENS FOR LINING OUT

	Inch	100	1000
Abies Tsuga Canadensis.....	x 8-10	\$21.00	\$200.00
Abies Douglassii.....	x 6-8	13.00	120.00
Juniperus Canadensis.....	xx 10-12	50.00	
Juniperus Virginiana.....	xx 12-18	25.00	225.00
Picea Canadensis.....	xx 10-12	40.00	
Picea Pungens.....	x 6-8	14.00	130.00
Pinus Austriaca.....	x 6-10	15.00	140.00
Pinus Mugho Compacta.....	xx 10-12	60.00	
Taxus Cuspidata.....	x 6-8	35.00	

Each X indicates one transplanting. O indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.

THE D. HILL NURSERY CO., Inc., Box 404, DUNDEE, ILL.

Evergreen Specialists, Largest Growers in America.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

removed from the fire and the entire mixture is pumped twice under pressure of about 60 pounds while still very hot. A proper emulsion can not be made by stirring nor should the mixture be allowed to cool before it is pumped. Too much pumping will often break up the emulsion. During pumping, ordinary pump packing is burnt up rather quickly by the hot oil mixture. For making the stock emulsion on a large scale an all-metal pump would be necessary.

Muscadine Grape Cuttings.

There has been a great demand during the past year not only for information on Muscadine grapes, but for plants with which to start the business of grape production. Nurserymen have purchased large quantities of cuttings from the co-operative vineyard maintained at Willard, N. C., by the United States Department of Agriculture and the North Carolina Experiment station.

Muscadine grapes suffered less in that section than any other local fruits from the killing frost last April. In spite of the fact that the first growth of the season was entirely killed, a new growth from dormant and adventitious buds resulted in an average crop, while many other fruits suffered from 30 per cent to total loss.

Several years ago the home demonstration organization started encouraging canning club girls to grow Muscadine grapes and make such products from them as jelly, grape juice, preserves, jams, and catsups. In Alabama the club girls have reached the point of filling commercial orders, while in Georgia, North Carolina, South Carolina, and Florida the planting of Muscadine grapes in home arbors is being carried on by club girls who expect to sell their products. The railroads have carried Muscadine grape products on their diners for over a year, and are continuing to do so.

Companies using Muscadine grapes for preparing fruit flavoring sirup and dealcoholized beverages continue to increase their planting and output, and during the year have materially increased their capital.

BULBS

HOLLAND

BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

Our 80 years' experience is valuable to you. Utilize it.

Address all correspondence

Care of J. W. HAMPTON, JR. CO.

17 BATTERY PLACE

NEW YORK

BULBS

BULBS

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway,

New York

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Chrysanthemum Novelties My Specialty.

GERANIUMS

Booked ahead at this time.

DRACAENA INDIVISA, extra strong plants ready for a shift, from 2-inch pots, \$4.00 per 100.

SMILAX, from 2-inch pots, \$3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing.

Dutch and French Bulbs

C. J. Speelman & Sons
Sassenheim, Holland

Lagarde & Speelman
Olloncles, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke
Box 543, San Jose, Calif.

Mention the American Florist when writing.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Mention the American Florist when writing.

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Sec-
retary; H. J. Cheney, Grand Rapids, Mich.,
Treasurer.

RECENT reports from the Laredo sec-
tion of Texas indicate frost damage to
the early Bermuda onion crop.

Prices of Indoor Fruits and Vegetables.

Chicago, March 7.—Cucumbers, per
2-dozen box, \$3.50 to \$4.25; head lettuce,
per crate, \$4.75 to \$6.25; carrots, \$4.50
to \$5, per barrel; cabbage, \$2 to \$2.25
per hundred pound sack.

New York, March 3.—Cucumbers,
\$2.25 to \$2.50 per dozen; mushrooms,
per three-pound basket, 90 cents to
\$1.75; radishes, 100 bunches, \$3 to \$10;
tomatoes, per pound, 35 to 40 cents;
lettuce, one dozen bunches, \$1 to \$1.75;
beet tops, per basket, \$2; rhubarb, 75
cents to \$2 per dozen bunches.

Vegetable Movement.

WEEK OF MARCH 6-11.

Potato movement increased 900 cars
due to new stock arriving from Florida,
No. 1 Cobblers from that state being
sold to New York jobbers at \$12 per
barrel. Northern sacked round whites
brought \$1.75 to \$1.80 per 100 pounds
at Chicago. Maine Green Mountains
advanced 10 cents, closing at \$1.36 to
\$1.46 in eastern markets.

Sweet potato prices held firm in all
markets. New Jersey yellow kinds sell-
ing at \$2 to \$2.25 per bushel at New
York. In middlewestern centers Ten-
nessee Nancy Halls were firm at \$1.25
to \$1.50. Movement for the week
amounted to 235 cars, a decline of 30
per cent.

Onion supplies have fallen off 17 per
cent, 180 cars being rolled. Values have
been well maintained, an advance of
\$1 per 100 pounds being reported on
Yellow Globes at New York, closing at
\$8 to \$8.50. Australian Browns have
been sold to jobbers in middlewestern
cities at \$7.50 to \$8.

Apples show no change in price, the
movement for the week amounting to
398 cars of barreled and 58 cars of
boxed stock. The February movement
of all supplies fell 2,000 cars short com-
pared with the corresponding month in
1921. Baldwins, 2½-inch, brought
\$7.50 per barrel at western New York
shipping points. Northwestern extra
fancy boxed Winesaps were sold at \$3
to \$4 at Chicago.

Cabbage values for New York Danish
type advanced \$5 to \$10 per ton in east-
ern markets, closing at \$45 to \$50.
Gains of 25 to 50 cents per 100 pounds
were noted at Kansas City and Chi-
cago, bringing \$2 to \$2.25 per 100 pounds
for Texas flat stock. Florida stock is
arriving in consuming centers.

Celery prices are declining slightly at
producing sections. Nearly 500 cars
were sent to market, 467 coming from
Florida.

Florida string beans were in good
demand at Chicago and New York at \$6
to \$7 per bushel.

Lettuce, from California, brought \$5
to \$5.75 per crate in leading markets.

Texas spinach advanced 50 cents per
bushel, closing at \$2.

Nicotine Poisoning.

Recently a case of nicotine poison-
ing occurred in our family that set us
to thinking in regard to spraying let-
tuce with nicotine. We had a surplus
of lettuce plants and used some for a
Sunday dinner recently. When served
everyone immediately objected to it,
claiming it to be bitter. The writer was
the only one who ate heavily of the
lettuce and was a very sick man for a
day.

Tracing the matter we found that two
weeks before the lettuce was cut it had
a good spraying with black leaf 40.
In the meantime the plants were
watered thoroughly and when prepared
for the table washed repeatedly but all
this did not remove the nicotine. We
mentioned this to one of our large let-
tuce growers, a man who has an exten-
sive grocery trade, and he admitted
that he had seriously injured his busi-
ness by selling lettuce that had been
recently sprayed with nicotine. He said
his trade refused his products as be-
ing bitter and he could not account

for it for some time, until he came to
the conclusion to eat some of his own
lettuce for a trial. We also remember
having given a city lady, a visitor at
the time, some of our sprayed lettuce
plants, with the result that she nearly
died from the effect of the nicotine.

These experiences will be ample to
show that while nicotine spraying is
a powerful help in lettuce growing as
advocated by us great care must be
used not to put the product on the mar-
ket too soon. We are great believers
in spraying the young seedlings and
plants but after lettuce is one-half
grown in the permanent beds it would
be safer to omit such treatment.

The same objection also exists against
the use of such sprays as pyrox on
celery as it is being finished off for the
market. Pyrox contains poison and is
therefore not as safe as plain Bordeaux
mixture for celery. We should be care-
ful to safeguard our business, especially
in the consumer's mind, as prejudice
is hard to counteract once it is created.

MARKETMAN.

GULDEMOND & SON

LISSE, HOLLAND

HOME of World's Best HYACINTHS

Largest Growers in Holland.

Also extensive Cultures of Tulips and Narcissus.

Special Prices and Terms on Demand.

116 Broad Street, Room 40,

- New York

Mention the American Florist when writing.

Seasonable Stock READY NOW

Asparagus Sprengerii, 2½ inch, \$5.00 per 100, \$45.00 per 1000; heavy
5 inch, \$25.00 per 100; heavy 6 inch, \$35.00 per 100.

Asparagus Plumosus, 2½ inch, \$5.00 per 100, \$45.00 per 1000.

Ageratum, Little Blue Star, 2½ inch, \$4.00 per 100, \$35.00 per 1000.

Begonia Metallica, 2½ inch, \$8.00 per 100.

Begonia Thurstonii, 2½ inch, \$10.00 per 100.

Begonia Argentea Guttata, 2½ inch, \$8.00 per 100.

Begonia Alba Picta, 2½ inch, \$8.00 per 100.

Begonia Pres. Carnot, 2½ inch, \$10.00 per 100.

Begonia Semperflorens, Pink Profusion, 2½ inch, \$8.00 per 100.

Begonia Semperflorens, Prima Donna, 2½ inch, \$5.00 per 100.

Begonia Sandersonii, 2½ inch, \$8.00 per 100.

Coleus, best market varieties, 2½ inch, pot plants, \$3.50 per 100.

Heliotrope, Jersey Beauty and Nightingale, good purples, 2½ inch, at
\$5.00 per 100, \$45.00 per 1000.

Petunias, double, best named sorts, 2½ inch, \$6.00 per 100, \$50.00 per 1000.

Genista Johnstoni, bushy, 5 inch pot plants, Dwarf Compacta variety, good
deep yellow and two weeks later than old type, \$5.00 per dozen.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ADIANTUM.

Adiantum. Hybridum, 4-inch, 25c; 5-inch, 50c each. California, 5-inch, 60c; 6-inch, 75c each. Add 5 per cent. for packing. J. F. AMMANN CO., Edwardsville, Ill.

ASPARAGUS.

Asparagus Sprengerii, 2½-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$25.00; 6-inch, per 100, \$35.00. Plumosus, 2½-inch, per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengerii, 2½-inch, 4c; 4-inch, 12c each. Plumosus, 4-inch, 15c each. J. F. AMMANN CO., Edwardsville, Ill.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus Sprengerii, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 55th and Springfield Ave., Philadelphia, Pa.

ASTERS.

Asters. Dreer's Famous American stock. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia.

BEGONIAS.

Begonias. Luminosa, Prima Donna and Gloire de Chatelaine, 2-in., \$3.00, per 100; \$27.50 per 1,000; 3-in., \$6.00 per 100; \$50.00 per 1,000. K. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson, \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias. Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 50 Park Place, N. Y.

REX BEGONIAS. Fine stock plants, in assortment, 4-in., \$3.00 per doz.; 5-in., \$4.50 per doz.; carefully packed. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Begonias. Fine 2½-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberoses, Japanese lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Fancy leaved caladium, mixed colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

BUDDLEIA.

Buddleia, white, pink and lilac, 2½-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

CANNAS.

CANNA ROOTS—2 to 3 Eye Stock. King Humbert, Queen Helene, Farquahar, Aroura, Venus, per 100, \$3.00, per 1,000, \$25.00. Madam Crozy, Wyoming, Austria, per 100, \$2.50, per 1,000, \$20.00. Indiana, Alemania, Kate Gray, Pennsylvania, Chas. Henderson, per 100, \$2.00, per 1,000, \$18.00. DRAIME BROTHERS Citronville, Alabama.

100,000 CANNAS. 2 and 3 Eye. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Richard Wallace, \$1.75 per 100; \$15.00 per 1,000. Cash. BUSHY FLOWER GARDEN, Bushy, Va.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1000
Matchless	\$4.00	\$35.00
Miss Theo	4.00	35.00
Nebraska	5.00	40.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00

Cash with Order.

PETER REINBERG, INC. Wholesale Florists 30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
Mrs. C. W. Ward.....	\$3.50	\$30.00
Matchless	3.50	30.00
White Enchantress	3.00	25.00
Pink Enchantress	3.00	25.00

WIETOR BROS. Wholesale Growers of Cut Flowers. 30 East Randolph St. Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Indiana.

CARNATIONS.

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100; \$45.00 per 1000. Orders filled in rotation as received. Montgomery Gardens, Sac City, Ia.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white).....	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow).....	3.00	25.00
Pink Chieftain (pink).....	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Octonto (white)	3.00	25.00
Early Frost (white).....	3.00	25.00
Seidewitz (pink)	3.00	25.00
Rose Perfection (pink).....	3.00	25.00
Smith's Ideal (white).....	3.00	25.00
Golden Queen (yellow).....	3.00	25.00
White Chieftain (white).....	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

	100	1000
L. Doty (light pink).....	\$3.00	\$25.00
Buckingham (pink single)....	3.00	25.00
Godfrey (late pink).....	3.00	25.00
H. Canning (bronze).....	3.00	25.00
Volunteer (yellow).....	3.00	25.00
White Gem (white).....	3.00	25.00

WIETOR BROS., Wholesale Growers of Quality Cut Flowers. 30 East Randolph St., Chicago.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razor, Celebration, Major Bonnafton, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1000. December Beauty, \$45.00 per 1000. Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, \$3.00 per 100. Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1000.

ELI CROSS, Grand Rapids, Mich.

350 Monroe Ave.,

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock, ready for immediate delivery.

	100	1000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC., Wholesale Florists. 30 E. Randolph St., Chicago, Ill.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

Chrysanthemum novelties for 1922. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CINERARIA.

Cinerarias. 3, 4 and 5-in. stocks in good condition. ADA M. SCHLEYER, 326 Charlotte St., Fredericton, New Brunswick, Can.

CLEMATIS.

Clematis *Paniculata*, strong seedlings, \$6.00 per 1,000, prepaid. 2 year, No. 1, per 100, \$12.00; per 1,000, \$100.00. ROCK'S FLOWER GARDENS, Independence, Mo.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100; 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

COLEUS. Assorted 2-in., well rooted, bushy stock, \$2.50 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$90.00 per 1000; 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Cyclamen, 4, 5 and 6-in. stock in good condition. ADA M. SCHLEYER, 326 Charlotte St., Fredericton, New Brunswick, Can.

Dahlias, best varieties for florists' use. LYNDHURST FARM, INC., First Road, Hammononton, N. J.

FERNS.

Hardy Ferns at wholesale prices:

	10	100
Evergreen and Marsh shield ferns.....	\$1.00	\$ 8.00
Maidenhair and wood ferns....	1.00	9.00
Goldiana and Ostrich ferns....	1.20	10.00
Cinnamon and interrupted.....	1.30	12.00

and 11 other varieties. Illustrated descriptive list mailed free, 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK, Ferndale, Askov, Minn.

BOSTON FERNS

Good, strong bushy stock.

5-inch	\$0.40
6-inch	.75
7-inch	.90
10-inch	2.00

Packing charges free.

DAVIS FLORAL CO.,

Davenport, Iowa.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

GLADIOLI.

Gladioli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

PRIMULINUS HYBRIDS. A fine lot of planting stock, ¾ to 9/16-in., per 1,000, \$3.50; bulbets, per quart, 50c. EDWIN C. POWELL, Silver Spring, Ind.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Vland. Good short jointed plants, 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kingston, Ala.

Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

HYACINTHS.

Hyacinths. Home of world's best. Special prices and terms on demand. Guldemond & Son, Tisse, Holland.

HYDRANGEAS.**HYDRANGEAS.**

Field-grown, one-year old, in the following varieties and sizes

Henry Lambert, Wm. Pfitzer, Lily Mouillere, Mme. Petrick and Mme. Riveraine.

3 to 6 branches.....	35c each
6 to 9 branches.....	40c each

ANTON SCHULTHEIS, 316 Nineteenth St., College Point, N. Y.

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1000; 3-in., \$3.75 per 100; \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

NURSERY STOCK.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape Vines, 1 and 2-year; Spirea Von Houtel, 12-18 in., 18-24 in., 2-3 feet, 3-4 feet. Write for prices. T. W. RICE, Geneva, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

Select Giant Flowering Pansy seedlings. 40,000 now ready, per 1000, \$4.00; 4000, \$15.00; prepaid. HILLCREST GARDENS, Albert Lea, Minn.

PEONIES

Six peonies, postpaid, \$1.75. Large 3 and 4 year clumps, ready to bloom, \$2.50 each. 16 choice irises, \$1.50. 50 asparagus, \$1.25. 100 Dunlop strawberries, \$1.25. 12 acre dower and fruit farm. Write for description. ALVA Y. CATHCART, Bristol, Ind.

PRIMULAS.

Primula obconica, 2½-inch, good strong plants at \$5.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

Primula obconica, 4, 5 and 6-in. stock in good condition. ADA M. SCHLEYER, 326 Charlotte St., Fredericton, New Brunswick, Can.

ROSES.

2½-in. OWN ROOT FOR PLANTING OUT TO GROW ON.

The following at \$7.50 per 100: Baby Rambler, Van Fleet, Etoile de France, Gen. MacArthur, Gruss an Teplitz, Hadley, Hermosa, Hiawatha, Hoosier Beauty, Mock, Kaiserin, A. Victoria, Killarney, Lady Hillingdon, La France, Magna Charta, Maman Cochet, pink and white, Marechal Niel, Radiance, Red Radiance, Richmond, Roserie (Dark Pink Tausendschoen) Tausendschoen, Sunburst and others.

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Bench Grown Roses ready from now on. Ask for complete list of varieties.

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For April and May delivery. Russell and Premier, 15c each. Butterfly and Columbia, 12c each.

For immediate delivery. Field-grown own root, one year old White Baby Rambler, 15c each.

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Edwardsville Ill.

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White Killarney	9.00	80.00
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Wholesale Growers of Quality Cut Flowers.
30 East Randolph St. Chicago

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See ad Mch. 4. Send for list 350 best sorts. Leedle Co., Expert Rose Grow., Springfield, O.

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New crop, live vigorous seeds, of Nanus type. Will make quick-growing, profitable plants. Satisfaction guaranteed. Immediate delivery.

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Per pound	12.50

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Seeds. Salvia, new crop. Petunia, new Giant Ruffled. For varieties and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

SEEDS.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

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Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

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Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClennahan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

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Lemon Verbenas. 2½-inch, per 100, \$5.00; per 1,000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World.
Dept. C. Springfield, O.

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Vincas, variegated, bushy, 2-inch, \$4.00 per 100; 4-inch, \$12.00 per 100. Carefully packed in corrugated cartons. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

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MISCELLANEOUS.

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Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-inches high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

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Glass Cloth. A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Bladen, Neb.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1550 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

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Dreers "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

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Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

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Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

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Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

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LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

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Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Red standard flower pots, seed pans and azalea pots. Write for price list. Hilfinger Bros., Pottery, Fort Edward, N. Y.

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Budlong Co., J. A., Chicago.
Charles, Harry, New York.
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Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
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McCallum Co., Pittsburgh, Pa.
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Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
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Weiland & Risch Co., Chicago.
Weiss, Herman, New York.
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Winterson Co., E. F., Chicago.
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Sheep Manure with a kick in it! That's **WIZARD BRAND** because Wizard Brand is best quality Feeding Station and Stock Yard Sheep Manure. Not leached out; air-dried western corral manure with 15% to 20% moisture.

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The Pulverized Manure Co., 32 Union Stock Yards, **Chicago**

Wired Toothpicks

10,000, \$2.50; 50,000, \$11.00 Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

Albany, N. Y.

FLOWER SHOW, NOVEMBER 11-18.

Every member was asked at the March 4 meeting of the local Florists' Club to co-operate with the special committee to make the public flower show to be held November 11-18 a success. Frederick A. Danker, the chairman of the committee, announced that sub-committees of decorations, advertising, arrangement of exhibits and entertainments would be appointed at a meeting of the special committee to be held shortly. It is expected the show will be held in the State armory, Washington avenue and Lark street, where the club held two large shows in 1909 and 1910. The club will have a show for the members at the monthly meeting, April 6.

Circular letters have been sent to members of the trade throughout the state by William C. Gloeckner, retail florist of this city and an enthusiastic member of the Florists Telegraph Delivery association calling attention to the possibilities of developing business through the convening and adjournment of the legislature. The circular relates the fact that the members of the legislature get a salary of \$1,500 a year, and one of the ways in which constituents can show their appreciation of services is with flowers. Florists are asked to call the attention of political and other organizations in their localities to their senators and assemblymen who can be pleasantly reminded of the interest and good will of their constituents by gifts of flowers at least twice during the legislative season, at the time of opening and adjournment. Mr. Gloeckner points out that this custom once started will mean an average order of \$10 at least twice a year. The custom of sending flowers to senators and assemblymen is already well established in Albany, Rensselaer, and Schenectady counties. Other counties should be able to do as well, Mr. Gloeckner believes.

R. D.

LAKE GENEVA, WIS.—The famous horticultural estate of H. G. Selfridge, has been sold and will be subdivided.

LEWISTOWN, ILL.—The Jones greenhouses here, recently destroyed by fire, will not be rebuilt on account of Mr. Jones' advanced years and ill-health.

HAMILTON, ONT.—The Gardeners' and Florists' Association of this city, at a recent meeting, listened to an interesting address on "Retail Store Management," by Geo. Dicks, London, Ont.

Greenhouse Construction

BY. PROF. L. R. TAFT

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, \$2.25.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, \$2.25.

American Florist Co., 440 S. Dearborn St., **Chicago**

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PERFECT PLANT FOODS
UNRIVALLED FOR
ALL GARDEN CROPS.

SOLD BY ALL SEEDSMEN
OR FROM SOLE MAKERS.

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1,000 Letterheads } \$8.50
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After
Springfield, Mass.



Western Pottery Co.

High Grade
Flower Pots

5220-30 So. Norwood Park Ave., Chicago

RED STANDARD FLOWER POTS

Seed Pans and Azalea Pots

Send for Price List.

HILFINGER BROS., POTTERY

FORT EDWARD, NEW YORK

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CHICAGO AND NEW YORK, MARCH 18, 1922.

No. 1763

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President; SAMUEL MURRAY, Kansas City,
Mo., Vice-President; JOHN YOUNG, New York,
Secretary; J. J. HEES, Omaha, Neb., Treasurer.
The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held
at Indianapolis, Ind., March 25 to April 1, 1922.

National Flower Show Report

Will appear in our issue of April 1.

Please Send Special
Advertisements Now.

American Florist Co.

440 S. Dearborn Street, CHICAGO

NEW YORK SPRING SHOW.

Under the Auspices of the Horticultural Society
of New York and the New York Florists' Club.

Grand Central Palace, March 13-19.

Exhibition Exceeds Former Events.

The New York Spring Show, which
opened in the Grand Central Palace,
New York city, Monday, March 13, was
without doubt in the great number of
exhibits and in the high excellence of
the various displays quite a step in ad-
vance of any previous exhibition staged
in that city. The four gardens occupy-
ing 1,000 square feet each were won-
derful and in their conception and finish
were easily the dominant features of
the show.

In the gallery in large spaces down
the center of each section were dis-
played the pot flowering plants that
bloom so profusely at this season. *Prima-
uia malacoides* was never done better,
and there were handsome specimens of
P. obconica. Pot cyclamen were also
shown in several classes very well
flowered. The bulbous stock was a very
attractive feature and filled the center
of the north gallery, the Darwin tulips,
were exceptional in size and coloring,
the giant daffodils and wonderful hya-
cinths with their huge spikes all made
a striking display. Pot freesias were
also a feature. There were several
groups of very well flowered Easter lilies
some with 25 blooms in 8-inch pots; they
were certainly well done, standing four
to five feet high. The east gallery con-
tained large specimen pot plants of
schizanthus, *marguerites*, *buddleias*,
lilacs, standard *heliotropes*, *rhododen-
drons*, *bougainvilleas*, *fuchsias*, *ciner-
arias*, *hydrangeas* and handsome speci-
men ferns and well flowered pink and
white *spirea*. In the south gallery bulb-
ous cut flowers made a good showing,
the entries being greater than the space
allotted. The giant Darwin tulips made
others look very small. Cut flowers of
snapdragon, *stocks*, *lilacs*, *mignonette*,
Easter lilies, *wall flowers*, *callas*, *cal-
endulas* and *amaryllis*, filled quite a

large section, but on account of the
majority of the long stems should have
been shown almost on the floor.

An interesting feature was the win-
dow box competition. There were 22
boxes entered all staged in the coping
of the balustrade of the gallery. There
was a great variety, almost all the
plants either foliage or flowering applic-
able for the purpose being in some of
the boxes. The winners in the foliage
section contained short red *dracaenas*,
Pandanus Veitchii, crested ferns and a
wealth of hardy ivy in front. Others
were very similar. The prize winning
spring flower box was filled with pink
hyacinths and tulips with heather at
the ends and ivy falling over the front.
The Garden Club of America occupied
half of the east gallery on the street
side. Its exhibits were very interesting.
The Japanese arrangements of cut
flowers, flowering branches in bowls and
other receptacles had a very oriental
look. Two spikes of *Strelitzia regina* in
a curiously shaped shell like dish won
first in some 25 entries, many miniature
gardens, mostly of artificial stock
being at all times surrounded by admir-
ing crowds. There were 16 entries for
the dinner table decorations each by
a garden club of various cities. The
winner was the Phillipston Garden
Club, Garrison-on-Hudson, N. Y., with a
bowl of *acacia*, yellow iris and yellow
anemones.

The exhibit of the Julius Roehrs Co.,
Rutherford, N. J., covering 1,000 square
feet, was most elaborate. With a back-
ground of tall cedars, 15 to 20 feet in
height at the rear and on one end, there
was laid out a wonderfully arranged
rock garden, which was traversed by a
wide, winding path, paved with metto-
wee stone, very flat and irregular in
shape. Intersections were filled with
moss. The large bank at the rear was

formed by plants of rhododendrons, laurel, dogwood, flowering apple, lilacs and magnolias, all in full flower. The point of the garden was beautifully laid out with irregular pieces of rock, which in its undulations and planting presented the finest indoor example of this kind ever seen in this city. A feature was a collection of native *Cypripediums* acaule and *spectabilis* which were beautifully in flower. *Juniper Pfitzeriana* and *Taxus brevifolia* gave a bold appearance to the rock work. Iris, primula and albas, with great patches of hardy candy-tuft and many other flowering rock plants presented a harmonious coloring and finish to this very remarkable garden. The company won the Garden Club of America's gold medal for the best exhibit in the entire show.

F. R. Pierson, of Tarrytown, N. Y., created a wonderful garden and landscape effect in his 1,000 square feet of space. Along the front and on the side was a white paled fence. This was bordered with beds of daffodils against a background of boxwood. In the center was a fountain surrounded with four sectional beds of hyacinths, white and purple. At the back directly in front of a formal stone coping were beds of Darwin tulips. High up over this stone enclosure were tall lilacs in blossom and above them splendidly flowered dogwood trees, 18 to 20 feet in height. A velvety rising lawn occupied the center of the space, which tapering in the middle led up to a border of flowering azaleas, lining a path to summer, just visible through the shrubbery; an effect of distance as seen in a picture. The background was a tall border of bushy pine trees, 20 feet in height, in front of which on one side, was a tall silver poplar in full leaf and opposite, a splendid dogwood. Bordering the pines was a tall *Spiraea Reevesi*, in full flower, also flowering apples. The front border of the lawn next to the hedge contained a wide bed of Darwin tulips, with Ghent azaleas and *Spiraea Reevesi*. A fine collection of aquatic plants were seen in a pond at the rear of the area. The tall, white dogwood, the red Japanese azaleas, white *spiraes* and brilliantly colored borders of tulips, together with the velvety lawn gave a beautiful and harmonious coloring that was most satisfying, presenting a lifelike section of a country estate. The garden was awarded a gold medal.

One of the gardens that attracted the eye of the visitor was an arrangement of a beautiful landscape garden effect, by Bobbink & Atkins, Rutherford, N. J., in 1,000 square feet. Tall cedars, from 20 to 25 feet in height formed a background along the side and one end in front of which was a bank of tall well flowered shrubbery consisting of magnolias, almonds, flowering apples, rhododendrons, laurel and hardy azaleas. A rose covered round pagoda, 10 feet in height, inside of which played an electric fountain was a feature at one end and on either side was flanked with life size figures of wood nymphs. The lower foreground contained several large beds set in a grassy lawn. These were filled with Japanese azaleas in full flower and one with dwarf flowering apples. The space was enclosed with a low ornamental paling fence, painted white and entwined with trained ivy. The walks were covered with white pebbles, the whole effect being most pleasing and artistic.

The firm also exhibited a well flowered collection of standard *Azalea indica*, some 75 plants in 52 varieties. These were borne on stems 24 to 36

inches in height, carrying heads of bloom 24 to 36 inches in diameter. They appeared as well flowered as freshly imported plants and were a distinct reminder of pre-quarantine days. No other firm can put up such an exhibit as Bobbink & Atkins are capable of doing as this stock arrived just before the embargo was put into effect. They were awarded first prize for the group.

A. N. Pierson, Inc., Cromwell, Conn., displayed one of their most beautiful rose gardens, occupying 1,000 square feet. Tall cedars formed a background, in front of which was a border of rhododendrons, azaleas, daphne and other flowering shrubs. In the rear at the center was a white columned Greek pagoda, Paul's Scarlet Climber being placed at the base and loaded with flowers. Along the front was a massive fence in ivory white, heavily covered with Tausendschoen roses, very full of bloom and all things considered an ideal rose garden.

Reduced Rates National Flower Show Indianapolis March 25 to April 1.

Granted to the Society of American Florists and affiliated organizations on the basis of a fare and one-half for the round trip, certificate plan, provided that a minimum of 350 certificates are presented to the endorsing officer, Secretary John Young, at the show, to secure the reduced rate returning.

Be sure to get certificate in buying ticket. This will help you, and others who may have to travel farther than you, in securing the reduced fare.

A very attractive exhibit of acacias and imantophyllums was staged by F. A. Constable Yonkers, N. Y., (James Stewart, gardener), in 300 square feet. The acacias were tall graceful plants, very well flowered, standing six to eight feet in height. Varieties were *A. pubescens*, *A. Macrantha*, *A. Longifolia Magnifica*, *A. Heterophylla*, *A. Riciana*, *A. leprosa*, *A. Drummondii* and *A. hispida*. The imantophyllums were strong plants in tubs, carrying from four to eight large heads of their brilliant orange flowers, which artistically arranged among the acacias were wonderfully attractive.

The very large group of flowering plants exhibited by Mrs. Payne Whitney, Manhasset, N. Y., covering 500 square feet, was gorgeous in its coloring and profusion of bloom. Tall plants of *Buddleia Asiatica*, six to eight feet in height, were a strong feature, being used as a background for the rear of the group which was square. In front of this were banked *Lilium candidum*, lilacs, genistas, Ghent azaleas and quantities of forced forsythias, which tapering down met inside the border of spring flowering bulbs, Darwin tulips, hyacinths, *Primula malacoides*, lupines, lily of the valley and crocus. Near the center a sun dial arose from a bed of yellow primroses,

making it all a very beautiful display.

In the group of foliage plants, occupying 200 square feet, shown by Albert Millard, Yonkers, N. Y., a strong bid was made for first prize, who had a large collection of variegated foliage plants, principal among which were *pandanuses*, *dracaenas*, *antirrhinums*, *crotons*, etc. A central pedestal carried a handsome specimen *pandanus*. Suspended from this support were a number of pots of *cattleyas* and *vandas*, all with spikes of bloom. There were tall columns of yellow *tradescantias* at the four corners of the area, each surmounted with *Pandanus Veitchii*. The exhibit was enclosed with a low, white, birch fence, a border 12 inches wide of yellow *tradescantia* being inside the paling. Altogether it was a most artistic and well planned group. Mr. Millard was awarded second prize.

A. L. Miller, Jamaica, L. I., staged a group of florists' flowering pot plants, florists' flowering pot plants, very artistically arranged, each well flowered specimen standing out from a bed of ivy that showed them to advantage. At the center and toward the rear of the space was a high, white latticed vine covered arch to which well flowered yellow jasmines were clinging. *Buddleia Asiatica* formed a background, with splendidly flowered pots of heather in variety, new French hybrid *abutilons* and *genistas*. A striking feature was the standard plants of the old favorite rose, *Marechal Niel*, in flower. The area was enclosed with a low railing of birch bark blocks and attracted a great deal of attention.

The orchid collection of the Julius Roehrs Co. was a magnificent display in 350 square feet, over 350 plants being seen, in nine classes and grouped according to species. *Laelio-cattleyas*, *brasso-cattleyas*, *cattleya* hybrids and small flowering *laelio cattleya* hybrids were seen. In the center were spray orchids while the foreground was filled with *cypripediums*. It was a superb collection, artistically arranged against a background of purple velvet, asparagus sprays and *Phoenix Roebelenii*. Awarded first prize.

Col. W. E. Thompson, of Yonkers, N. Y., (Andrew Strachan, gardener), created a wonderful garden in his 500 square feet of space. The background, 15 feet in height, consisted of *Buddleia Asiatica*, in front of which in the center a bank of *Excelsa* rambler roses was placed, acacias and *genistas* flanking either side. Easter lilies, *chorizemas*, wall flowers, *cinerarias*, *hyacinths* and other bulbous plants were in the rear and surrounded a fountain, upon which was thrown colored lights. Immediately at its base was a pretty circle of yellow pansies. Splendidly flowered plants of *Dorothy Perkins* and *Tausendschoen* roses, with sweet peas and tall *Clarkias* brought the sides of the garden to the front columns. *Primula malacoides* and *P. obconica* covered the floor and here and there *lupines*, *larkspur* and two groups of *alonsoas*, a rare orange colored flower, stood up to break the monotony. Sweet *alysum* bordered the grass covered walk. Over 2,000 plants were used in this group which was most elaborate and effective. Col. Thompson won first prize for this group.

The arrangement of foliage plants with orchids, covering 200 square feet by Col. Thompson, contained a great variety of handsomely variegated specimens of *pineapples*, *caladiums*, *crotons*, in variety, *pandanuses*, *dracaenas*, etc. The foreground was a bed of *adiantum*, which made a setting for brilliantly colored *caladiums* and other choice plants. A trained basket of variegated



NEW YORK SPRING SHOW IN 1920.

A. N. Pierson, Inc., Cromwell, Conn., Group of Follage and Flowering Plants.

bougainvilleas was a feature. *Oncidium splendens* and *phalaenopsis* were the orchids that gave a finished touch to this well arranged display, which was awarded a first premium.

The cut flower orchid display of Jos. A. Manda Co., South Orange, N. J., was most elaborate. *Cymbidiums* and other spray orchids in the center were the dominating feature.

James Duke of Sommerville, N. J., staged a collection of *oncidiums*, *cattleyas*, *phalaenopsis* and other choice orchids.

A. N. Coolidge, Pittsfield, Mass., was first in a collection of 12 plants of rare *cattleyas* and other orchids, and was also first in the class for six specimen plants.

The Widener Estate, Philadelphia, Pa., (Wm. Kleinheinz, gardener), made a wonderful display of cut orchids in 50 square feet.

Wadley & Smythe, New York, staged a wonderful formal, terrace garden, the walks of which were bordered with 2,000 ivies. In the center was a *Kentia Forsteriana*, 25 feet in height, the top covered with *cibotiums*. Bay trees, oranges, in fruit, oleanders, in 36-inch tubs, in all 25 specimens were said collectively to be worth \$10,000. There were banks of *rhododendrons* and beds of *bronze leucothoe* with grass covered walks between. The whole was a splendidly conceived formal effect in terrace gardening.

Bobbink & Atkin's rock garden was a large, rustic, summer house covered with ivy. A portion of the garden was given over to well flowered, standard roses in tubs, the whole effect being very pretty.

The collection of *cyclamens* by Mrs. F. A. Constable were wonderful in

their size, quantity and quality of bloom, easily winning first prize. Second prize in this class was awarded to Daniel Guggenheim, of Fort Washington, N. Y.

F. R. Pierson won first premium in 25 pots of Easter lilies, carrying from eight to 15 flowers, plants four to five feet in height. His collection of ferns, splendid specimens well arranged also won a first prize.

Trade Exhibits.

Vaughan's Seed Store, Chicago and New York had a large space, finely decorated, containing specimen flowering plants, bulbous stock in variety and collections of summer flowering bulbs.

The W. Atlee Burpee Co., Philadelphia, Pa., arranged assortment of early flowering winter sweet peas. The exhibit placed in specially constructed vases, against a black, velvet background was very attractive. G. W. Kerr was in charge.

A collection of bulbous stock, in flowers was the feature of Wm. M. Hunt & Co.'s display, including lily of the valley and a new tulip, *La Repearguable*.

Marinelli Carnations, Park Ridge, N. J., made a fine showing of their carnation specialties. A pyramid in the center resembled snowballs, in size and formation.

F. R. Pierson made a good display with palms, ferns, *dracaenas* and pot roses in flower. Also cut roses in vases.

Muller, Sealey, Inc., New York, had a prettily decorated space consisting of spring bulbs in pots and pans, *cymbidium* sprays being features.

Roman J. Irwin, display of sample plants of florists' young stock, also specimen *hydrangeas*, *genistas* and cut Bos-

ton ferns. Insecticides were also a feature.

Rosedale Nurseries, Tarrytown, N. Y., S. G. Harris proprietor exhibited choice evergreens in large sizes some as high as 20 feet. Pines, hemlocks and spruces were leading features.

A. M. Henshaw Floral Co., New York, supply dept., exhibited a line of florists baskets and cut flower vases and flower bowls in English ware, showing the newest introductions in these lines.

In conjunction the Springfield Floral Co., Springfield, N. J., staged sample perennial plants in small pots also florists stock in young carnation plants. Also garden fertilizers and insecticides.

Charles H. Totty Co., Madison, N. J., made a gorgeous display of carnations. Happiness, his new variety, being the feature. There were also large vases of roses, the most striking variety being a vase either side the entrance of *Souvenir Claudius Pernet*. This was one of the most showy of the trade exhibits.

A fine collection of flowering bulb stock in variety, primulas and freesias were prominent features of the Stump & Walter Co., New York.

Andrew Wilson, Inc. (OK Products), Springfield, N. J., in a decorated space displayed his various insecticides and spraying apparatus.

Wm. C. Duckham, Madison, N. J., met his customers in a handsomely arranged booth of thick *cibotiums* and cases of long stemmed roses against a velvet back ground were most effective.

The Kervan Co., New York, occupied a large space in the gallery showing ribbons, corsage, pins, cutlery and florists' cut flower jars.

The Hammond Paint & Slug Shop Works, Beacon, N. Y., exhibited samples of their preparations which were

handled in first class style by Walter Mott.

Henry A. Dreer, Inc., Philadelphia, exhibited against a background of kentias, a group of well flowered Kurume azaleas in various sizes, which were of interest to all visitors.

Early Awards.

Plants in Flower—Private Growers.

Acacias, three plants, one or more varieties—Mrs. F. A. Constable, Mamaroneck, N. Y., (James Stuart, Gr.), 1st Prize.

Acacia, specimen, any variety—Mrs. F. E. Lewis, Ridgefield, Conn., (J. W. Smith, Gr.), 1st.

Amaryllis, 12 plants—Mrs. F. A. Constable, 1st; D. Guggenheim, Port Washington, N. Y., 2nd.

Amaryllis, six plants—D. Guggenheim, 1st; Mrs. F. A. Constable, 2nd.

Azalea, specimen, any color, not less than 3 ft. in diameter—Jas. A. MacDonald, Flushing, L. I., (R. Hughes, Gr.), 1st; Mrs. Payne, Whitney, Manhasset, L. I., (Geo. Ferguson, Gr.), 2nd.

Azaleas, three plants, any color—Jas. A. MacDonald, 1st; Mrs. E. F. Luckenbach, Port Washington, N. Y., 2nd.

Bougainvillea, specimen—Mrs. B. J. Work, Oak Knoll, Oyster Bay, L. I., (Robt. Honeyman, Gr.), 1st; Miss A. De Lamar, Pembroke Place, Glen Cove, N. Y., 2nd.

Buddleias, three specimens—D. Guggenheim, 1st; Mrs. E. F. Luckenbach, 2nd.

Cinerarias, hybrid, six plants—Mrs. Wm. D. Guthrie, Mendon, Locust Valley, N. Y., 1st; Mrs. E. F. Luckenbach, 2nd.

Cineraria stellata, six plants—W. P. Thompson, Yonkers, N. Y., (Andrew Strachan, Gr.), 1st.

Cineraria stellata, specimen, any type—Mrs. E. F. Luckenbach, 1st; W. Boyce Thompson, Yonkers, N. Y., 2nd.

Garden Club of America Prizes.

Cyclamens, twenty-five plants, arranged for effect, decorative plants permitted. Mrs. F. A. Constable, 1st; D. Guggenheim, 2nd.

Cyclamen, six plants—Mrs. F. A. Constable, 1st; D. Guggenheim, 2nd.

Chorizanthe, specimen—Miss A. De Lamar, 1st.

Cytisus, specimen, any variety—Mrs. Chas. Mallory, Portchester, N. Y., (N. J. Sealy, Gr.), 1st; Mrs. F. A. Constable, 2nd. Fuchsia, one standard specimen—Mrs. Payne Whitney, Manhasset, L. I., 1st; Miss A. De Lamar, 2nd.

Geraniums, three specimens—Miss A. De Lamar, 1st; Mrs. Walter C. Teagle, Glen Cove, L. I., 2nd.

Geranium, one standard, specimen—N. F. & G. G. Bradley, East Manhasset, L. I., (Frank Heid, Gr.), 1st; Mrs. Walter C. Teagle, 2nd.

Heliotropes, three standard, specimens—Mrs. Chas. Mallory, 1st.

Heliotrope, one standard specimen—N. F. & G. G. Brady, 1st; Mrs. Chas. Mallory, Portchester, N. Y., 2nd.

Hydrangeas, three plants, not less than 8-in. pots—Mrs. E. F. Luckenbach, 1st; W. B. Thompson, 2nd.

Hydrangea, specimen, not less than 8-in. pot—W. Boyce Thompson, 1st; Mrs. Payne Whitney, 2nd.

Lilacs, six plants—Miss A. De Lamar, 1st. Marguerite, specimen—Miss A. De Lamar, 1st; Mrs. Payne Whitney, 2nd.

Primula malacoides, twelve plants—Mrs. E. Iselin, New Rochelle, N. J., (Duncan McIntyre, Gr.), 1st; Mrs. E. F. Luckenbach, 2nd.

Primula obconica, twelve plants—Mrs. E. F. Luckenbach, 1st; Mrs. Wm. D. Guthrie, 2nd.

Primulas, six plants in variety—Miss A. De Lamar, 1st; Mrs. E. F. Luckenbach, 2nd.

Rhododendron, specimen, not less than four feet in diameter—Mrs. Harold I. Pratt, Glen Cove, L. I., (F. O. Johnson, Gr.), 1st; Mrs. Walter C. Teagle, 2nd.

Schizanthus, three plants—Albert Millard, supt. Greyton estate, Yonkers, N. Y., 1st; Mrs. F. A. Constable, 2nd.

Schizanthus, specimen—Mrs. E. F. Luckenbach, 1st; Mrs. Richard C. Colt, Garrison-on-Hudson, N. Y., (J. MacIntyre, Gr.), 2nd.

Spiraeas or astibles, six plants—W. Boyce Thompson, 1st; Mrs. E. F. Luckenbach, 2nd.

Wistaria, specimen—D. Guggenheim, 1st. Any other specimen flowering plant—Miss A. De Lamar, 1st; Mrs. B. G. Work, Oyster Bay, L. I., 2nd.

Flowering plants, covering 500 square feet, arranged for effect (orchids excluded), suitable accessories permitted—W. B. Thompson, 1st; Mrs. Payne Whitney, 2nd.

Palms, Foliage Plants, Private Growers.

Areca lutescens, specimen—Mrs. F. A. Constable, 1st.

Bay trees, two plants, specimens—N. F. & G. G. Brady estate, Manhasset, L. I., 1st; Mrs. E. F. Luckenbach, 2nd.

Crotons, twelve plants, broad-leaved varieties—Miss A. De Lamar, 1st.

Dracaenas, three plants—Mrs. E. F. Luckenbach, 1st; W. Boyce Thompson, 2nd; Miss A. De Lamar, 3rd.

Kentia Forsteriana, specimen, single or bushy—D. Guggenheim, 1st; Mrs. F. A. Constable, 2nd.

Kentia Belmoreana, specimen, single or bushy—Mrs. F. A. Constable, Mamaroneck, N. Y., 1st.

Phoenix Roebelenii, specimen—Sterling Postley, Oyster Bay, L. I., (James H. Andrews, Gr.), 1st; Mrs. F. A. Constable, 2nd.

Palm, other than above specimen, single or bushy—Mrs. A. F. Constable, 1st.

Any specimen foliage plant, not less than 10-inch pot or tub—W. Boyce Thompson, 1st; Mrs. E. F. Luckenbach, 2nd.

Group of foliage plants, with orchids permitted, collection covering 200 square feet, arranged for effect—W. Boyce Thompson, 1st.

Commercial Growers.

The complete list of commercial awards is not available as we go to press.

Exhibit covering 1,000 square feet, including lawns, flower beds, gardens, shrubbery borders, rose beds, bulb beds, or any exhibit that the artistic ability of the exhibitor may suggest—Julius Roehrs Co., Rutherford, N. J., Garden Club of America's gold medal, for best exhibit; Bobbink & Atkins, Rutherford, N. J., exhibition gold medal; F. R. Pierson, Tarrytown, N. Y., exhibition gold medal; A. N. Pierson, Inc., Cromwell, Conn., exhibition gold medal.

Genista, one plant, specimen—Madsen & Christensen, Wood Ridge, N. J., 1st.

Genistas, three plants—Madsen & Christensen, 1st.

Genistas, three standard specimens—A. L. Miller, 1st.

Hydrangeas, 12 plants—Julius Roehrs Co., 1st.

Nephrolepis, specimen, any variety—F. R. Pierson, 1st.

Fern, specimen, any other variety—F. R. Pierson, 1st.

Trade Exhibitors.

C. H. Allender, New York.

Amer. Seed & Seedtape Co., Madison, N. J.

Art Colony Industries, New York.

W. Atlee Burpee Co., Philadelphia, Pa.

F. A. Bartlett Tree Co., Stamford, Conn.

Benjamin Hammond, Beacon, N. Y.

Bobbink & Atkins, Rutherford, N. J.

Bon Arbor Chemical Co., Paterson, N. J.

Brooks Lawn Sprinkling Sys., New York.

Cities Garden Club, New York.

Henry A. Dreer, Inc., Riverton, N. J.

Wm. C. Duckham, Madison, N. J.

The Cloche Co., New York.

Coldwell L'n Mower Co., Newburgh, N. Y.

The "Dug Out," New York.

W. S. Daniels, New York.

De La Mare Publishing Co., New York.

Electric Hose & Rubber Co., New York.

Dietz & Trivitt Co., New York.

Doubleday, Page & Co., Garden City, N. Y.

Elizabeth Nursery, Elizabeth, N. J.

Encyclopaedia Britannica, New York.

Erkins Studio, Inc., New York.

The Excello Mfg. Co., Cleveland, O.

Fulper Pottery Co., Flemington, N. J.

Garden Chemical Co., New York.

A. D. Granger Co., New York.

B. Hammond Tracy, Inc., Wenham, Mass.

Hartmann-Sanders Co., Chicago-New York.

Henshaw Flo. Co. (Sup. Dept.), New York.

A. H. Hews & Co., Inc., Cambridge, Mass.

Hitchings & Co., Elizabeth, N. J.

E. F. Hodgson Co., Boston, Mass.

Horticulture, Boston, Mass.

Wm. M. Hunt & Co., New York.

Ideal Power L'n Mower Co., Lansing, Mich.

Roman J. Irwin, New York.

The Kervan Co., New York.

J. C. Kraus Cast Stone Works, New York.

Wm. F. Leary, New Rochelle, N. Y.

Lewis & Valentine, Roslyn, N. Y.

Lord & Burnham Co., Irvington-on-Hudson, N. Y.

H. B. Marinelli, Montvale, N. J.

Mariane, Ltd., New York.

Mayo Nurseries, Inc., Rochester, N. Y.

Mead-Suydam Co., Newark, N. J.

The Moto-Mower Co., Detroit, Mich.

Muller-Sealey Co., Inc., New York.

Munn & Munz, New York.

A. N. Pierson, Inc., Cromwell, Conn.

F. R. Pierson, Tarrytown, N. Y.

Plant, Flower & Fruit Guild, New York.

Quality Brands Co., Cleveland, O.

Julius Roehrs Co., Rutherford, N. J.

Rosedale Nurseries, Tarrytown, N. Y.

Schloss Bros. Ribbons, Inc., New York.

So-Mo Sales Co., Newark, N. J.

Springfield Floral Co., Springfield, N. J.

George L. Stillman, Westely, R. I.

I. J. Stringham, Glen Cove, N. Y.

Stumpp & Walter Co., New York.

Terra Cotta Art Co., New York.

G. D. Tilley, Darien, Conn.

Chas. H. Totty Co., Inc., Madison, N. J.

S. P. Townsend & Co., Bloomfield, N. J.

Vaughan's Seed Store, New York-Chicago.

Warren Cox, New York.

Andrew Wilson, Inc., Springfield, N. J.

Mrs. A. D. Cummings, New York.

Mrs. Alfred Hamburger, Brooklyn, N. Y.

Mrs. S. Van Kesselaer, Cramer, N. Y.



AGATHÆA CELESTIS—BLUE MARGUERITE.



NEW YORK SPRING SHOW IN 1920.
F. R. Pierson, Tarrytown, N. Y., Rose Garden

The Judges.

Harry Allen, Hyde Park, N. Y.
Geo. W. Beard, Watertown, Conn.
E. Beckett, Purchase, N. Y.
Robt. Brydon, Cleveland, O.
D. Coughlin, Locust Valley, N. Y.
E. Daillidouze, Brooklyn, N. Y.
A. Davidson, Sewickley, Pa.
H. A. Deal, Rockville, Conn.
Peter Duff, Englewood, N. J.
Wm. Eccles, Oyster Bay, N. Y.
J. T. Everitt, Glen Cove, N. Y.
D. Francis, Morristown, N. J.
David Francis, Cleveland, O.
D. Fraser, Pittsburgh, Pa.
Henry Gibson, Sewickley, Pa.
James Goodier, Ogontz, Pa.
Wm. Graham, Pocantico Hills, N. Y.
John A. Grant, Tarrytown, N. Y.
W. F. Gude, Washington, D. C.
Wm. Hackvale, Summit, N. J.
Thos. Head, Red Bank, N. J.
F. Heeremans, Lenox, Mass.
Thos. Henderson, Southampton, N. Y.
Percy Hicks, Fumson, N. J.
W. Jamison, Tarrytown, N. Y.
Allen Jenkins, Shrewsbury, Mass.
Edw. Jenkins, Lenox, Mass.
J. F. Johnson, Glen Cove, N. Y.
Wm. Kleinheinz, Ogontz, Pa.
Chas. Knight, Oakdale, N. Y.
J. Kostrzewski, Orange, Texas.
A. J. Loveless, Lenox, Mass.
W. P. Mahan, Jericho, N. Y.
J. G. Melrose, Cold Spring Harbor, N. Y.
Geo. Middleton, Tarrytown, N. Y.
A. Millard, Yonkers, N. Y.
D. Miller, Tuxedo Park, N. Y.
J. F. Mossman, Hackensack, N. J.
D. McGregor, Tuxedo Park, N. Y.
E. A. Peirce, Waltham, Mass.
Thos. Proctor, Syosset, N. Y.
Edw. Reagan, Morristown, N. J.
W. D. Robertson, Port Chester, N. Y.
J. Robinson, Syosset, N. Y.
E. Seecry, Paterson, N. J.
Max Schling, New York.
W. J. Sealey, Port Chester, N. Y.
J. T. Sisley, Convent, N. J.
Jos. Tansy, Tuxedo Park, N. Y.
A. E. Townsend, Chappaqua, N. Y.
W. Turner, Rumson, N. J.
R. Tyson, Convent, N. J.
W. H. Waite, Rumson, N. J.
Robt. Walker, Chaucey, N. Y.
Ernest Wild, Madison, N. J.
Thos. Wilson, Tarrytown, N. Y.

ILLINOIS FLORISTS.

Seventeenth Annual Convention.

The seventeenth annual convention of the Illinois State Florists' Association was held in the Floriculture building, University of Illinois, March 14-15. President Jos. Kohout in the chair. Prof. J. C. Blair, of the department of horticulture at the opening session Tuesday afternoon, heartily welcomed the visitors and commented upon the rapid advancement of horticulture in Illinois, remarking that the state led in glass area. Prof. Blair then introduced Dean Davenport, of the division of agriculture, who presented a short address. President Kohout, in responding, emphasized the need of the florists in co-operation.

"More Co-operation Among Producers," was the subject of an able address by J. Fred Ammann, Edwardsville, and "Perennials for Cut Flowers," by Prof. H. B. Dormer, of the university, held the close attention of the members. E. G. Hill, of Richmond, Ind., at the conclusion of the afternoon session gave a short address. The evening session, held in Morrow hall, Agricultural building, was featured by entertainment furnished by the Floricultural Club of the University of Illinois, a student organization.

The present officers were re-elected for the ensuing year as follows: Jos. Kohout, Libertyville, president; Geo. W. Jacobs, Canton, vice-president; Albert T. Hey, Maywood, secretary; F. L. Washburn, Bloomington, treasurer. The next meeting will be held at Urbana, the second Tuesday in March, 1923. Vaughan's Seed Store, Chicago and New York, had a fine exhibit of amaryll-

is and caladium bulbs and gladioli corms. Three excellent vases of roses and many florists' supplies were staged by Smith & Young, Indianapolis, Ind.

The advisory committee (Joseph Kohout, Albert T. Hey, Wm. J. Heimbreiker and Frank L. Washburn) among other suggestions, recommended the building of two more greenhouses for the use of students and the completion of the palm house. E. G. Hill was presented with an illuminated address as an appreciation for his work in roses.

Secretary Hey's Report.

Secretary Hey in presenting his report showed the finances to be in a very good condition, with a balance in the treasury, March 1, of \$842.88. There are 64 annual members and 89 life members, a total of 153.

In Attendance.

J. Fred Ammann, Edwardsville.
Geo. J. Ball, Glen Ellyn.
Ralph R. Barker, Danville.
J. H. Blixen, Edwardsville.
A. C. Brown, Springfield.
J. E. Cannaday, Sedalia, Mo.
Oscar C. Carlstedt, Indianapolis.
J. Curres, Chicago.
P. J. Daut, Decatur.
C. E. DeWeyer, Clayton, Mo.
John N. Dighton, Monticello.
E. R. Dramm, Elmhurst.
J. M. Fischer, Evanston.
Ed. Goldenstein, Chicago.
Wm. J. Heimbreiker, Springfield.
A. T. Hey, Maywood.
Ralph B. Howe, Chicago.
A. Jahlonsky, Olivette, Mo.
Geo. W. Jacobs, Canton.
Chas. T. Johnson, Chicago.
F. W. Kohlmann, Melrose Park.
E. V. Kohout, Chicago.
Jos. Kohout, Libertyville.

Paul L. Kohout, Libertyville.
W. J. Lagrotta, Chicago.
Fred Lautenschlager, Chicago.
W. F. Lodge, Monticello.
W. S. Puffer, Chicago.
E. A. Schakel, Indianapolis.
Herbert E. Smith, Danville.
Jos. J. Smith, Danville.
Frank L. Washburn, Bloomington.
Fred Wehrmann, Chicago.
Henry Wehrmann, Elmhurst.
W. J. Werstler, Champaign.

President Kohout's Address

Members of the Illinois State Florists' Association:

In looking back over the pages of history we find that all phases of society tend toward co-operation as civilization advances. Primeval man was not able to advance because of the lack of co-operation. States, when in the period of feudalism, were at the best weak, and insufficient authorities. We do not find any national advance being made until the states were strongly organized.

Not only in state and national offices do we find co-operation the dominating factor of advancement, but also in business. The merchants and traders of medieval Europe knew the power of co-operation, when they formed the guilds, which soon dominated the life of the towns.

At the present time we all know of great powers that the trade unions of our day are exerting over industry. What could the working men have done against the mighty business combinations that exist today if they had not organized into the strong economic bodies that the unions are today? Nothing. The individual man could object and strike all he wanted to but he could never have benefited himself. But with organization he is able to object to the evils of his condition and in fact, he is nearly able to dictate the remedies.

So, too, with us florists. If we go on, each one by himself, trying to better our conditions, raise the standard of our business, find new and better ways of producing and selling our product, and increasing the demand for it we will accomplish comparatively nothing. Organization, gentlemen, is the only way we can do these things. A man may argue that he has been successful and that he has found no need for organizations. That may be, but no doubt, he would have been much more successful if he had been a member of an organization. On the other hand he cannot say that organization has not benefited him. Truly, he may not have belonged to an organization, but some organization in his business or profession has benefited him because of the good it has done to his business or profession in general.

But the man may raise the argument that he does not oppose organization but at the same time he does not care to belong to any. In other words, he believes in placing the burdens on another man's shoulders. He might be termed a slacker. But what word is so repulsive to the energetic, progressive man as the word, slacker?

Organization also furthers experimentation. Columbus' wonderful experiment would not have been possible if Spain had not, shortly before, organized herself as a state, and our experiment station here would not have been a reality if we had not been organized. Organized feeling created it, and organized interest is necessary to keep it an important institution.

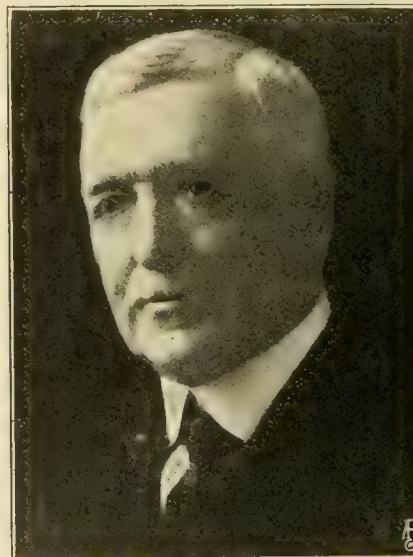
On the other hand we have those who believe that we are having too many organizations because of their

weakness. Can this be so when organizations because of their very nature are embodiments of strength. If anything, these many organizations show a desire for strength. Men are coming to realize that in union there is strength.

Even if there are too many organizations we can profit by them in this way. The individuals now in these organiza-



Prof. J. C. Blair.
University of Illinois, Urbana.



E. G. Hill, Richmond, Ind.
Honored by Illinois State Florists' Association.

tions are brought together in a common cause. These organizations can be a means of intercourse with the individual.

But suppose we grant that there are too many organizations; then there is a need for a strong central organization. Very well. That brings me to a matter which I wish to emphasize. All florist organizations of Illinois should unite themselves into a strong central body, just as there is need for centralization of organizations now existing. If we can have all of the organizations now working as a unit, we can have more efficiency. Matters of importance to the florists' trade can be handled more easily and with greater benefit to the members. Every question that arises,

whether it be a question of growing, distributing or retailing of flowers and plants, is of vital importance to all of the members of the florists' trade. Every problem will ultimately affect the trade, and therefore every member of the trade should have a voice in the solution of the problem. We must work as a unit and in no way can this be done than through a strong central state body.

As I said before, the state experiment station was created through the organization of the florists. Apparently the florists do not realize the importance of this institution, because there has not been enough interest shown in its work. We are indeed fortunate to have an institution of this kind. It takes years to make successful experiments in floriculture and this experiment station is the best place to carry on these experiments. Here we have men who are devoting their whole time to them. This manner of experimenting is necessarily more efficient than individual experimenting would be. It is not necessary for us to wait and work for years for the results of any experiments because we have the results here at the station.

I would strongly recommend that you men bring your sons with you to see the results that the experiment station has accomplished. It takes years to accomplish anything in an undertaking like this and the younger generation should profit by the present experiments.

This will profit them in two ways: It will give them a modern basis on which to start their business. They will not need to go back and start with the conditions that we did. They can start at our highest point of progress and keep advancing. Secondly, they can get a fairly good conception of the general important matters of our profession, and they can mold their future study or work to correspond with the things they learn here. This will also benefit you, because your sons, in gradually learning the fundamental advances made in floriculture, can build up a knowledge that will stand you in good stead in case of an emergency. It will also tend to make them more conservative in their floriculture work. They will not rush into an undertaking that they know has been proven unsuccessful at the experiment station.

Above all, I would like to impress upon you the importance of sending your sons here to study the fundamentals of our profession. They will have to compete against many college-trained men, and they will be distinctly at a disadvantage if they have not had that training. Not only in actually learning the bare facts of his profession does he profit, but also in the associations with the people he meets there. There are two opportunities of college life that we must not overlook; the large variety of people to be known, and a large variety of means to make one's self worth being known.

As all agree that a man to be successful must have attended the schools of hard knocks and practical experience, an educated man has a better chance to succeed because his college training makes it easier for him to assimilate practical knowledge. Experience is perhaps the best asset a man can obtain. There are two kinds of experiences—that which we acquire ourselves, and that which we acquire through the success or failures of others. It is true that education cannot give one the actual experience, but it prepares one for that experience. We can all learn through the experiences of others, and in no better place can we learn this



Joseph Kohout, L. bertville.
President Illinois State Florists' Association.



F. L. Washburn, Bloomington.
Treasurer Illinois State Florists' Association.



Geo. W. Jacobs, Canton.
Vice-President Illinois State Florists' Ass'n.



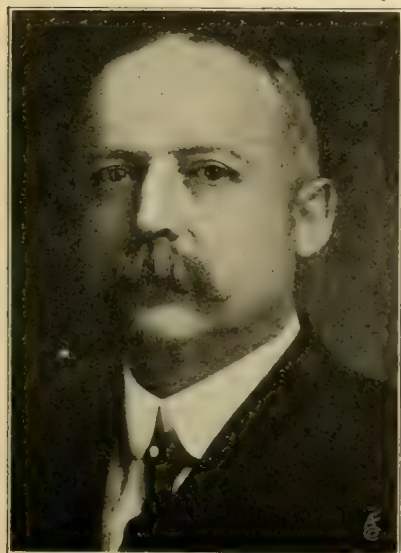
Prof. H. B. Dorner.
University of Illinois, Urbana.



Albert T. Hey, Maywood.
Secretary Illinois State Florists' Association.



A. Lange, Chicago.
Executive Committee Illinois State Florists' Ass'n



Chas. Loveridge, Peoria.
Executive Committee Illinois State Florists' Ass'n



Dr. P. A. Lehenbauer.
University of Illinois, Urbana.



Philip J. Daut, Decatur.
Executive Committee Illinois State Florists' Ass'n

SOME PROMINENT MEMBERS OF THE ILLINOIS STATE FLORISTS'S ASSOCIATION.

than in college. So you see the advantages that a college education offers.

We are in an age of keen competition, and it will take trained men to meet it squarely. I do not mean to say that competition is entirely within the florists' industry. We must compete against other industries that are attempting to have their products replace flowers.

Robert Craig Co., Porto Rico.

Tropical plants require a tropical atmosphere and when Robert Craig, of the Robert Craig Co., Norwood Station, Pa., decided to spend the winter seasons in the balmy climate of Porto Rico, he at once saw the possibilities of a tropical nursery where out-of-doors could be grown dracaenas, palms, aspidistras and other like plants which in the United States required the shelter and warmth of expensive greenhouses. Purchasing three acres of ground he erected slat structures which in that land of intensive sunshine are necessary to bring the plants to the greatest perfection.

The accompanying illustration, taken February 20, shows one of these slat houses of good dimensions filled with palms and dracaenas which are making a very vigorous growth. A strong rooted dracaena cutting makes a plant of from three to four feet from spring until fall. Mr. Craig is standing in the center of the picture with Harry I. Faust, of Merion, Pa., who is paying him a short visit, on his right. Splendid batches of dracaena canes have already been sent to their greenhouses at Norwood Station and regular spring and autumn shipments of the products of the place will be made, provided Quarantine No. 37 is not extended to include this American possession.

Mr. Craig writes that he finds the climate very agreeable and that he feels like starting in all over again. K.

Minneapolis Fall Show.

The Minneapolis fall flower show to be held under the auspices of the Minnesota State Florists' Association at the Kenwood armory, Minneapolis, Minn., November 11-16, promises to be a very successful event, judging from the number and variety of classes open to competition, in the preliminary premium list recently issued by that organization.

There are 12 classes open to competition which are: Decorative plants, chrysanthemum plants, other decorative plants; chrysanthemums, cut flowers; roses, miscellaneous flowers, carnations, bouquets, table decorations, etc.; miniature home grounds; exhibits by private gardeners and amateurs, consisting of chrysanthemums, cut flowers and plants; groups of chrysanthemum plants, pompons, anemones and singles, in 50 square feet, by parks and public institutions, and photographs of home grounds, flower gardens, etc.

The flower show committee, Theodore Wirth, chairman, has announced that cash premiums totaling \$5,030 will be awarded, the amounts for the private gardeners and amateurs; parks and public institutions, and photograph classes to be announced later. The final premium list for the show will be issued about October 1, when some classes will be added and changes in premiums made, but there will be no change lowering the value of any premium.

The preliminary premium list and other information may be obtained by addressing Le Roy Cady, secretary, Minnesota State Florists' Association, University farm, St. Paul, Minn.

THE S. A. F.

Splendid Setting for Show.

The magnificent building in Indianapolis which is destined to hold the great eight day Fifth National Flower Show of the Society of American Florists, March 25—April 1, was open recently for a great automobile exhibition, and the florists from near and far had a fine opportunity to judge what a splendid showing they would be able to make under the well lighted, roomy, airy surroundings which this exhibition palace furnishes.

Secretary John Young, who has been in Indianapolis for some time, and one of the directing hands, also one of the active workers for the coming flower show, writes very enthusiastically about how the building looks when lit up, as it was for the auto show, and states that every one is very much encouraged in regard to the present outlook.

It is very gratifying to the rest of us here in the east, and does much to encourage us in making our very best efforts to do our individual parts to the best of our ability. Not only Mr. Young, but many others who are on or near the spot, and know the situation from first hand, also report with enthusiasm as to the prospects.

Everything all along the line seems to be going very smoothly and satisfactorily, and there is every indication that we will have one of the finest shows ever held by the society. Let everybody join in with an exhibit, large or small, and help along the great work.

S. S. PENNOCK, Pres.

Huge Success Anticipated.

Every indication points to the fact that the great Fifth National Flower Show to be held at Indianapolis is destined to be a big success. Exhibitors are being booked by Secretary Young in a manner that was altogether unexpected, and it seems that many of the tradesmen do realize that putting on a display at Indianapolis is virtually displaying to Chicago, Cleveland, O., Cincinnati, O., Louisville, Ky., and St. Louis, Mo. Earl Mann, of Richmond, Ind., chairman of the exhibits commit-

tee, writes that the number of entrants is so large that the show will be a revelation in this respect.

Oliver E. Steinkamp has been named chairman of a committee at the instance of F. H. Lemon, who heads the special premium committee, to obtain a special fund for premiums not contained in the final schedule. He is meeting with much success, so that this schedule will enable many of the small growers of this vicinity to exhibit successfully. A special fund of \$1,000 is to be obtained for this purpose.

Chicago is taking more and more interest, both in the trade and exhibit sections. The A. L. Randall Co. is building a special \$2,500 fountain which throws water 15 or 20 feet in the air, for the center attraction. This company is also making extensive displays in other lines.

The state conservation department, headed by Richard Lieber, has thrown its doors wide open and wonderful displays of fish, butterflies and aquarium products are promised for that section. Mr. Dietz, of the entomology department, is also to have a special display of great interest to florists. The Indianapolis public library or Riley public library, has acquired space for featuring all sorts of literature pertaining to flowers.

The various gardens which were intended for Cleveland, such as bulb and rose gardens, have been secured, with at least two entries for the bulb classes and three or more for the rose gardens. The park system of the city of Indianapolis is co-operating in a wonderful manner, with a miniature of Garfield park and extensive plant exhibits, besides featuring the boulevards of the show section of the city, with evergreens for that special purpose. The downtown streets are to be lined with evergreens by the exterior decorations committee, which are to be mounted with large arrows pointing in the direction of the flower show.

The advertising campaign in the central states has so far netted results in actual lines which are far beyond those received for any previous national flower show.

The Joseph H. Hill Co., E. G. Hill Co., and the Fred H. Lemon Co., rose specialists, of Richmond, Ind., have promised to put on rose exhibits never before witnessed in the United States.



LATH HOUSE OF THE ROBT. CRAIG CO., PORTO RICO.

Most of the large growers from Illinois and Ohio will be on hand with enormous exhibits. The eastern growers, around Boston and New York and Philadelphia, are promising splendid displays. Combining these with exhibits from the north, south, east and west, and covering all sections of the country, no doubt is left as to the rose display feature.

The transportation committee, headed by Jos. McGowan, who is actively on the job, and one of the biggest traction men of the country, is fully alive to its duties and will see that all exhibitors will receive the fullest consideration. Any information as to these details will be promptly taken care of.

The Florists' Telegraph Delivery Association will stage an exhibit of unusual beauty, "Temple of Flora," the same being featured on the cover-page of the F. T. D. News and will be placed in position in Indianapolis by special representatives from Detroit.

A banquet is planned for Thursday evening, March 23 for the florists of the country. The State Florists' Association of Indiana, is to take full charge of this, and has appointed committees for details.

The above are but a few of the salient factors for the staging of what is predicted to be the most beautiful flower show on record. Send your exhibits, secure your reservations and meet the throngs of florists from all over the country who will be in attendance.

IRWIN BERTERMANN, Chairman,
Indianapolis Executive Committee.

College Florists' Section.

The college florists' section of the Society of American Florists is to meet in Indianapolis during the Fifth National Flower Show, March 25—April 1. The meetings will include reports by committees on various subjects of importance to the growth and development of the educational and experimental side of floriculture. The subjects and the committees are as follows:

Teaching Work in Floriculture—Prof. E. A. White, Cornell university, chairman; Prof. E. I. Wilde, Pennsylvania State college and Prof. A. C. Hottes, Ohio State university.

Research and Experimental Work in Floriculture—Dr. P. A. Lehenbauer, of Illinois university, chairman; Dr. A. C. Beal, Cornell university and Prof. R. H. Patch, of Connecticut Agricultural college.

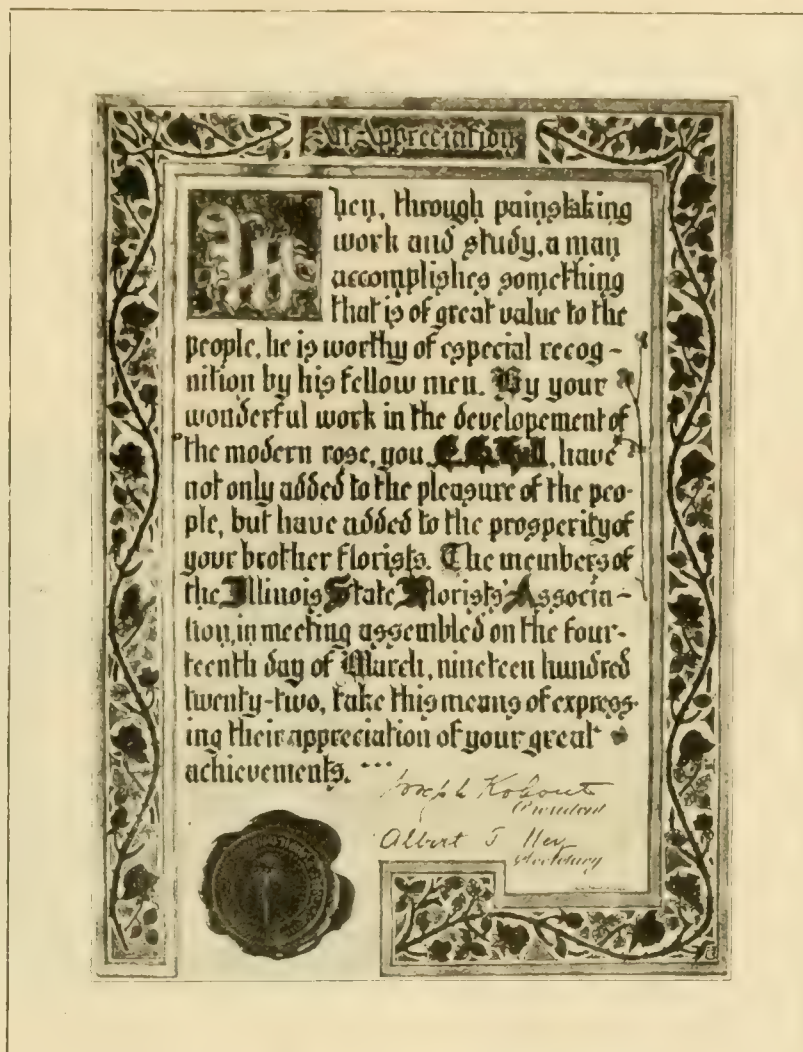
Relationship with the Trade—Prof. A. H. Nehrling, Cornell university, chairman; S. S. Pennock, Philadelphia, Pa., and J. Fred Ammann, Edwardsville, Ill.

Floriculture; It's Relation to Agriculture in Colleges—Prof. A. S. Thurston, Maryland university, chairman; Prof. E. C. Volz, Iowa State college, and Prof. Victor Ries, Purdue university.

Future Policies—Prof. C. L. Thayer, Massachusetts Agricultural college, chairman, H. A. Pratt, Cornell university and S. W. Hall, University of Illinois.

If any members of the trade have constructive suggestions or ideas about any of these subjects they should feel free to communicate them to the chairman or some other member of that committee. It is only through the co-operation of the trade that the educational and experimental work can develop to be of greatest value to the trade.

A. S. THURSTON, Sec'y,
College Florists' Section.



ADDRESS TO E. G. HILL, RICHMOND, IND.
Presented by the Illinois State Florists' Association at Urbana, March 14.

Fifth National Flower Show.

As the opening day approaches, confidence in the ultimate success of the Fifth National Flower Show increases. The various local committees are working nobly, all in harmonious accord, and preparations for the show are right up to the minute. Every one of those whose names figure on the committee list is to be commended for the splendid team work which has allowed of the switching of a great exposition such as the National Flower Show from one big city to another, and completing all details, within a period of a few weeks. The record of this work will be good matter for future reference, although it is to be hoped that such a contingency will never again arise.

There is now little prospect of disappointment in regard to plans for any section of the show. The big exhibits, background material, small exhibits and everything making for the final ensemble of the show are all assured, and the plan of the layout of the show is, indeed, a most creditable one.

There will be no dearth of trade exhibits. Change of location affected exhibitors but little. The situation and drawing power of Indianapolis is little, if any, different from that of Cleveland, and the former city has a real advantage in its wonderful interurban travel system, which has made the city the most notable "show city" in Amer-

ica. Within a radius of 100 miles or more a good show has a marvelous drawing power, and there is no fear existing as to gate receipts.

There is still plenty of opportunity for prospective trade exhibitors to obtain choice locations in the sections set apart for trade exhibits. Those who deal with the public as well as the trade can be accommodated on the main exhibition floor. Others, who would be glad to have the exclusion of the public will find quarters in the nearby Convention hall very desirable. The prospects for a grand attendance of the trade from remote territory grow daily, and a banner gathering is practically assured.

All the passenger associations have agreed to a railroad fare concession of one and one-half fare from every point in their various territories, and this means the whole of the United States and Canada. But everyone starting on the trip should bear in mind the necessity of obtaining a certificate when purchasing tickets. Members of any of the clubs and societies affiliated through the executive board of the Society of American Florists can get the reduced fare, but unless the certificate is obtained, full return fare must be paid. The certificates must be validated by the secretary of the society at Indianapolis, and by the railroad representatives in attendance, hence the importance of this notice.

Any information in regard to local matters and conditions may be obtained from Local Chairman Irwin Bertermann, who has practically abandoned for the time being his own business in the interests of the show. All matters concerning the business of the show should be referred to the undersigned.

Executive Board Meeting.

President Pennock has instructed the calling of the annual meeting of the executive board for Monday, March 27, in Convention hall, Indianapolis, a date during the period of the Fifth National Flower Show. In addition to the general business of the meeting, there are several matters referred from the Washington convention to come up, among them the following:

Action on the report of the committee on nomenclature; suggestions made in an address on "Greenhouse Heating" by Mr. F. T. Giblin, Utica, N. Y.; Armistice Day—Should florists assist in the project to establish this day? Consideration of the advisability of promoting field work for membership; the society's relations to and with the United States Chamber of Commerce; report of the committee of education, Fred A. Wilson, Nahant, Mass., chairman; Report of the committee on annual report, Charles H. Totty, Madison, N. J., chairman; report of committee on revision of the by-laws, Thomas Roland, Nahant, Mass., chairman; report of committee on standardization of grading of cut flowers, Henry Penn, Boston, chairman; report of committee on Dutch bulbs, Peter Pearson, Chicago, chairman; report of auditing committee, Percy B. Rigby, chairman, New York.

The board will convene at 10 A. M. on the day named.

Reduced Railroad Fare to Indianapolis.

A rate of a fare and one-half for the round trip for members of the Society of American Florists and affiliated organizations, attending the adjourned meeting of the society in Indianapolis, in connection with which the Fifth National Flower Show is held, has been granted by the Central Passenger Association, and the Trunk Line Association, and the arrangement will be concurred in by the other passenger associations. The rebate is conditional upon 350 making the trip, including members and dependent members of their families.

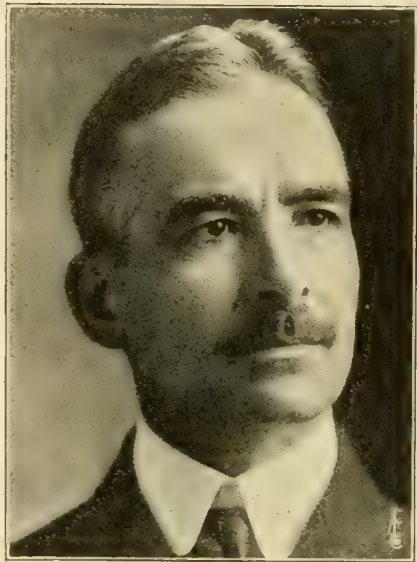
The rebate is made upon the certificate plan, and the following directions are submitted:

First—Tickets at the regular one-way tariff fare for the going journey may be obtained on any of the following

dates (but not on any other date) March 22-28, for Central and Trunk Line territory. Be sure that, when purchasing your going ticket, you request a certificate. Do not make the mistake of asking for a receipt.

Second—Present yourself at the railroad station for ticket and certificate at least 30 minutes before departure of train on which you will begin your journey.

Third—Certificates are not kept at all stations. If you inquire at your home station, you can ascertain whether certificates and through tickets can be obtained to place of meeting. If not obtainable at your home station, the agent will inform you at what station



Dr. C. L. Marlatt, Washington, D. C.

they can be obtained. You can in such case purchase a local ticket to the station which has certificates in stock, where you can purchase a through ticket and at the same time ask for and obtain a certificate to the place of meeting.

Fourth—Immediately on your arrival at Indianapolis, present your certificate to the endorsing officer, Secretary John Young, (who will sign certificates for all organizations), as the reduced fare for the return journey will not apply unless you are properly identified as provided by the certificate.

Fifth—Arrangements have been made for validation of certificates by a special

agent of the carriers, March 25-April 5, if the required minimum of 350 certificates is presented.

Sixth—No refund of fare will be made on account of failure to either obtain a proper certificate nor on account of failure to have the certificate validated.

Seventh—So as to prevent disappointment, it must be understood that the reduction on the return journey is not guaranteed, but is contingent on an attendance of not less than 350 members of the organization at the meeting and dependent members of their families, holding regularly issued certificates obtained from ticket agents at starting points, showing payment of regular one-way tariff fare of not less than 67 cents on going journey.

Eighth—If the necessary minimum of 350 certificates is presented to the special agent as above explained, and your certificate is duly validated, you will be entitled up to and including April 5, to a return ticket via the same route over which you made the going journey, at one-half the regular one-way tariff fare from the place of the meeting to the point at which your certificate was issued.

Ninth—The return ticket issued at the reduced fare will not be good on any limited train on which such reduced fare transportation is not honored.

For information in regard to routing and stopovers make inquiry of your home station agent.

JOHN YOUNG, Sec'y.

Plant Imports Under Quarantine.

In view of the belief, which seems to have gained considerable acceptance, that Quarantine No. 37 amounts to an embargo against foreign plants, the record of permits issued for the importation of the so-called prohibited plants and the importations made thereunder should be of interest.

The risk of entry of new plant pests goes with every importation of plants, even those now permitted, and to reduce this risk as much as possible and yet provide for the horticultural development and progress of the country, the importation under Regulation 14, of this quarantine of the so-called prohibited plants is limited to new varieties and such other plants as are believed to be unavailable in the United States for necessary propagating purposes.

The table given below is a record of such importations from the effective date of the quarantine, June 1, 1919, to February 15, 1922; in other words, a period of a little over two years and eight months.

SPECIAL PERMIT IMPORTATIONS FOR 1920-1921-1922.
(Up to and including February 15, 1922.)

Classes of Plants	No. of Permits	Quantity Authorized	Quantity Imported	No. of Varieties		
				Requested	Approved	Per Cent Appr.
Gladiolus	320	17,042,476	6,460,341	626	494	79
Dahlia	117	10,061	4,840	1,078	1,007	93
Iris	245	7,363,564	4,690,367	1,114	1,074	96
Peony	168	295,525	86,584	1,222	925	76
Other bulbs, roots, etc.	167	2,789,881	1,164,475	609	587	96
Ornamentals	179	995,545	285,190	1,770	1,494	84
Roses	148	54,742	41,211	1,373	1,162	85
Orchids	103	35,825	13,492	1,168	1,098	94
Herbaceous plants	140	756,839	198,453	1,289	1,180	92
Small fruits	22	3,151	253	23	23	100
TOTALS	...	29,347,609	12,945,206	10,272	9,044	88

The total of 29,347,609 plants which has been authorized entry, and the 12,945,206 plants which have been actually entered to date, would seem to indicate that the so-called prohibited plants are receiving at least some recognition from the Federal Horticultural Board. The discrepancy between the number of plants authorized and the numbers imported is due largely to the fact that the permittees have not been able to secure abroad the quantities of plants which they were authorized to import, and this was especially true in the first two years of the quarantine. In many instances, such permits were reissued the year following. In the case of permits issued for the current year, the importations are for the most part not yet made.

IMPORTATIONS OF NEW ROSES.

As indicating more clearly the possibilities of new or unavailable plants under this quarantine, the story or rose importations is fairly informing. During the period of the Quarantine, a total of 148 permits has been issued for the importation of new roses or roses not available in the United States. These permits have authorized the entry of 54,742 rose plants, representing 1,148 different varieties, and under these permits 41,211 rose plants have already been entered, representing 459 different varieties of roses, for the most part new varieties.

In connection with these rose importations, it is interesting to compare certain records given in the 1921 American Rose Annual, published under the authority of The American Rose Society. In this very creditable volume under the title "The New Roses of all the World," there are listed a total of only 146 rose varieties for the twelve months' period covered by this annual. This Annual also gives an "Official List of American Roses," which includes all varieties of roses which have been originated in the United States from the very beginning of rose culture, and the number is 592. Contrast with these fairly modest numbers, it would seem that 459 varieties of roses, mostly new, already entered under Quarantine No. 37, is a fairly sizeable number to be assimilated in a period of a little over two years, to say nothing of the authorizations outstanding which may very shortly double this number.

Similar analyses could be given for the other classes of plants listed in the table, but I think the record of rose importations is adequate to indicate that new varieties of ornamentals and other plants can be and are being brought into this country in fairly adequate numbers under the quarantine.

MANY PRODUCTS NOT LIMITED AS TO ENTRY.

In a discussion of the entry of these so-called prohibited plants it should not be forgotten that under Regulation 3 of Quarantine No. 37, certain important classes of plants are open to unlimited importations under continuing permits, upwards of 6,000 of which have already been issued. These permits cover nearly 90 per cent of the bulbs hitherto imported, fruit and rose stocks, and all seeds of fruit, forest and ornamental trees. Under Regulation 2 also certain other classes of seeds are free from all restrictions, even the taking out of a permit namely, field, vegetable and flower seeds, and also all fruits, vegetables, and cereals, and other plant products imported for medicinal, food, or manufacturing purposes.

These provisions, together with those already discussed for the entry of the so-called prohibited plants, cover all

plants and seeds whatsoever for propagation or other uses and indicate the purpose of the Department under this quarantine to provide for the entry of any necessary or useful plant in quantities sufficient to meet all reasonable needs.

EUROPEAN EMBARGOES AND RESTRICTIONS.

In contrast with this liberality of entry from Europe and other foreign countries are the restrictions against entry of American plants, particularly, enforced by the countries of Europe. These began 50 years ago in connection with the grape phylloxera, an American pest, and some 25 years ago were extended by important European countries to a practical embargo on account of the San Jose scale. For example, Holland, France, Germany, Austria, and Switzerland prohibit the entry of all living plants from America, and other countries—Belgium, Italy, Spain, Turkey, and Russia—are closed in lesser degree. Even such countries as Great Britain, Norway and Sweden have restrictions against certain classes of plants, and our fruits and fruit products get into some of these countries only under burdensome restrictions. These conditions still obtain and no one questions the right of European and other countries to thus protect their own cultures.

SPECIAL PERMITS.

Aside from the purely commercial interests who would like to import cheap foreign plants for a quick turnover and profit, the principal objection which is now raised to Quarantine 37 is that sufficient liberality of importation is not extended to plant lovers and enthusiasts, making it possible for such persons to bring in, for their personal use and the adornment of their gardens or estates, any new or old varieties which they may wish to secure. The federal horticultural board and the Department of Agriculture would be only too glad to meet the wishes of such persons, and their name is legion, if it were not realized that this action would practically nullify the quarantine. Persons of this general type interested in plants are found in numbers in every town and hamlet in the United States, and to permit any or all of them to import plants for personal use in such condition that they could grow them, would mean not only that the plants would have to come, in many cases, in earth ready for immediate planting—involving dangers of plant pests introductions which cannot be safeguarded by inspection or treatment—but that it would be absolutely impossible for this department to handle the tens of thousands of small importations which would result or to follow them up to destinations throughout the country with any subsequent safeguards.

There would rarely be any public service of real value in connection with such importations, such as making the new plants generally available or utilizing them for breeding or other work. Some essential service of this sort should be the basis for the entry of the various classes of plants which are not open to unlimited importation. The mere personal gratification of hundreds or thousands of individuals who might wish to make their own importations would be small justification for the risk of carriage of new pests to every part of the United States—a risk which would be vastly greater than before Quarantine No. 37 was established.

This situation led to the exclusion of importations for mere personal use or gratification, and to the limitation of the issuance of special permits for the

entry of new or unavailable plants chiefly to plant propagators who will agree to utilize the plants imported for the purpose of reproducing additional stocks for a period of one to five years, based on the time needed for such multiplication or reproduction. The immediate sale of plants thus imported is not permitted, but no restrictions are placed on the sale of the plants produced from the imported stock except that the importer will be expected to maintain a sufficient supply to meet his future needs.

It is expected, therefore, that importations under Regulation 14 will be largely by persons who will propagate the imported stock as a commercial enterprise and thus perform a public service by making such plants generally available. The only exceptions are the issuance of permits to provide for the needs of botanic gardens, agricultural colleges, experiment stations, and other similar public institutions, and to those few amateurs who are widely or nationally known as maintaining collections of real merit and open to the public or engaged in work of public benefit with the plants concerned. If such persons are not known to the experts of this department, they will be required to furnish evidence of their status.

In the event, however, that the authorized agencies, commercial or other, do not bring in varieties of plants which enthusiastic plant lovers may wish, the department has made special provision for the entry through its Office of Plant Introduction of any neglected or overlooked new varieties and, incidentally, this Office has been undoubtedly the principal agency for the importation of new plants into the United States for the last 20 years.

To recapitulate, the existing provisions for the entry of new or unavailable plants under Regulation 14 include (1) all the importations which any commercial grower is willing to make, and such commercial growers include persons of world-wide recognition as plant specialists and breeders; (2) importations by botanic gardens and some hundred experiment stations and other public institutions with enthusiastic experts in horticulture and floriculture; (3) importations by the leading and recognized amateurs of the country, and (4) importations through the Office of Foreign Seed and Plant Introduction of the Department of Agriculture.

Under the plan, therefore, of Quarantine 37, it becomes necessary for persons who are neither commercial growers of plants, or amateurs who are recognized as maintaining collections of real merit, or engaged in research or other work of distinct public benefit with the plants concerned—in other words, the ordinary plant lover who wants the plants for his own garden or the adornment of his own estate—to secure new varieties from home sources, and the department has endeavored, through the means enumerated, to make available such new varieties of plants under methods which involve the least risk to the horticulture and agriculture of the country.

C. L. MARLATT, Chairman,
Federal Horticultural Board.

DAVENPORT, IA.—The Tri-Cities Florists' Club at a recent meeting, elected the following officers for the ensuing year: E. R. Patton, Davenport, president; Raymond De Rycke, Moline, Ill., vice-president; Wm. Knees, Jr., Moline, secretary; Wm. Knees, Sr., treasurer. Preliminary arrangements were made for the club's participation in the Mississippi Valley fair in this city next summer.

Philadelphia Easter Stock.

The City of Brotherly Love is noted for its skilled growers of all horticultural products and in no one department does it excel greater than that of the growth of Easter plants, the excellence of which are known the country over as far as shipping facilities afford their safe delivery. A look around amongst the growers of Easter stock finds them hopefully buoyant with a wonderful lot of plants, of which Easter lilies, rambler roses and hydrangeas are the leading items. Genistas, spiraeas, cinerarias, deutzias, pansies and forget-me-nots, also add to the assortment. In addition there is the usual assortment of hyacinths, tulips, daffodils, etc., in pots and pans which while being of exceptional value in themselves are most useful in adding color and variety to plant basket combinations.

The Robert Craig Co., Norwood Station, Pa., in their large ranges have gathered a wonderful collection, prominent amongst which are their rambler roses, a splendid lot of trained plants in bush form, pyramids, globes, umbrellas, handle baskets, tables, chairs, and aeroplanes, all perfect in form and dimensions and just right in point of time to be at their best for Easter week. Varieties are Tausendschoen, Dorothy Perkins, Lady Gay, Excelsa, Hiawatha and Rosiere. Paul's Scarlet Climber is also seen in quantity, together with strong plants of Magna Charta. There are also a fine assortment of the baby rambler type in five and 6-inch pots. This department contains over 10,000 plants.

Twenty thousand Easter lilies were planted, but as is the case everywhere, about 20 per cent of the bulbs proved defective; the balance have however come on in fine style and are a lot that any grower would be proud to call his own. There are several large houses of hydrangeas, splendidly budded stock containing all the most popular of the French varieties in all over ten thousand plants.

There is a section filled with Azalea Hino di Giri, splendidly budded plants, also a house of genistas in standard and bush forms all full of flower sprays. A large block of golden callas will be appreciated by the retailer looking for novelties. A house of cinerarias and another of the scarce spiraea adds variety that will be appreciated by many. In the ranges filled with variegated foliage plants which are seen here in the greatest variety both as handsome finished specimens and in the small sizes suitable for plant basket arrangement the particular retailer will find plants to suit his most exacting demands. There are exceptionally fine areas in quantity and house after house of ferns in all sizes. Take it all in all the Easter stock is the finest these famous growers have ever offered.

The Wm. K. Harris ranges are found up to their usual high standard. Azaleas that were such a feature here in pre-war days have given way to hydrangeas, a number of the houses being filled with 100 per cent budded stock of all the finest French kinds. Tausendschoen, Rosiere, Dorothy Perkins and Excelsa are leaders of their rose stock in the rambler class, all grown in bush form in from six to 8-inch pots, and some made-up plants in tubs. There are several houses given to ramblers of the baby type in five and 6-inch pots, splendidly finished plants. One of the finest houses of Easter lilies around the city is seen here; they are ideal in every respect except perhaps that of quantity of bloom which is so lacking everywhere. There are several houses of ferns of the Scotti and Teddy, Jr., and almost 100,000 big and little of the bird's nest fern which is a specialty here. A house of splendidly colored Pandanus Vietchii is a feature and in another genistas are showing a mass

of buds. When the roses, hydrangeas and lilies are in full flower, as shown in their large shed on Palm Sunday, it is an exhibition open to the public, worth going miles to see.

Alfred M. Campbell, Strafford, Pa., specializes in lilies and hydrangeas, there being 40,000 L. giganteum in pots and for cutting and 10,000 French hydrangeas all splendidly set with buds. Mr. Campbell is a lily specialist but he also had about the average of budless and unhealthy bulbs. Those coming on now are very vigorous and look timed to the minute. He also has a large stock of Emperor daffodils for the Easter cut flower market.

The Floracraft Greenhouses, at Moorestown, N. J., has its usual large house of French hydrangeas which are each season the envy of all Easter plant growers.

W. & H. F. Evans, Rowlandville, a suburb, have a large block of lilies, which barring the poor bulbs are doing very well and will be ready in time for Easter. There are also a good sized block of hydrangeas which make a fine showing.

There are a number of smaller growers and grower-retailers whose stock deserves mention but space forbids. It is the general consensus of opinion that the various stocks are quite up to the standard of other years and all that is required now is a strong concerted move of the retailers to get it over to the buying public.

H. I. Faust, Merion, Pa., has his usual fine stock of Lilies, Roses, and hydrangeas. These are always given a first class gardener's finish that fits them for the best shops.

Macaw Bros., Norwood, Pa., have a large house of lilies and another of rambler roses, the latter trained in a number of forms such as handle baskets, aeroplanes, tables, chairs, pyramids, umbrellas, etc., all in good geometrical form and splendidly covered with foliage and buds. The lilies were strong plants, well clothed with foliage, that looked very promising. Ferns are a specialty here, several houses being seen in the best of condition. Pandanus Vietchii is also a feature exceptionally well colored in all sizes.

The old Godfrey Aschmann place is crowded to the doors with a fine collection of Easter stock of which hydrangeas in 6-inch pots are a feature. They are of uniform size with every shoot showing a bud. Two houses of lilies are coming along in good shape but the usual 20 per cent had to be thrown out. Cinerarias are done well here, two houses being filled with splendid stock. Twelve thousand hyacinths and almost as many tulips make up the Easter assortment.

Aschman Bros., Second and Bristol streets, are particularly strong on hydrangeas having a very well budded stock that fills several houses. Roses are also a feature, American Beauty, Magna Charta and baby ramblers leading in quantity. Paul's Scarlet Climber is also seen. All the stock is in 6-inch pot and appears very promising. Easter lilies are grown to give variety. These, while coming along all right well, when those thrown out are counted, show but about a new dollar for an old one, and are in for the last year unless there can be assurance of better bulbs. Eighteen thousand hyacinths in 4-inch pots and 3,000 6-inch pans of the same together with 1,000 pots of daffodils finishes this well balanced stock. K.

NEW ORLEANS, LA.—Max Scheinuk, who was in Chicago last week, invested in a 1½-ton Kroeschell refrigerating apparatus.

RICHMOND, IND.—E. G. Hill, who has been on the sick list the past few weeks, is better and expects to address the Illinois State Florists' Association, at Urbana, March 14.

National Flower Show Notes.

The National Flower Show management has received word that there will be an exhibit by W. A. Manda of South Orange, New Jersey. By his decision to enter a display the show is assured a splendid exhibit of rare horticultural novelties, including trained box and yews. It is well known that Mr. Manda has one of the best horticultural collections in this country, and the committee is fortunate indeed to have secured his promise of a fine exhibit of these plants. Mr. Manda has always been a flower show enthusiast, and has ably supported the national flower shows of the past.

An added attraction for the aquarium will be a fine exhibit of allegators by H. Wiegand & Sons, Indianapolis.

The committee of special features, Clarence R. Green, chairman, is making very attractive arrangements for a Chicago Day, Cleveland Day, Indiana State Day and Chamber of Commerce Day, which will be planned for exposition dates when there are to be the finest displays of roses, carnations, sweet peas, etc.

Irwin Bertermann, chairman of the local executive committee, is delighted with the progress of the 16 sub-committees, and the interest displayed by exhibitors all over the country in the coming national show. Within the last week he has been assured that several large rose and bulb gardens and other large groups which were planned for Cleveland, will now be displayed in Indianapolis. Assurances that these groups of roses and flowering plants will be forthcoming has relieved the anxiety of the executive committee to a great extent.

The National Flower Show committee is particularly fortunate in having the support of Governor Warren T. McCray of Indiana, who has promised to co-operate in every possible way with the committee. Richard Lieber, head of the state department of conservation, has offered to put his entire department at the service of the committee, and is already doing everything in his power to make the coming show a complete success.

Mayor Samuel L. Shank of Indianapolis has assured Irwin Bertermann, chairman of the local executive committee, that he will do everything in his power to assist in making the exhibition a success.

Charles A. Bookwalter, former mayor of Indianapolis, now head of the city park board, attended the last meeting of the local executive committee, and in an interesting address promised the wholehearted support of the city park board. The equipment of the park board, he said, would be placed at the disposal of the florists. Any exhibits of large plants and palms desired for the show would be furnished from the city greenhouses.

Efforts will be made to reproduce, at the coming show, the sunken garden of Garfield Park, Indianapolis, widely known throughout the country. H. Huston Tall, assistant superintendent of city parks, is already co-operating actively with the local executive committee.

SECRETARY JOHN YOUNG.

John Young, secretary of the Society of American Florists, with permanent offices in the Chamber of Commerce building, is very optimistic regarding the outlook for a great success, and is delighted with the splendid local organization, which has been formed within such short notice and states one's first impression on attending a meeting of the local executive committee, is that this organization might have been operating for a year or more. Mr. Young reports that exhibitors in very few cases have cancelled their reserva-

tions, and these were principally from Cleveland, O., whose interests were only local in character. In Mr. Young's first two day's stay in Indianapolis he secured additional exhibitors for trade space far in excess of that which had been cancelled, and from the number of daily inquiries he feels sure that every available foot of space in the trade section will be reserved for the opening day of the show. The secretary wishes to make it widely known that if anyone has the opinion that Indianapolis is a small town, and an unsuitable place in which to exhibit, they had better get rid of the idea immediately. A more favorable location, at the center of the population of the country, accessible from every point of the compass, over the 17 railroads and interurban lines which radiate from Indianapolis as the hub, could hardly be imagined. Intending exhibitors should make it a point to communicate with Secretary Young if they wish to make a display in the trade section. Mr. Young is also receiving much favorable support in the way of advertising for the year book, or Guide to the Show. This publication contains much valuable information for florists, and cultural notes on the different flowers prepared by the leading specialists of the country.

"It must be borne in mind," Mr. Young says, "that the Fifth National Flower Show is not a local show, but a national one in every way the word implies. While the florist interests of Indianapolis and the state of Indiana are willing to do their part, it should not be expected of them to do all the important work in connection with this gigantic exposition. It should be the duty of every member of the Society of American Florists, and of every florist in the United States to assist in a small way at least in putting this show over 'big.' There is no question but that the exposition will be a success, but it will be much more so if we have the loyal support of everyone in the trade. Don't hesitate or delay in letting the Indianapolis executive committee know that you will send something, if only a plant or two to be shown in the competitive sections. Suitable recognition in the way of medals and certificates will be given any exhibitor not provided for in the schedules, so there can be no excuse for not giving a helping hand along these lines. In closing, the local executive committee urges that you send in to the executive office a memorandum of what you will exhibit; orders for trade space in the trade section, and orders for advertising in the souvenir programme. The final schedule containing entry blanks has been mailed to all members of the society. Additional copies may be obtained upon application to the National Flower Show Headquarters, 606 Chamber of Commerce building, Indianapolis, Ind."

Plan now to exhibit! Arrange your affairs so that you will be present at the National Flower Show.

According to reports received by Irwin Bertermann, chairman of the local executive committee, A. L. Miller of Jamaica, N. Y., past president of the Society of American Florists, will bring an exhibit of flowering plants to Indianapolis.

Thomas Roland, of Nahant, Mass., past-president of the Society of American Florists, who has the finest collection of acacias in the United States, is to have a very large display of these flowers.

Florists of St. Louis, Mo., are arranging to bring two car loads of flowering plants.

A. N. Pierson, Inc., Cromwell, Conn., will enter a car load of stock, including flowering plants and blooming roses and will also have an exhibit in the 1,000 cut rose class.

Henry A. Dreer, Inc., and W. K. Harris of Philadelphia, Pa., will bring a car of palms and specimen ferns.

F. R. Pierson of Tarrytown, N. Y., who has one of the finest collections of fancy ferns in existence, will enter a car of them at the exhibition.

Efforts are being made by the flower show management to induce Roy F. Wilcox, Howard & Smith, of Los Angeles, Calif., and the McRorie-McLaren Co., of San Mateo, Calif., to send a car of ericas. It is expected that E. B. Washburn, of Los Angeles, will stage an exhibit of palms. Since Quarantine No. 37 was put into effect by the federal horticultural board all palms and other plants with soil on roots have been refused entry to this country. These firms are now producing this stock in California and if they stage exhibits as proposed, it will demonstrate how this stock may be satisfactorily produced in the United States.

From Massachusetts will come the product of leading carnation growers, including Sam J. Goddard, Framingham; M. A. Patten, Tewkesbury; W. R. Nicholson, Framingham; Wm. Sim, Cliftondale, and W. D. Howard, Milford.

Strout, Inc., Biddeford, Me., will stage a fine exhibit of carnations.

Among the rose growers, who will have large displays, are John M. Dunlop, of Toronto, Ont.; E. G. Hill, and Joseph H. Hill, of Richmond, Ind.

Albert Pochelson, secretary of the Florists' Telegraph Delivery Association, has informed Mr. Bertermann that his organization is working hard on an elegant design, "The Temple of Flora," for the exhibition.

TRADE TICKETS.

Chas. Pahud, of Indianapolis, chairman of the admissions committee, announces that special trade tickets, released March 9, are offered in multiples of 100, which will be available to members of the profession at one-half the regular price of admission, namely 25 cents each, which includes the war tax, or \$25 per 100. The National Flower Show committee has agreed to offer a limited number of these tickets to the trade and large organizations throughout the country. Judging from inquiries already received, the number authorized will be readily taken up and the amount exhausted in a short time. Checks must accompany all orders, addressing same at once to National Flower Show Headquarters, 608 Chamber of Commerce building, Indianapolis, Ind.

The Indianapolis Star will publish a special National Flower Show section, in its issue of March 25, and members of the trade are cordially invited to advertise in its columns, the rate being 15 cents per line (2,440 lines to the page). Copy should reach the Star not later than March 23.

M. M.

Canadian Florists' and Gardeners' Ass'n.

EXECUTIVE COMMITTEE MEETING.

The executive committee of the Canadian Florists' and Gardeners' Association met at Montreal, Que., March 6. There was a full attendance with the exception of John Connon, Hamilton, Ont. A number of gardeners and florists attended the sessions. The business on hand chiefly was to arrange for the convention programme, but many other matters of much importance were discussed. It was decided to establish a council of horticulture to look after the affairs of the craft, both from an educational and commercial point of view. The Canadian government has intimated its readiness to assist with the sum of \$5,000 for organizing purposes. After once established it is thought that this council will be self supporting.

ANNUAL MEETING AT MONTREAL.

The annual convention of the association will be held August 8-11. Some of the addresses are one on advertising by an expert. Demonstration of greenhouse work will be practically shown by A. Walker, of Macdonald college. Arthur Gibson, the dominion entomologist will explain the necessity of all the plant quarantines "by Order in Council" enacted.

Wm. C. Hall, one of the best growers of cyclamens will tell us how he does it. The Montreal Retail Florists' Association will give a practical demonstration on floral arrangement and other subjects will be announced later.

The tariff and sales tax were brought up, but so much of this had been taken up with government legislators, collectors and appraisers that not much inclination was shown to discuss them. W. A. Groves, sent a flowergram to Mrs. John Connon, Hamilton, Ont., and in exactly 20 minutes a telegram of thanks was received from the recipient. James McKenna suggested that an effort should be made to get this as a news item into the daily press.

After lunch the delegates and others were taken in automobiles to the Montreal West Town conservatories, and greenhouses and shown about by Robt. Miller. The display of flowering plants and preparation of bedding plants was quite a surprise to many. The Hall & Robinson greenhouses were visited. Here the preparations for Easter and bedding plants was in full swing on a large scale and everything in good shape. Supper was provided by Mr. Hall at the Curling Club, with a number of witty speeches after the repast.

SPRING SHOW.

The next visit was to the spring show held at the Exchange rooms by the Montreal Gardeners' and Florists' Club. The quality of the stock was a surprise to all. Geo. Douglas and Sam Kirk, of Toronto and Georgetown acted as judges of plants; J. E. Hay, of Burchville, Ont., and Mr. Millford, of Sherbrooke, Que., cut flowers.

The silver cup donated by F. Rynweld, of Holland for 25 Darwin tulips was won by McKenna Ltd., the other awards owing to the advanced hour could not be given.

Refreshments were served by the club and with a hearty wish on all lips and hearts, "See you in August," the meeting then adjourned. J. L.

Evansville, Ind.

DEMAND FOR FLOWERS INCREASING.

An increased demand for flowers is reported. Funeral work has been exceptionally heavy together with banquet and social work. The coming of Lent apparently has not curtailed the local call, except in party decorations. Roses and sweet peas have been in exceptionally heavy demand, with prices satisfactory. Carnations and violets also move well and the quality is good. There have been no changes in values since the first of the year and firm prices are expected during the spring. Primroses and hyacinths are the favorites in pot plants. The shipping demand is good.

NOTES.

Wm. Blackman, 83 years old, head of the Wm. Blackman Floral Co., was granted his final citizenship papers in the superior court here last week. Mr. Blackman was born in England and came to the United States in 1857. He has been a resident of this city for the past 65 years and is one of the oldest florists in point of years at the business, in this section. He is associated with his sons in the store.

Dr. A. J. Knapp, well known peony grower of this city has recovered from a recent operation performed in a local hospital. W. B. C.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

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Porto Rico and Hawaii Quarantine.

At the hearing of the federal horticultural board, Washington, D. C., March 7, on the prevention of the entry of dangerous insect pests, in sand, soil or earth in connection with plants from Porto Rico and Hawaii, five firms or organizations were represented, and a considerable number of departmental experts were in attendance. The principal protestants were C. U. Liggit, who has invested \$25,000 and Robt. Craig, of Philadelphia, Pa., \$15,000, in plants which would have to be brought into the United States with soil attached.

Dr. Marlatt took the attitude that it was the duty of the board to protect the United States against known and unknown dangers in outside territory and concluded by stating that no decision could be reached at that time, but intimated that an embargo is very probable, suggesting that some time might be allowed to protect investments already made.

"The Story of a Slogan" is the title of an attractive booklet just issued by P. F. O'Keefe, the well known publicity man of the Society of American Florists, giving an interesting account of the "Say It With Flowers" slogan of the national society.

Indianapolis Routes.

ST. LOUIS TO INDIANAPOLIS.

The St. Louis Florists' Club will charter two cars for the Fifth National Flower Show, leaving St. Louis, 12 noon, Monday, March 27, via Pennsylvania railroad, due Indianapolis, 6 p. m. the same day. It is planned to make Tuesday, March 28, St. Louis Day at the exhibition. All florists from the west and south are cordially invited to join the party at St. Louis. Full information may be obtained from J. J. Beneke, secretary, St. Louis Florists' Club, 1316 Pine street, St. Louis, Mo.

KANSAS CITY TO INDIANAPOLIS.

The members of the Kansas City Florists' Club have made arrangements to engage a through Pullman sleeping car to Indianapolis, leaving Kansas City, 11:55 p. m., via the Chicago & Alton—Pennsylvania railroads, Saturday evening, March 25, due Indianapolis at 2:50 p. m., Sunday, March 26. The late hour of departure from Kansas City permits passengers from many points in Kansas to leave their homes in the afternoon, with ample time for train connection. Florists from the west and south are cordially invited to join the party at Kansas City. The round trip fare will be \$28.36, on the certificate plan, which is fully explained elsewhere in this issue. Pullman fares are: Lower berth, \$5.63; upper berth, \$4.50; drawing room, \$21. Be sure to have your ticket routed via Chicago & Alton railroad, Kansas City to St. Louis; Pennsylvania railroad, St. Louis to Indianapolis, and secure certificate receipt on purchasing ticket. Reservations should be made immediately through G. K. Parker, secretary, Kansas City Florists' Club, care Stuppy Supply Co., 1020 Oak street, Kansas City, Mo., or Chicago & Alton railroad, Ticket Office, 717 Walnut street, Kansas City.

CHICAGO TO INDIANAPOLIS.

Chicago Day at the Fifth National Flower Show will be Monday, March 27, and the Chicago Florists' Club members have chosen the Monon route for the trip. The party will leave the Dearborn station, Polk and Dearborn streets, at 5:30 p. m., Sunday, March 26, due Indianapolis at 10:30 o'clock the same evening. The round trip will be \$9.93, on the certificate plan, as fully explained elsewhere in this issue. Delegations from the north and west are cordially invited to join the party at Chicago. Reservations should be made immediately with Herbert Wiley, general agent passenger department, Chicago, Indianapolis & Louisville railroad, 606 Merchants' Loan & Trust building, 112 West Adams street, Chicago; telephone Harrison 3309.

Chicago to Indianapolis.

In addition to the special Monon railroad and other trains already announced for the National Flower Show, to be held at Indianapolis, Ind., March 25-April 1, the Pennsylvania railroad has trains leaving the Union station, Canal and Adams streets, as follows:

Leave Chicago	Due Indianapolis
9:30 a. m.	3:00 p. m.
9:50 p. m.	3:55 a. m.

The Pullman sleepers attached to the train due in Indianapolis at 3:55 a. m., may be occupied there until 8 a. m.

Cottage Gardens Nurseries.

In the matter of the proposed sale of the personal property of the Cottage Gardens Nurseries, Inc., Eureka, Calif., all of the bids for which were required to be in the hands of the receiver not later than March 7. It is reported a bid of \$15,000 has been received from David Struss Ward, of Queens, N. Y., with the proviso that the bid be accepted by March 11. It is understood a notice of the hearing of the Return of Sale and petition for the confirmation of the same will be given by publication in one of the local papers at least 10 days preceding the date of said hearing. At that date it will be incumbent upon the receiver to show the court that sufficient notice of the sale has been given to enable the highest and best price to be obtained, also, anyone desiring to raise the bid may come into court at that time and bid at least 10 per cent more, the same as is required in the sale of real property.

Cleveland Horticultural Society.

The regular monthly meeting of the Cleveland Horticultural Society was held March 9, President R. P. Brydton in the chair. It was decided to hold a small exhibit among members, the evening of March 30 with an entertainment combined.

Ralph Huntington, of Painesville, O., was the speaker of the evening and conducted a questionnaire on gladioli perennials and annuals. Mr. Huntington was well able to answer all questions put to him and the members gained considerable knowledge as to new and rare varieties, and what kinds were most suitable in this section. A rising vote of thanks was given Mr. Huntington.

R. P. Brydton exhibited a plant of Begonia Lorraine and was awarded a certificate of merit. Mr. Brydton explained how he grew it saying that the plant had been in bloom at Christmas, and had been exhibited at the Florists' Club. Afterwards he pinched it back, and grew it on, with the result it was more floriferous than at the first blooming.

W. J. BRUCE, Sec'y.

Plant Quarantine Conference Postponed.

WASHINGTON, D. C., MAY 15.

The plant quarantine conference originally called to meet at Washington, March 15 and postponed, at the request of the Society of American Florists, to April 19, has been again postponed until May 15. The second postponement is made at the request of M. R. Cashman, of the American Association of Nurserymen, who represents that the month of April is the one season of the year when the nurseryman must be on his job to get out his orders and do his planting. The new date was referred to President S. S. Pennock, of the Society of American Florists, and has been approved by him.

Personal.

Dean Davenport of the College of Agriculture, University of Illinois, who has always been greatly interested in the advancement of horticulture and floriculture at that institution, has resigned.

Mr. and Mrs. E. G. Hill, Richmond, Ind., celebrated their golden wedding anniversary March 13.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Seed clerk in a Chicago seed store. Address
Key 826, care American Florist.

Help Wanted—Experienced man for retail store. Answer by letter stating all particulars. Address
La Rochelle Florist,
North Avenue New Rochelle, N. Y.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,
Key 830 Care American Florist.

Situation Wanted—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to
Key 825, care American Florist.

Situation Wanted—By young man of 24 years' experience in most branches of landscape gardening and horticulture; preferably on private estate. Address,
Wm. Bolliger, 905 S. Orchard St.,
Urbana, Ill.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address
G. J. CARJANES,
2094 Eighth Ave. New York

TREASURY DEPARTMENT, Supervising Architect's Office, Washington, D. C. March 8, 1922.—SEALED PROPOSALS will be opened in this office at 3 p. m., March 27, 1922, for furnishing and planting trees and shrubs, and furnishing plants, seeds, etc., on the site of the Chicago, Illinois Broadview Hospital, in accordance with the specification and drawings, copies of which may be obtained from this office, or from Supervising Superintendent, A. A. Packard, Room 477, Post Office Building, Chicago, Ill., in the discretion of the Supervising Architect, Jas. A. Wetmore, Acting Supervising Architect.

Situation Wanted

GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

Situation Wanted

Experienced salesman and designer capable of taking charge of retail store. Ready to start work immediately.

M. L.

4707 Dover Street, CHICAGO
Phone Edgewater 9353

SALESMEN

We are placing on the market a brand new line of vases, jardiniers, linings for baskets and other specialties made from artistically lithographed metal. We desire men who will represent us exclusively in large centers on commission basis. Write specifying territory you cover and furnish references. Only high grade men considered.

American Stamping Co., Elizabeth, N. J.

HELP WANTED

A good grower, including roses, man with family, looking for a permanent place.

This is a country town, fine people.

C. C. WONNEMAN & SONS
MEXICO, MO.

FOR SALE Old established nursery, fully equipped, in one of the largest cities on the Pacific Coast, seed store can also be obtained if desired. For full particulars address

Key 829, care American Florist.

For Sale

Flower Shop, old established business at "L" station. Good location. Leaving town.

1125 Argyle Street
CHICAGO

FOR SALE

20-40 ft. lots about (2¼ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltheim, Forest, Woodlawn and others. Address

E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R CLIPP, Williamstown, N. J.

Help Wanted

At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.

The Elizabeth Nursery Co.

Box 35, ELIZABETH, N. J.

30% NET

on your investment; more if terms, balance substantial security, modern 18 apartment building North Side, Lincoln park district. Rent \$18,870 now, mortgage \$85,000, 7 years. Price \$100,000. Terms \$35,000 or to suit.

Dr. P. B. SCHYMAN, 1619 North Robey St., CHICAGO, ILL.
Telephone Armitage 571

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 1 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

Sweet Peas

SPENCER VARIETIES--Late or Summer Sorts

Note Reduced Prices

	Oz.	Lb.
Alexander Malcolm. Scarlet cerise.....	\$0.50	\$ 6.00
America. White, striped, crimson scarlet...	.25	2.50
Appleblossom. Rose with primrose.....	.20	2.20
Asta Ohn. A soft, pinkish lavender self....	.20	2.40
Barbara. Salmon.....	.30	4.00
Blanche Ferry. Rose standard and white wings suffused and tinted with light pink.	.20	2.20
Blue Monarch. Dark blue.....	.20	2.40
Blue Picotee. White edged violet.....	.25	2.40
Bolton's Orange. Orange salmon.....	.30	4.00
Clara Curtis. Cream.....	.20	2.40
Constance Hinton. Black seeded white.....	.25	3.20
Countess Spencer. Standard and wings clear pink.....	.20	2.20
Dainty. White ground with picotee edge of pink.....	.20	2.40
Dobbie's Cream. Cream.....	.25	2.80
Dobbie's Lavender George Herbert. Pure lavender.....	.30	3.00
Edward Cowdy. Orange scarlet.....	.20	2.60
Elfrida Pearson. Large pale pink, the buds and young flowers having a distinct tint of buff.....	.20	2.40
Eva. Pure white, new.....	.50	10.00
Fiery Cross. Intense orange scarlet.....	.50	6.00
Flora Norton. Light blue.....	.25	2.50
Florence Morse. Deep bluish pink.....	.20	2.20
Florence Nightingale. Lavender.....	.25	2.50
George Herbert. Rose carmine.....	.20	2.00
Hawmark Pink. The finest pink Sweet Peas.	.65	8.00
Helen Lewis. Orange salmon.....	.20	2.40
Henry Ohn (Henrietta). Duplexed cream pink.....	.20	2.40
Hercules. A pale rosy pink flower of giant size.....	.20	2.40
Hilary Christie. Orange cerise.....	.20	2.00
Illuminator. Rich salmon pink.....	.20	2.40
Jean Ireland. Cream colored, edged with pink.....	.20	2.40
King Edward VII. The best pure red Spencer.....	.20	2.20

	Oz.	Lb.
King Manuel. Chocolate maroon.....	\$0.25	\$ 2.80
King White. Gigantic flowers of pure white.	.25	2.50
Margaret Atlee. Rosy salmon on a buff ground.....	.20	2.60
Margaret Madison. A beautiful azure blue.	.20	2.60
Marks Tey. Violet bronze wings.....	.20	2.40
Mascot's White. An improved Nora Unwin..	.90	12.00
Masterpiece. Lavender.....	.25	2.80
Mrs. Arnold Hitchcock. Pale pink, flushed salmon.....	.30	4.40
Mrs. Cuthbertson. Standard rose-pink, wings nearly white.....	.20	2.20
Mrs. Tom Jones. Bright blue, splendid....	.50	6.00
New Buttercup. Best yellow.....	.20	2.60
New Miriam Beaver. Salmon pink.....	.30	3.20
Nubian. Fine chocolate color.....	.30	3.20
Picture. Flesh pink with creamy apricot..	1.00	
R. F. Felton. Lilac standard, grey wings..	.25	3.20
Rosabelle. A very fine large rose-colored flower.....	.20	2.40
Royal Purple. Rich purple.....	.25	2.80
Royal Scot. Brilliant scarlet.....	2.00	
Stirling Stent. A deep salmon.....	.30	3.60
Tangerine. Salmon orange.....	.60	7.00
The Cardinal. Brilliant poppy scarlet.....	.25	3.00
The President. Glowing scarlet self.....	.20	2.60
Thomas Stevenson. Bright orange scarlet..	.20	2.60
Vermilion Brilliant. A brilliant scarlet Spencer.....	.25	3.00
Wedgewood. A lovely self blue.....	.25	3.20
White. Flowers very large.....	.25	2.50
Vaughan's Special Mixture of Spencer Varieties, made up mostly from separate varieties, 10 lbs. \$20.00.....	.20	1.80
Vaughan's Florists' Mixture of Spencer Varieties. This is a mixture made by ourselves mostly of light-colored varieties, most suitable for florists' cut-flower trade.....	.25	3.00

VAUGHAN'S ASTERS

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

	White	Pink	Light Blue	Dark Blue	Crimson	Silvery Lilac	Trade Pkt.	35c.	Trade Pkt.	40c.	Trade Pkt.	45c.
Any of above, except where noted.	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.	\$0.25	\$1.40	1/4 oz.	35c.	1/4 oz.	35c.
Mixed, all colors.....	1/4 oz.	35c.	1/4 oz.	35c.	1/4 oz.	35c.	.25	1.20				

AMERICAN BEAUTY

Similar in type of flower and growth to the well known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth.

	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	50c.
Carmine Rose.....	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	50c.
Purple.....	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	50c.
Lavender.....	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	50c.
September Pink.....	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	50c.
Rose (New).....	1/4 oz.	50c.	1/4 oz.	50c.	1/4 oz.	50c.	1/4 oz.	50c.	1/4 oz.	50c.	1/4 oz.	50c.

QUEEN OF THE MARKET

The Standard Early Flowering Type

	White	Crimson	Lavender	Pink	Purple	Light Blue
Any of above.....	1/4 lb.	\$12.00	1/4 oz.	30c.	1/4 oz.	30c.
Mixed, all colors.....	1/4 lb.	10.00	1/4 oz.	25c.	1/4 oz.	25c.

GIANT BRANCHING

	White	Lavender	Rose	Pink	Crimson	Purple
Any of above.....	1/4 lb.	\$12.00	1/4 oz.	30c.	1/4 oz.	30c.
Mixed, all colors.....	1/4 lb.	10.00	1/4 oz.	25c.	1/4 oz.	25c.

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double length of the older varieties and are twisted and curled into a very fluffy effect.

White	Crimson	Dark Pink	Lavender
Purple	Shell Pink	Dark Blue	
Any of the above.....	1/4 oz.	35c.	.25 1.20
Mixed, all colors.....	1/4 oz.	30c.	.20 1.00

THE ROYAL--Early-Flowering Branching

White, Shell Pink, Rose Pink, Lavender, Purple.

	Any of the above.....	1/4 oz.	35c.	1/4 oz.	30c.	1/4 oz.	1.20
Mixed, all colors.....	1/4 oz.	30c.	1/4 oz.	15	1.00		

THE KING--The Quilled Aster

Rose, Pink, Violet, White, Crimson, Lavender.

	Any of the above.....	1/4 oz.	40c.	1/4 oz.	35c.	1/4 oz.	1.40
Mixed, all colors.....	1/4 oz.	35c.	1/4 oz.	25	1.20		

OTHER AMERICAN ASTERS

Sensation. Dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long..... 1/4 oz., 35c. \$0.20 \$1.20

BALL'S WHITE ASTER

The seed of this splendid Giant Aster of the Late Branching Type--the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color--was offered in 1921 for the first time.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctly centered blossoms, ideally formed for long distance shipping. The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in 1/4-ounce packets, containing about 4000 seeds at 1/4 oz., 75c; 1/4 oz., \$1.35; 1 oz., \$5.00.

ASTERS IN MIXTURES

	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.
Vaughan's Florists' Mixture.....	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.
White Tall Varieties, Mixed.....	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.	1/4 oz.	40c.
Vaughan's Excelsior Mixture, Tall Asters. This is a mixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Branching and other desirable sorts, includes many kinds separately purchased for this mixture.....	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	45c.	1/4 oz.	45c.

FOR OTHER FLOWER SEEDS SEE OUR "BOOK FOR FLORISTS."

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

All Spring Bulbs

FOR { IN OR OUTDOOR PLANTING
YOUR COUNTER TRADE
ALL WELL MATURED BULBS.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock
Twenty per cent of our No. 1 Bulbs run nearly two inches.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First.....	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First.....	32.00	Niagara, First.....	40.00
Augusta, Medium.....	25.00	Niagara, Medium.....	35.00
Baron J Hulot, First.....	60.00	Mad. Monneret, First.....	25.00
Baron J. Hulot, Medium.....	52.50	Mad. Monneret, Medium.....	22.00
Chicago White, First.....	30.00	Panama, First.....	35.00
Chicago White, Medium.....	25.00	Panama, Medium.....	30.00
Halley, First.....	35.00	Schwaben, Medium.....	42.00
Halley, Medium.....	30.00	Florists' Mixed, First.....	25.00
Mrs. F. King, First.....	22.00	Rainbow Mixed, First.....	40.00
Mrs. F. King, Medium.....	18.00	Standard Mixed, First.....	18.00
Peace, First.....	45.00	Standard Mixed, Medium.....	16.00

Write for Special Prices on 10,000 to 20,000 lots.

PAEONIA ROOTS

Case of 200, 3 to 5 eye Roots. 50 Red, 75 White, 75 Pink, each
separate for..... \$33.00
Also 20 each 5 Cut Flower kinds the 100, for..... 24.00

DAHLIA ROOTS

Large divisions of Cut Flower varieties, 6 to 10 kinds, per, 100...\$10.00



Dormant CANNA Roots,

Fine sound 2 eyed roots,
rot free.

	Per 1000		Per 1000
Eureka.....	\$60.00	Florence Vaughan.....	\$27.00
King Humbert.....	40.00	Queen Charlotte.....	27.00
Yellow King Humbert.....	40.00	David Harum.....	25.00
The President.....	60.00	Madam Crozy.....	25.00
Chas. Henderson.....	25.00	Maros.....	27.00
Wintzer's Colossal.....	30.00	Louisiana.....	25.00
City of Portland pink.....	70.00	Orange Bedder.....	60.00
Gustave Gompers.....	30.00	Wyoming.....	25.00
Pink Delight (New) ..	80.00	Niagara.....	25.00
Firebird.....	80.00	Prince Weld.....	30.00
		Mixed Colors.....	22.50



CALADIUMS.

CALADIUMS

The kind with sound center shoots

5 - 7 inch.....	100, \$ 3.50; 1000, \$ 27.50
7 - 9 inch.....	" 5.50; " 45.00
9-11 inch.....	" 10.00; " 90.00

Fancy Leaved Caladium Bulbs,
in fine condition.

Mixed.....	per 100, \$16.00
Six Colors.....	per 100, 18.00

These two Prepaid from Western Springs, Ill.

TUBEROSES

Well cured, free from rot

	100	1000
Dwarf Excelsior Pearl, 3-4 in..	\$1.75	\$15.00
Dwarf Excelsior Pearl, 4-8 in..	2.75	22.50
Mexican.....	2.85	25.00



DWARF PEARL TUBEROSE.

Spring "Book For Florists" Ready.

VAUGHAN'S SEED STORE, CHICAGO
NEW YORK

Kunderd Gladioli



CRINKLES.

are the results of crossing of Species "Primulinus" with my new large flowering types and are no doubt far superior to any other kinds of this popular new race. For their dainty gracefulness, Primulinus are growing in great favor as cut flowers, for none are equal to them for their graceful beauty. My new 56 page catalog describes over 300 varieties and illustrates 19 of them in their natural colors. It contains the most complete information on planting,

Perhaps all readers of The American Florist are familiar with the superior merits of these wonderful new strains, but many have found it impossible to stock up with them, principally because of there being yet insufficient stocks for us to supply them at trade prices. This year for the first time it has become possible for me to publish a wholesale list composed of ruffled, plain petalled and Primulinus varieties. So great has become their popularity that no progressive grower can afford to be without them, and at my wholesale prices, you can now afford to lay in good stocks of many kinds at reasonable prices. Kunderd gladioli are now so well known that you cannot afford to do without a fine collection of these beautiful new varieties. No other strains are so popular as these and you will find them a ready sale if you will plant them plentifully on your grounds.

I would especially call your attention to my new Primulinus Hybrids. These are the results of crossing of Species "Primulinus" with my new large flowering types and are no doubt far superior to any other kinds of this popular new race. For their dainty gracefulness, Primulinus are growing in great favor as cut flowers, for none are equal to them for their graceful beauty. My new 56 page catalog describes over 300 varieties and illustrates 19 of them in their natural colors. It contains the most complete information on planting, culture, care, etc., of the Gladiolus ever written. Any grower will be pleased to own a copy which is free for your address. If you are a grower, florist, or dealer, ask for our wholesale list also. Address

A. E. KUNDERD
GOSHEN, IND., U. S. A.

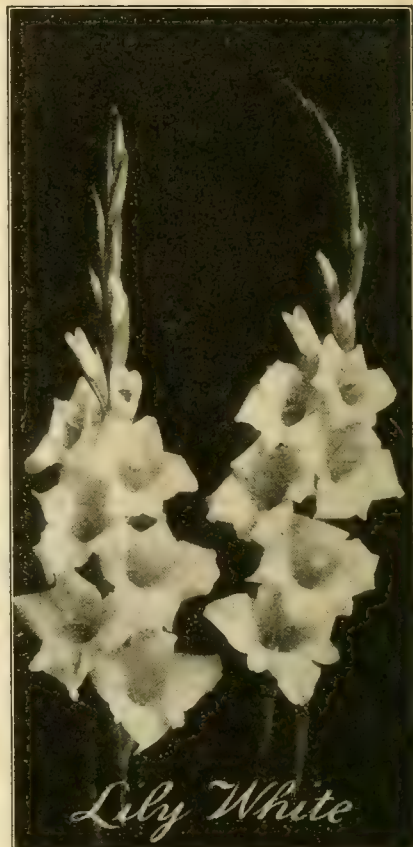
Originator of The Ruffled Gladiolus
and many other choice kinds.

Having purchased from Mr. A. E. Kunderd quite a large variety of Gladioli, including many of the newest kinds, I am glad to state that every variety has come absolutely true to name. Mr. Kunderd has raised more fine varieties of Gladioli than any other half dozen hybridists in America combined, and those who want the best obtainable can make no mistake in ordering from him.

(Signed) WILLIAM N. CRAIG, Supt.
Faulkner Farm,

March, 1922.

Brookline, Mass.

*Lily White*

SEDAN



No. 200-PRIM.

DREER'S Famous American ASTERS

We offer below the more important varieties. For complete list and descriptions see our wholesale Price List. Copies free to Florists on request.

ASTERMUMS.

This strain of Giant Comet Asters closely resemble Crego's Giant, but come into bloom fully two weeks earlier.

	Tr. pkt.	Oz.
White Asternum	\$0.30	\$1.50
Pink	.30	1.50
Lavender	.30	1.50

BEAUTY ASTERS.

This recently developed type is a most valuable introduction on account of its late flowering, coming into bloom fully two weeks later than our Superb Late Branching, and furnishing high-grade cut flowers from early October until killing frost.

	Tr. pkt.	Oz.
American Beauty. Rich cherry-rose, similar in color to American Beauty Rose	\$0.40	\$2.00
Lavender Beauty. Exquisite soft lavender	.50	2.50
Purple Beauty. Rich lustrous deep purple	.40	2.00
September Beauty. Delicate shell-pink	.50	2.50

CREGO'S GIANT COMET ASTERS.

Magnificent fluffy flowers, averaging over 5 inches across with long strong stems the finest of this type. Comes into bloom in August, continuing well into September, and unlike most of the Comet sorts, stands when cut and is a good flower to ship. We offer five colors our own saving, of the highest quality.

	Tr. pkt.	Oz.
White. Purest white	\$0.30	\$1.50
Pink. Delicate shell pink	.30	1.50
Purple. Bright purple	.30	1.50
Rose. Rich deep rose	.30	1.50
Lavender. A rich deep shade	.30	1.50
Finest Mixed. All colors	.30	1.25

EARLY BRANCHING OR ROYAL ASTERS.

One of the best Asters of recent introduction, and might briefly be described as an early flowering form of our Superb Late-Branching variety, having all the good qualities of the latter but coming into bloom in July or early August and lasting in perfect condition a long time. We offer six beautiful and distinct colors viz.:

	Tr. pkt.	Oz.
Lavender. Soft lavender violet	\$0.40	\$2.00
Purple. Rich deep violet purple	.40	2.00
Rich Rose. Very bright and attractive	.40	2.00
Rose Pink. Rosy pink, shaded white	.40	2.00
Shell Pink. Very delicate tint	.40	2.00
White. Pure white	.40	2.00
Finest Mixed. All colors	.30	1.50

DREER'S "PEERLESS PINK" ASTER.

This grand Aster may be briefly described as a glorified late branching shell-pink or Mary Semple. It has the same strong sturdy habit of growth; comes into bloom a little earlier bears freely almost globular flowers, rarely under 4 inches across and frequently over 5 inches. The color is rich shell-pink, similar in shade but more decided than the late branching. The center petals are prettily incurved, while the wide outer petals reflex, making a most artistic and finely finished flower, and stands cut longer than any other.

50 cts. per trade pkt., \$2.50 per oz.

QUEEN OF THE MARKET ASTERS.

The leading early Asters, of good strong growth and bearing large flowers on long strong stems; begins blooming in July.

	Tr. pkt.	Oz.
White	\$0.25	\$1.00
Lavender	.25	1.00
Pink	.25	1.00
Bright Rose	.25	1.00
Purple	.25	1.00
Crimson	.25	1.00
Mixed	.20	.75

For many years we have made a specialty of high-grade Flower Seeds for Florists' use and offer extra choice strains of Antirrhinum, Calendula, Cineraria, Cyclamen, Pansy, Petunia, Primula, Salvia, Sweet Peas, Verbena, Zinnia, etc. See our Wholesale Price List.



DREER'S
LATE BRANCHING
ASTERS

DREER'S SUPERB LATE BRANCHING ASTERS.

The finest Asters for late August and September blooming.

The plants form strong, branching bushes, 2 to 2½ feet high, bearing on long strong stems their handsome Chrysanthemum-like flowers, which, under ordinary cultivation, average 5 inches across. The form of the flowers together with the length of the stems places them at the head of Asters for cutting. They come into bloom from two to three weeks after the average type, usually being at their best during September, and filling in the gap between the general run of Asters and Chrysanthemums. We offer eight beautiful and distinct colors, viz.:

	Tr. pkt.	Oz.
Azure Blue. A rich, deep lavender	\$0.30	\$1.50
Pure White. Extra fine stock	.30	1.50
Shell Pink. An exquisite shade	.30	1.50
Rose Pink. A very desirable color	.30	1.50
Deep Rose. Rich and brilliant	.30	1.50
Deep Purple. Royal deep purple	.30	1.50
Lavender. A pale grayish-lavender	.30	1.50
Crimson. Very rich rosy crimson	.30	1.50
Finest Mixed. All the colors	.25	1.00

KING ASTERS.

The "King" Asters form a distinct class or type, and have many sterling qualities to recommend them to lovers of fine Asters. They are of strong, sturdy habit, growing fully 18 inches high, and bear from August to October very large double blossoms, the petals of which are more or less quilled, forming very attractive flowers, which have splendid keeping qualities when cut.

	Tr. pkt.	Oz.
Dreer's Crimson King. A brilliant new color in this type, which originated with us. It is the richest and deepest crimson variety known to us	\$0.40	\$2.00
Lavender King. Pale lavender	.40	2.00
Pink King. An attractive shade of delicate shell-pink	.40	2.00
Rose King. A beautiful brilliant rose variety and a great favorite for cutting	.30	1.50
Violet King. This is the original of this type, and is a pleasing soft shade of violet	.30	1.50
White King. Pure glistening white; extra fine large flowers	.40	2.00
King Mixed. All colors	.30	1.50

HENRY A. DREER. 714-716 Chestnut St., Philadelphia, Pa.

Large-Flowering Cannas

In The "Better" Varieties. Strong 2 to 3-Eye Roots.

We are in better shape than ever to deliver well grown, plump Canna roots with plenty of live eyes, having in stock extra large quantities of the most popular varieties.

Wintzer's Colossal		King Humbert		Yellow Humbert		City of Portland		Mrs. A. Conard		The President	
Fine large trusses, bright scarlet flowers. Green foliage.		Most popular of all. Bronze leaf, orange scarlet flower.		Sport of King Humbert, with bronze foliage, flower yellow, spotted red.		Large trusses of beautiful rose-pink flowers, one of best pink varieties.		Beautiful salmon-pink, green foliage.		The finest red Canna of all; bright scarlet flowers; green foliage.	
Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000
\$5.00	\$40.00	\$4.50	\$40.00	\$3.50	\$30.00	\$7.00	\$60.00	\$8.50	\$75.00	\$8.50	\$75.00

BEGONIAS TUBEROUS ROOTED

	Doz.	100	1000
American grown, strong, plump bulbs in fine selection of colors. Single scarlet, white, crimson, pink, yellow, salmon	\$2.25	\$15.00	\$140.00

CALADIUM'S ESCULENTUM

"Elephant's Ears"

Sound bulbs, free from rot, with live center shoots. A ready seller as a dry bulb or when grown in pots. Note reduced prices for this season.

	Doz.	100	1000
First Size Bulbs. 5 to 7-inch circumference	\$.50	\$ 3.50	\$30.00
Extra Large Bulbs. 9 to 11-inch circumference	1.40	10.00	90.00

CINNAMON VINE

	Doz.	100	1000
First Size	\$.50	\$ 3.50	
Mammoth Size	.85	6.50	

DAHLIAS un-divided clumps

These are splendid values, you will find them a ready seller in the dry root.

	Doz.	100
Double Flowered. Red, White, Pink, Yellow, Variegated; in the better named varieties	\$2.50	\$18.00

Single Flowered. Pink, White and Red	2.50	18.00
--------------------------------------	------	-------

TUBEROSES, EXCELSIOR DWARF PEARL (First Size)		Doz.	100	1000
These are the standard bulbs usually planted by Commercial Florists—4 to 6-inch circumference		\$.50	\$3.50	\$30.00

A. HENDERSON & CO.,

166 North Wabash Avenue
CHICAGO

Mention the American Florist when writing.

San Francisco.

GRADUAL PRICE DECLINE ON MOST ITEMS.

The favorable weather the past two weeks has greatly increased the supply of stock and prices have gradually declined. Business continues good, especially funeral work. Rose values have declined but the quality of the stock arriving shows marked improvements. Mrs. Chas. Russell is the only kind that retains its former price. Prima Donna, Columbia and Premier are in heavy supply though Ophelia, Butterfly, Hadley, Hoosier Beauty and baby primrose are scarce. Heavy offerings of inferior violets scarcely move. Carnations have declined to \$3 per 100, except Laddie, which is in strong demand at \$1.50 per dozen, wholesale. Quality is reported good but there seems to be too many reds which are hard to move. The Lilium giganteum cut has not fallen off and prices and values remain nominal. Cattelyas are sufficient for all purposes, a few phalenopsis being noted. Orchid prices are firm. Lily of the valley is in good supply, values of which keep up remarkably well. Gardenias are gradually increasing in supply and move readily. Bulbous stock goes at good figures. Daffodils, which two weeks ago were in oversupply, are now on the short side and cleaning up well at fair prices. Tulips are at their best, bringing \$8 per 100 for the high grades. Hyacinths bring the same figure. Freesias are poor, the principal supply being outdoor grown. Short stemmed irises, in good supply, are cheap. Paper White narcissi are available. The quality of snapdragons is improving and are noted more frequently. Acacia mollissima can be bought at low prices. Ericas are gradually disappearing. Mignonettes

and gaillardias are making their initial appearance. Marigolds are poor and are hard to sell. Bulbous stock is the leader in the flowering plant group and goes exceptionally well. Tulips and Dutch hyacinths, in pans, lead. Asparagus and fern supply has increased enough to supply all needs. Flowering fruits of every description are obtainable and prove popular.

CALIF. WILD FLOWER CONSERVATION LEAGUE.

An event of great interest to plant and flower lovers throughout the country is being arranged by the California Wild Flower Conservation League, which will stage its eighth annual exhibit of wild flowers and native shrubs at the St. Francis hotel, April 20-22. The league has done much to suppress the wholesale vandalism of native plants and flowers of the Pacific coast, especially the wild Christmas berry. The league is working hard to prevent the commercialization of native plants, by suggesting state laws covering same. Luther Burbank is one of the leading members and will address the members on the opening day. Prof. J. W. Kennedy, of the department of botany, University of California, is working hard for the coming show.

NOTES.

The final meeting of the flower show committee of the Pacific Coast Horticultural Society and the Retail Florists' Association was held at the Art Floral Co.'s store, March 9. Treasurer Albert O. Stein rendered his final report and other business matters pertaining to the exhibition staged last autumn were closed.

The Emporium, the city's largest department store, has engaged a lecturer on landscape gardening to deliver talks

on that subject at the store. These lectures are free to the public and are being conducted to stimulate the spring planting of trees, shrubs and seeds.

Luther Burbank celebrated his seventieth anniversary, March 7, and received congratulatory messages from all parts of the world and as usual spent the day in work among his plants at his experimental grounds at Santa Rosa.

The regular meeting of the Retail Florists' Association will be held April 5, at Native Son's hall. It is expected that the date of the annual banquet of the association will be announced at that time.

Edw. Schwerin, Walbridge street, is growing high grade hyacinths and tulips from locally grown bulbs. His immense stock of adiantums is helping to keep this market supplied with cut fronds.

Haywood & Peterson, Burlingame, are sending in excellent Hoosier Beauty and Hadley roses. Their Easter plants appear promising.

JAMES T. LYNCH.

SHELBY, O.—The Shelby Floral Co., S. F. Yosiedik, proprietor, will install a new boiler and add a greenhouse to its establishment in the near future.

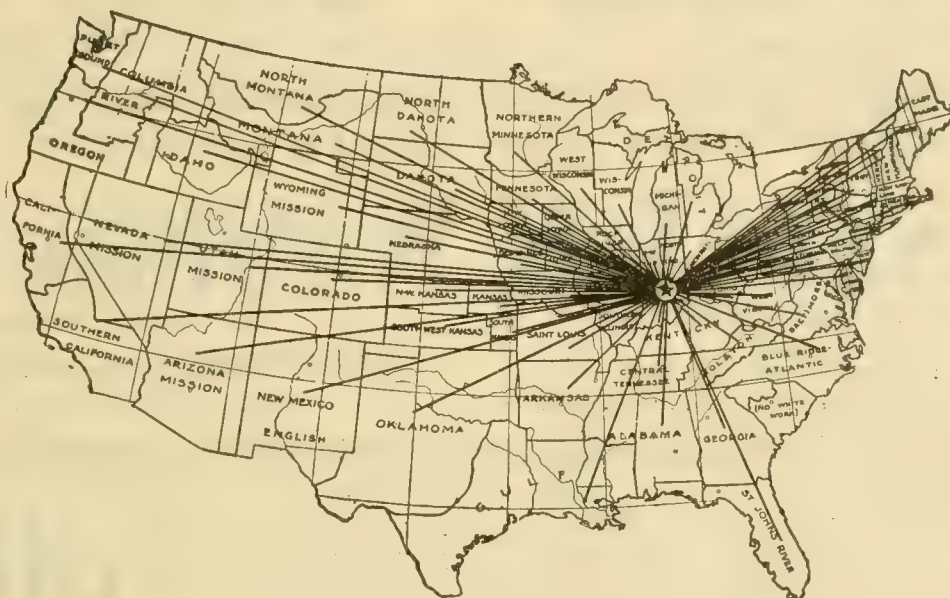
OKLAHOMA CITY, OKLA.—Isaac G. Taylor is referee in bankruptcy in the matter of the Stiles Floral Co., corporation, bankrupt, and has called for a meeting of creditors for March 16 at 11 a. m., in the Baum building.

PHILADELPHIA, PA.—Morris Schrott recently purchased the property at 544 South 52nd street, near his former location. He will install an up-to-date flower shop and erect a greenhouse in the rear of the building at an early date.

Why Exhibiting in Indianapolis

March 25 to April 1

Means Exhibiting in Chicago, Cleveland,
Cincinnati, Louisville and St. Louis.



Letter from Irwin Bertermann, Vice-Chairman of the National Flower Show Committee, and Chairman of the Local Committee for the Fifth Show:

"In view of the fact that a car load of plants and flowers shipped from any of these cities can be unloaded within a few hours right at the Manufacturers' Building in Indianapolis, where the Fifth National Flower Show is to be held, it must be conceded that anyone placing a feature here is in reality in touch with the whole Central West.

"Even if Indianapolis were entirely eliminated, there would still be the most exceptional opportunity for a national gathering. Reports received at the last meeting of the exposition sub-committee heads, at which there were 25 present, including also John Young of New York, Secretary of the Society of American Florists, and George Asmus of Chicago, Chairman of the National Flower Show Committee, showed clearly that there will be a splendid attendance from the thrifty Indiana towns.

"It will be possible to sell to the florists of any of the above cities, for they will be here en masse.

"The automobile interests of the country say that Indianapolis manufactures more high grade cars than any other city in the world, and recognize that it is for many reasons an ideal place for an automobile show, the same is true of the flower industry.

"The accompanying map speaks in concrete form what those who attend the show in person or with an exhibit will readily realize."

NATIONAL FLOWER SHOW COMMITTEE.

Popular Prices FOR HIGH-GRADE ROSES

In lots of 200 or more of one grade as follows:

Roses, good short, our selection . . .	per 100,	\$ 5.00
Roses, choice medium lengths . . .	per 100,	\$ 8.00 to 10.00
Roses, fancy long stems . . .	per 100,	12.00 to 15.00

We grow all the Roses we handle and you will find it pays to buy Direct of the Grower.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

STOCK IS PLENTIFUL.

Business has been good the past week and while there was plenty of room for improvement no one is complaining and everybody is confident that the demand will be on an up-grade from now on. Roses are in good demand and while there are enough to supply all the buyers some of the growers are off crop and the receipts of others are falling off considerably. Carnations are plentiful but are moving nicely at fair prices. Orchids are in good supply and so is lily of the valley. Sweet peas are moving better and the same holds true for violets with the home-grown singles having the best call. Tulips, jonquils and freesias are to be had in quantity. Lilies are good property and so are callas. Mignonette is obtainable at some of the stores. Snapdragons and stocks are included in the offerings. Florida grown gladioli are seen in some of the retail stores in a dozen different varieties. Pansies are more plentiful. The demand is heavy for iris which command high prices. Calendulas, daisies, lupines and other miscellaneous seasonable stock is obtainable. The retail stores are making grand showings of cut flowers and plants with the result that their sales have been much better the past week than for some time. Greens are in good demand and it is rumored that the price of ferns will advance soon. The loss in storage has been exceptionally heavy this year and the talk about early "snowbirds" from some sections of Wisconsin and Michigan should not be given too much consideration for the recent heavy rain, hail, sleet and snowstorm did not do them any good. A few of the retail florists are using the billboards for advertising purposes and have been fortunate in securing prominent locations all of which helps the demand.

CHICAGO DAY AT INDIANAPOLIS.

Monday, March 27, will be Chicago and rose day at the National Flower Show to be held at Indianapolis, Ind., March 25-April 1. The local party will leave Sunday evening, March 26, at 5:30 p. m., on the Monon railroad, Dearborn station, Polk and Dearborn streets, due Indianapolis at 10:30 the same evening. For reservations, address or telephone Herbert Wiley, general agent passenger department, Chicago, Indianapolis & Louisville railroad, 606 Merchants' Loan & Trust building, 112 West Adams street. Telephone Harrison 3309.

For those unable to accompany the party, the Pennsylvania railroad has trains leaving the Union station, Canal and Adams streets, at 9:30 a. m., and 9:50 p. m., due Indianapolis, 3 p. m., and 3:55 a. m., respectively. The Pullman sleepers attached to the train due in Indianapolis at 3:55 a. m., may be occupied there until 8 a. m.

NOTES.

More than 721 acres, costing \$481,388, were acquired by the forest preserve district during the last few days. Ransom Kennicott, chief forester, delivered an illustrated lecture on "The Forest Preserves of Cook County," March 14, before the Chicago Society of Landscape Architects.

A. L. Vaughan is planning on visiting his old home in southern Louisiana in the near future, returning in time to attend to the Easter business. Lilies are in good supply at A. L. Vaughan & Co.'s store this week and the first shipment of southern jonquils is expected any day.

Gust. Martial is again in the employ of Poehlmann Bros. Co.'s supply department where he is greeting old acquaintances this week.

The American Bulb Co., reports a heavy movement of gladiolus and hardy lily bulbs.

Valley

For Easter

CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18.00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS

3032-42 W. Madison St., Chicago, Ill.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

Out-Of-Town Buyers

will find it to their advantage to place their regular orders with us. Our line of Cut Flowers and Greens is complete in every respect and the service we are rendering is so satisfactory that it is entitled to a trial.

Fred Price, of Peter Reinberg, Inc., and Bill Lorman, of the A. L. Randall Co., are back from Toledo, O., where they participated in the national bowling tournament. They both made a good showing especially Mr. Price in the singles who rolled 536 for three games.

William Lempke of Park Ridge has been doing well with violets this season and grows Governor Herrick exclusively. He is shipping in a good supply of pansies not to mention carnations.

Mrs. Ennis, of Milwaukee, Wis., was here on business March 11 in connection with the new retail store she is opening in the Plankinton Arcade in the vicinity of her old stand on Grand avenue.

Johan A. Ebberts, well-known importer of florists' supplies is back from a business trip to New York. He expects to sail for Japan the latter part of this month.

Peter Miller, manager of George Wienhoeber's store on Michigan avenue, is rejoicing over the arrivals of twins at his home. He calls them Pat and Mike.

George Taffel, representing Schloss Bros., Ribbons Inc., New York, and a number of others in the same line, called on the trade here the past week.

Anton Then, who returned from Alabama recently, and Mrs. Then are planning to visit their son John at Red Bluff, Calif., in the near future.

John Steiskal of the Joseph Foerster Co., has the sympathy of the trade in the loss of his youngest son whose death occurred last week.

H. G. Frey, manager of the greenhouse department of the McCallum Co., Pittsburgh, called on the growers here this week.

George Rozakles and daughter Loretta are visiting at Los Angeles, Calif.



Drive Your
Slogan
Home

THE NEW WRAPPING PAPER
Made especially for Florists
WATERMARKED

"Say it with Flowers"

Carries your dynamic slogan right into the homes
of your trade

and

adds just the proper touch to your service

Orchard Paper Company
758 Spruce Street
SAINT LOUIS

Mention the American Florist when writing.

Vaughan's Seed Store continues large shipments of all spring bulbs, including gladioli, cannas, caladiums, etc.

Frank Jarel is back on the job at Zech & Mann's store after being on the sick list for three weeks.

E. Courtemanche is employed in the retail cut flower department of the Everette R. Peacock Co.

J. J. Budlong has returned from a month's winter hunting and fishing at Fort Myers, Fla.

Mrs. F. Spickermann, of Sandwich, was a visitor in the wholesale market March 13.

Louis Chorokomos is expected home in a few weeks from Los Angeles, Calif.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Fred Lautenschlager, of the Kroeschell Bros. Co. reports active demand for ice machines. His firm has just completed the installation of a 250 horse power Kroeschell fire and water tube boiler for high pressure operation at the Budlong rose range in Evanston. This concern will now have three 250 horse power high pressure boilers in operation.

C. L. Washburn, of Bassett & Washburn, and wife returned from California March 12 after passing through a severe snowstorm in Kansas. Mr. Washburn reports business as good in California and that the damage from the recent heavy frost was not as great as first expected.

Poehlmann Bros. Co. is cutting a large supply of Mrs. Chas. Russell roses that are attracting the attention of the buyers at the store. The plant stock at the Morton Grove greenhouses is in splendid shape and orders for same have been numerous the past week.

Wietor Bros. are in good crop with roses which are cleaning up nicely each day. The demand for young rose stock is heavy especially Mrs. Chas. Russell in two and one-half inch pots.

Fire in the offices of the John C. Moninger Co., March 10, caused no serious damage beyond the loss of several baskets of ordinary office papers.

A. Lange, who had a big run on shamrocks for St. Patrick's Day, says his February business was fully as good as that of last year.

Ernst Wienhofer's Elm street establishment narrowly escaped damage from a bomb explosion in the neighborhood the night of March 14.

John Michelsen is again attending to his duties as manager of E. C. Ameling Co., after being on the sick list for a week.

The Central Floral Co. had an attractive display of St. Patrick's Day greened flowers in well arranged baskets this week.

George Wienhoeber is showing a nice bowl of blue lace flower, *Didiscus coeruleus*, an attractive annual, in his window.

Herman Schiller who has been visiting a sister in Texas is now in California and is expected home soon.

A. Henderson & Co. have had good demand for cannas, and say the supply of many kinds is now low.

M. C. Gunterberg was called to northern Minnesota last week by the death of her grandmother.

NASHUA, N. H.—The Nashua Horticultural Society was recently organized and Winthrop L. Carter is expected to be elected president at the next meeting.

ROCHESTER, N. Y.—The General hospital recently prohibited all local florists sending *Primula obconica* to any patient or inmate at that institution, because of alleged poisonous constituents in the plant.

Chicago Florists' Club.

There were a number of interesting discussions at the regular meeting of the Chicago Florists' Club, held at the Hotel Randolph, March 9, President Kohout in the chair, the principal topics being Chicago Day at Indianapolis, which will be Monday, March 27, the local party leaving Sunday, March 26, at 5:30 p. m. on the Monon railroad, Polk and Dearborn streets, due Indianapolis at 10:30 the same evening. The fare one way is \$6.62, but everyone should obtain a certificate in order to secure half rate on the return trip.

George Asmus told about the Pageant of Progress to be repeated the coming summer at the Municipal pier on a much more complete scale than last year's event, offering florists another good opportunity to exploit their business at a dull time. He also told of the extensive preparations in progress for the floral display at the West Town Exposition, which will be open at the Second Regiment Armory, Madison and Rockwell streets, March 27, urging all to participate.

Guy W. French called attention to the hardships of florists in the north and west during the recent snow storms in those sections, stating that many of them experienced great difficulty in carrying on business. Traveling men in many cases, were greatly delayed by the bad weather and suffered much inconvenience in belated and snowbound trains.

Chairman W. J. Keimel, of the Indianapolis-Chicago Day committee, said arrangements for the trip to the National Flower Show were progressing splendidly, and that a good attendance of the trade in this city was already assured. He advised everyone to secure railroad certificates and Chicago Day badges, to make certain of all the privileges to be had in making the trip.

Peter Pearson exhibited some well grown cinerarias, twin-flowered *Madam Krelage* darwin tulips and some good blooms of narcissus, bicolor *Victoria*. Hans Jepsen received a certificate of merit for a fine vase of *Iris filifolia* *Imperator*, a variety of the *I. Tingitana* type with somewhat smaller flowers. Mr. Jepsen says the bulbs of this variety bloom nearly 100 per cent, and that during February they average 42 cents each. *I. Tingitana* of course, blooms much earlier.

H. G. Frey, representing the McCallum Co., Pittsburgh, Pa., gave an interesting account of the good work carried on by the Pittsburgh and Cleveland Florists' Clubs.

New members elected included M. N. Duyts, Lake Forest, Fred Poetzl, 172 North Wabash avenue, C. Parker, 66 East Randolph street, Marshall N. Tyler, 66 East Randolph street, J. K. Rugowski, Manitowoc, Wis.,

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

DAISIES

PANSIES

STEVIA

TULIPS

JONQUILS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

**Violets, Calendulas, Sweet Peas, Easter Lilies,
Rainbow Freesias, Jonquils.**

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

**BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.**

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality
Speaks
Louder
Than
Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

Prices
As
Low
As
Others.

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Mention the American Florist when writing.

Chairman T. E. Waters, of the good-of-the-club committee promised the past president a gala night in the near future.

The next meeting of the Florists' Club will be held April 6 at the Randolph hotel.

HUNTINGBURG, IND.—Peter Morgan, who with his family moved to Roanoke, Va., about a year ago, where he was employed as manager of a greenhouse has returned and purchased the Seubold greenhouses, which he previously owned. He intends to make a number

of improvements. Mr. Seubold has no plans for the immediate future. His son, Henry, who was associated with him, will go to Champaign, Ill., and finish his course in horticulture at the University of Illinois.

W. B. C.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

EVERYTHING SEASONABLE IN CUT FLOWERS AND GREENS.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

Columbus, O.

FUNERAL WORK HOLDS UP TRADE.

While Lent is now on and this necessarily cuts in on the business, still trade has been good in many ways, especially funeral work. All retailers and many growers reported extra briskness in funeral designs and pieces. There are some parties and social functions which have caused a fair demand for certain loose flowers and plants. Corsages sold well. Carnations, sweet peas, daffodils, lilies, roses and spring flowers are the leaders, with prices as a rule firm at the levels which have prevailed since the St. Valentine's Day increases. Roses are mostly Premier, Sunburst, Columbia and Ward and sell from \$3 to \$8 per dozen. Sweet peas sell for \$1.50 per bunch. Bulbous plants are in good demand while pot plants such as primroses, hyacinths and other kinds attract more attention. Active preparations are being made for a brisk Easter season and indications point to a good supply of excellent quality. Violets are expected to be scarce and of inferior quality.

FLOWER GROWERS' AND DEALERS' ASSOCIATION.

The regular meeting of the Flower Growers' and Dealers' Association which had been scheduled for March 7, was postponed two weeks. It has been arranged to hold the meeting, with entertainment features, at the Elk's Club, March 21, when a large attendance is expected. Questions of policy will be considered and the report from the meeting of the board of directors of the state association will be made by Walter Stephens, who is president of the Ohio District of the National Flower Growers' Association.

A new retail firm has been opened under the name of Czish & Dozer, at the corner of High street and Fourth avenue in a large and well-lighted store room. In addition to dealing in flowers, bulbs and pot plants the concern will also sell seeds, birds and supplies. The partnership consists of Rudolph Czish, formerly in charge of the seed department of the Livingston Seed Co., and James Dozer, who has been employed by a number of local florists.



The John C. Meyer Thread Co.,

Manufactured by
LOWELL, MASS., U. S. A.
DEPT. XYZ.

OHIO GROWERS.

Walter Stephens, president of the Ohio District of the National Flower Growers' Association has returned from Cleveland and Toledo, following a meeting of the board of directors at the former city. A fair attendance was present and the question of co-operative buying was discussed at length. It was decided to take it up in many ways and to do that end lists will be published, showing the cost paid by the members of the association and that where co-operative buying is not employed. These lists will soon be issued and distributed. It was also decided to continue the scientific matter distributed by the association especially along the lines of heating plants, etc. While in Toledo Mr. Stephens visited the plants of the J. L. Schiller Co., Hertzell Bros., Schramm Bros., Heini, and Miller Bros. The last is a vegetable grower of considerable prominence. All of these visits were made in one day and leaving there at 4 p. m. he reached this city at 11 p. m. the same day by automobile. The trip to Cleveland was made in seven hours. Mr. Stephens thinks that is going some.

The window of T. J. Ludwig, North High street, has been featuring bulb stock largely. Pot plants are also shown which attract considerable attention. Mr. Ludwig reports exceptional briskness in funeral work.

Frank J. Steffan, who was connected with the Livingston Seed Co., for 20 years, has been made manager of the retail seed, plant and bulb department

Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkaline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

of the Wilson Seed & Floral Co., 23 East Town street. He is well and favorably known especially for his selection and experimental activity. The Wilson Seed & Floral Co. has been steadily expanding since it has occupied its new quarters and a number of departments have been added to the business.

J. W. L.

St. Louis, Mo.

STOCK HARD TO SELL.

Stock is moving very slowly for this time of the year. All spring stock is in heavy supply. Pot roses made their first appearance during the week, crimson rambler being the chief kind. Most of the gladioli comes from Florida. Pot Syringa persica have been seen, chiefly dwarf varieties. Spanish irises are in good supply. Daisies of the African orange type are arriving. Pansies, in limited quantities, are now on the market. In staple stocks roses continue to be the chief item, Premier selling best. Mrs. Chas. Russell, Columbia, Butterfly, White Killarney, Crusader, Sunburst, Hoosier Beauty, Ophelia are on the market, with no change in quotations. Carnation demand has been very poor, no Laddie arriving. Good reds, pinks and whites are going at \$6 to \$8 per 100. Orchids also move slowly at \$1 to \$1.25 per bloom. Cypripediums are in good supply but are hard to sell. Lily of the valley at \$6 per 100 goes exceptionally well. Violets and sweet peas offer no difficulty in selling, the former at 75 cents to \$1 per 100

THE BEST CUT FLOWERS IN THIS MARKET

Everything you need including Roses, Valley,
Carnations, Sweet Peas, Lilies, Callas, Violets,
Orchids, Freesias, Jonquils, Stocks, Mignonette,
Tulips, Iris, Calendulas, Daisies, Lupines, Etc.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Wholesale Commission Florists

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

and the latter at \$5 to \$20 per 1000. Snapdragons are in heavy supply and excellent. Jonquils and narcissi bring \$3 to \$8 per 100, the latter shortening up in supply. Cut hyacinths are about finished, the pot plants taking their place. Freesia supply is on the decline. Some excellent cut Darwin tulips are on the market at \$12 per 100. Pot tulips sell well. Calla lilies are being shipped in, selling well. Easter lilies are greatly improving in quality and go at \$25 per 100. Ferns bring \$3.50 per 1,000 and there is no increased demand for galax, green and bronze, leucothoe and huckleberry.

NOTES.

Grimm & Gorly have opened a "Baby Department." A very attractive window decoration was used to advertise the new novelties. All the necessities of the young baby and the nursery were attractively displayed filled with lily of the valley and dainty pink sweet peas and Asparagus plumosa and tied with pink ribbons. It was very attractively arranged and caused quite a bit of attention.

The March 9 meeting of the Florists' Club was at the St. Louis Wholesale Cut Flower Co., and about 50 members were present. A fine show was staged of cut flowers and pot plants by members of the club. Several of the St. Louis growers intend to send exhibits to the Fifth National Flower Show this year at Indianapolis, March 25-April 1.

A LIVE SELLER

COSTS \$2.50 SELLS FOR \$5.00

Greatest line of stock ever offered. Leading retailers everywhere recognize our prepared goods as the leader and recommend it to their neighbor florists. Send \$2.50 for a sample box today. Place it on display and watch the orders come in.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

The St. Louis Wholesale Cut Flower Co. did a very good business during the week. The company deals in cut flowers and occasionally pot plants.

Mulanphy Florists, Inc., had an at-

tractive basket of gladioli and Darwin tulips and greens in their display window, last week.

Visitor: M. Spicler, Parsons, Kans.
J. K. M.

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Southern Wild Smilax, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Pittsburgh, Pa.

SLIGHT IMPROVEMENT IN TRADE.

Contrary to expectations, the past week has seen some improvement in demand, but the supply has been so large that there has been no advance in prices, and at times in spite of the extra demand, the market was top heavy and it was necessary to job stock in order to move it. The supply of roses is smaller, due to the fact that most growers are cropping for Easter, while carnations and bulbous stock are in heavy supply. The quality of everything is of the best; in fact it could hardly be improved on. The supply of sweet peas has been heavy and cheap. Easter and calla lilies are still moving at a fair price, but the supply is increasing daily. Snapdragon is as popular as ever and cleans up daily. Violets are a drug on the market and in the end have to be cleaned up by the street merchants. Lily of the valley is also moving slowly, as has been the case all season. Other items such as acacia, iris, daisies and calendulas come in small quantities and sell readily. Taking everything into consideration, conditions are about normal for the season, and the business seems to be in a healthy condition in this section.

NOTES.

The decorative force of the A. W. Smith Co. is kept on the jump these days, having placed several large decorations. The firm just completed converting the large ball room of the Hotel Schenley into a southern garden for the Lincoln Motor Co.'s annual show. They also report that their landscape department is now going at top speed.

A large and attentive audience greeted Prof. Fish of the University of Pittsburgh to hear his lecture on heredity at the last Florists' and Gardeners' Club meeting. Prof. Fish has made this subject his life's study, and can certainly hold the attention of his audience to the end.

The E. C. P. Weaklen Co. has announced that they have leased the store room at 5817 Penn avenue and will move into their new quarters about May 1. After alterations are made they will have one of the most up-to-date shops in the country.

The E. C. Ludwig Floral Co. report business as good. They are now cutting a large crop of lilies and bulbous stock at their greenhouses, Ludwig Station, Pa.

PREPARED CYCAS LEAVES

(Best Quality Cycas on the Market.)

To introduce our stock to new customers we will ship 100 assorted sizes, up to 36 in. long for the special price of.....\$6.00

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

The wholesale supply houses report that business is picking up, and that their forces are working over time filling orders from out of town.

The E. A. Williams Co., Inc., windows are always attractive. Last week they featured acacia, delphinuf, and iris.

E. C. T.

Salt Lake City.

ACUTE SHORTAGE OF STOCK.

The shortage of flowers for the last month has been very acute, due to the cold stormy weather. Even now, the middle of March, the thermometer hovers around 10 above zero at nights, and if it should warm up a little it seems only to bring a snow storm. Growers are unable to fill their orders, and have proportioned what flowers they have as fairly as possible among their customers. The roses are of good quality, and bring from \$3 to \$25 per 100 wholesale. Carnations are bringing \$5 to \$8 per 100. Cut daffodils are quite in demand. Pot plants have moved well of late, especially bulbous stock. Genista seems to be greatly favored by the public here, and sells rapidly. Boston and Whitmanii ferns are not moving so well of late. Asparagus Sprengeri and plumosus are in steady demand. Easter plants are selling well in this section. Hydrangeas, rambler roses and baby roses are showing up well, and will be in bloom in time for Easter. There is a good supply of pelargonium Easter greetings. Fuchias are growing well, and should soon be ready for sale. Easter lilies are not plentiful, and not as good as last year. It has been necessary to keep them at a low temperature, to keep them from coming on the market too soon.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing.

NOTES.

B. Westholder, formerly proprietor of a flower shop at Rock Springs, Wyo., sold out to the Evanston Floral and Music Shop, and recently opened a store at Ogden, Utah, under the name of the Artistic Floral Co.

A cold blizzard here recently tied up traffic on the railroads, and express shipments to some points were delayed for a short time. The state highways were also made impassable by the snow drifts.

Robert Miller, manager of the Miller Floral Co., has been sick with influenza the last few days. Several employees of this place have also been ill with the same ailment the last week.

The Salt Lake Floral Co. is making many improvements at its greenhouses.
J. W. W.

BATTLE CREEK, MICH.—Mrs. Mary Swank is planning to build greenhouses at 82 Gognac street, at an early date.

DETROIT, MICH.—The Hillsdale Floral Co. was recently incorporated with a capital of \$50,000; cash paid in, \$12,500. Raleigh Wells, Elmer Mohr and Wm. Tomlinson are the stockholders.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

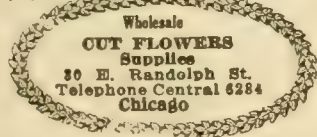
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FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

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Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. Wabash Ave., CHICAGO
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977 1978

Wholesale Flower Markets

Chicago CURRENT PRICE LIST

	Dozen	
Roses Mrs. Chas. Russell.	\$6.00 @ \$35.00	
" Butterfly	4.00 @ 20.00	
" Columbia	4.00 @ 20.00	
" Dunlop	4.00 @ 20.00	
" Premier	6.00 @ 35.00	
" Hoosier Beauty	4.00 @ 25.00	
" Killarney Brilliant	4.00 @ 15.00	
" White Killarney	6.00 @ 20.00	
" Mrs. Geo. Shawyer	6.00 @ 20.00	
" Milady	4.00 @ 25.00	
" Mrs. Aaron Ward	4.00 @ 20.00	
" Sunburst	4.00 @ 20.00	
" Ophelia	4.00 @ 20.00	
" Dbl. W. Killarney	4.00 @ 20.00	
" Cecile Bruner	3.00	
" Our Selection	5.00	
Calendulas	4.00 @ 6.00	
Daisies	1.50 @ 2.00	
Cattleyas, per doz.	12.00 @ 18.00	
Valley	6.00 @ 8.00	
Carnation	3.00 @ 5.00	
Easter Lilies	25.00	
Sweet Peas	1.50 @ 3.00	
Paper Whites	3.00 @ 4.00	
Violets	1.00 @ 2.50	
Freesia	4.00 @ 6.00	
Tulips	4.00 @ 8.00	
Jonquils	4.00 @ 8.00	
Iris, per doz.	5.00	
Pansies, dozen bunches	2.00	
Adiantum	.75 @ 1.50	
Ferns, per 1,000	4.00	
Galax, per 1,000	2.00	
Leucothoe	1.00	
Sprengerli, Plumosus Sprays,		
per bunch	.50 @ .75	
Mexican Ivy	1.00	
Boxwood, 35c per lb., case	9.00	
Southern Wild Smilax, per case	7.50	

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

**Matthew
Crawford**

AND

**Dr.
Van Fleet**

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.

**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia,
Russell, Milady, White Killarney and Kil-
larny Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE

General Office: FEDERAL LIFE BUILDING
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

Do You Handle Any of These Items?

BEAUTIES will increase in supply from now on. You will find them very good stock.

CATTLEYAS are very reasonable in price and the variety is of the best for color and size.

No better **GARDENIAS** are grown anywhere and at \$5.00 per dozen you can buy the best; stems 12 to 15 inches long and perfect flowers.

Wire us your order for immediate shipment.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing.

Philadelphia, Pa.

BUSINESS GOOD CONSIDERING SEASON.

Lent has opened with a good supply of flowers and there is a fair demand to keep them moving, but at lower prices than most growers like to see. To quote one of the large dealers: "Yes, the stock is pretty well cleaned up but we get so little for it!" Another says: "The trouble is that prices have gotten too low and when they once get down it's hard work to get them up again." Others are satisfied and say the call and prices are as good as can be expected for the first weeks of Lent. Roses have shortened up a bit as have carnations, although there are enough of both to supply the demand. There is quite a lot of short Premier which finds a good sale, the quality of it being fine, in fact, all the varieties are quite up to the winter standard. The quality of the carnations is very good but for some reason they don't sell like they ought to, \$3 to \$6 per 100 and less, is the price for good fresh stock, with quantity prices much lower. However, it has often been much worse as they are not offered as yet on the corners for 25 cents a bunch. There are an abundance of sweet peas, the choice of which is a splendid stock; it is wonderful how well they clean up when the quantity thrown on the market is so great and constantly increasing. Easter lilies are about even with the call and all the good callas appear to find buyers. As there are fully 20 per cent more on the market than last year, prices have held remarkably well. Snapdragon is now a strong factor, excellent long stemmed stock being in demand at top prices. Bulbous stock is having a hard time of it, very good tulips returning but three and four cents, with Emperor daffodils of excellent quality

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 15.		Per 100
Roses, American Beauty...	\$ 8.00 @	\$100.00
" Russell	6.00 @	12.00
" Dunlop	4.00 @	10.00
" Pilgrim	6.00 @	12.00
" Crusader	6.00 @	16.00
" White Killarney...	4.00 @	12.00
" Ward	4.00 @	10.00
" Maryland	4.00 @	10.00
" Hoosier Beauty...	6.00 @	12.00
" Columbia	6.00 @	12.00
" Hadley	8.00 @	16.00
" Premier	6.00 @	12.00
" Ophelia	6.00 @	16.00
" Butterfly	6.00 @	12.00
" Cecile Brunner...	2.00 @	3.00
Adiantum		2.00
Asparagus bchs, per bch.	.50 @	1.00
Asparagus Strings, doz...		12.00
B. Buttons	2.00 @	3.00
Calendulas, per bunch...	.75 @	1.00
Carnations, fancy	8.00 @	10.00
Carnations, ordinary	4.00 @	6.00
Cattleyas, per doz.	9.00 @	12.00
Callas	2.50 @	3.00
Easter Lilies	25.00	
Lily of the Valley		8.00
Smilax, per dozen		6.00
Violet	1.00 @	1.25
Cyrtipediums, dozen...	4.00 @	6.00
Sweet Peas	2.00 @	3.00
Freesia	5.00	
Jonquils	6.00	
Myrsotis, per bch.	.50 @	.75
Polticus		4.00
Marguerites	3.00 @	4.00

BUFFALO, Mar. 15.		Per 100
Roses, White Killarney...	\$ 6.00 @	\$12.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Milady	6.00 @	18.00
" Maryland	3.00 @	10.00
" Sunburst	5.00 @	12.00
" Columbia	6.00 @	25.00
" Ophelia	6.00 @	15.00
" Russell	8.00 @	15.00
" Premier	6.00 @	18.00
" Cecile Brunner	4.00 @	5.00
Calendulas	4.00 @	6.00
Carnations	3.00 @	5.00
Easter Lilies	20.00 @	25.00
Mignonette	3.00 @	5.00
Narcissus, Paper White...	3.00 @	4.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	6.00 @	10.00
Sweet Peas	.50 @	3.00
Violets	.75 @	1.00
Freelias	3.00 @	6.00
Daisies	2.00 @	3.00
Golden Spur	3.00 @	6.00
Tulips	4.00 @	6.00
Calla Lilies	15.00 @	25.00

PHILADELPHIA, Mar. 15.		Per 100
Roses, Beauty, special ...	\$75.00 @	\$100.00
" Butterfly		15.00
" Ophelia	6.00 @	12.00
" Columbia	6.00 @	20.00
" Mrs. Chas. Russell	10.00 @	25.00
" Dbl. Wt. Killarney	8.00 @	15.00
" Hadley	12.00 @	25.00
" Sunburst	8.00 @	15.00
" Wards	4.00 @	18.00
" Premier	3.00 @	20.00
Adiantum	1.00 @	1.50
Asparagus, bunches	.35 @	1.50
Asparagus, strings	.75 @	1.00
Calendulas	1.00 @	3.00
Carnations	2.00 @	6.00
Cattleyas	75.00 @	100.00
Easter Lilies	15.00 @	25.00
Lily of the Valley	6.00 @	8.00
Smilax		.35
Snapdragons, per doz. ...	1.50 @	3.00
Sweet Peas	.50 @	3.00
Violets, single	.75 @	1.00
Violets, double	.75 @	1.00
Callas	15.00 @	20.00
Daffodils	3.00 @	6.00
Tulips	5.00 @	8.00
White Lilac, per bunch...	2.00 @	2.50

not much better, the top price being five cents. Poor old Paper White narcissi accumulate in spots and are sold to the street men or to be made up into cheap funeral work at job lot prices. Lily of the valley is a little over stocked. Good lilac holds it own. Violets are hard to move. Cattleyas are not overly

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This Week High Grade
Roses, Sweet Peas, Violets
and Carnations

Berger Bros.

The Choice of the Market in

EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.
Exceptional Service.

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plentiful, nor in eager demand since the close of the social season. Larkspur belladonna is seen here and there, and will soon be a feature in the retailers' windows. Take it all in all, the week has been very satisfactory for the season.

STABILITY IN PRICES.

A prominent wholesaler in speaking about prices said that a much better average could be maintained if about 10 per cent of the trade had more back bone. Some of the growers who peddle their stock around the stores and wholesalers as well, appear to take fright at the first little oversupply, or when there seems to be not much doing and start to break prices. Not only do they cheapen their own stock but that of all their competitors. Things are never as bad as they appear at first glance and rumors of sales below the market are often for effect and greatly magnified. When daffodils, roses, carnations or other flowers that are selling for five cents, are dropped to four, it only means 25 cents on a bunch, but on \$100 worth it is \$20 off, surely a tremendous reduction, and that could be saved to the business with just a little firmness and ability to fight back until the crisis was over. Very frequently, although there is not one-half the flowers in the market that forced the decline, the lower prices still prevail while they could just as easily have been sold at the old figures. Even staple items such as coon-tle leaves or sprays which have been found an admirable green as a backing for sprays and other cut flower work, are sold as low as two cents, when they are worth in comparison with other stock at least five cents and now that they are introduced would readily sell at this figure. Some men think the only way to sell is to be a cent below the other fellow and in consequence they very rarely have anything laid away at the end of the year.

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471 Milwaukee St., Milwaukee, Wis.

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Choice Cut Flowers

and Greens

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PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

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Headquarters of the Cudahy Roses

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OF LOS ANGELES

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LET YOUR ORDERS COME.

FLORISTS' CLUB MEETING, APRIL 4.

Charles Henry Fox will be the speaker at the April 4 meeting of the Florists' Club, his subject being "Analyzing the Flower Business with Practical Demonstrations." This is the lecture that made such a hit at Cornell University, February 16. In addition there will be a fine exhibition of Easter plants by all the large growers of the city.

The Kurume azaleas of Henry A. Dreer, Inc., exhibited at the last Florists' Club meeting attracted a great deal of attention; they were splendidly flowered plants in from three to 6-inch pots in many shades of color. Alphonse Pericat, Collingdale, Pa., who also made an exhibit of similar plants, believes this is destined to be a most popular plant both for forcing and outdoor decoration.

C. U. Liggitt staged for Henry Hession, Brooklyn, N. Y., a light pink seedling carnation, Enchantress Supreme color, but almost as large as Laddie. It looked to be a comer.

NOTES.

One of the chief pluggers of the Leo Niessen Co. said its force was the greatest bunch of workers in the trade, fellows that never gave up until the jars were all empty. People just had to buy when they got hold of them, and best

Wholesale Flower Markets

PITTSBURGH, Mar. 15.			Per 100
Roses, Beauty, spl., doz...	\$ 9.00	\$60.00	
" " fcy., doz...	7.50	45.00	
" " ex, doz...	6.00	25.00	
" " No. 1, doz...	4.00	15.00	
" American Legion...	8.00	25.00	
" Killarney	6.00	15.00	
" Maryland	6.00	15.00	
" Sunburst	6.00	15.00	
" Mrs. Aaron Ward...	6.00	15.00	
" Russell	8.00	25.00	
" Columbia	6.00	20.00	
" Ophelia	6.00	15.00	
" Hilda	6.00	15.00	
" Premier	8.00	25.00	
" Madam Butterfly...	8.00	20.00	
Carnations	3.00	6.00	
Calendulas	2.00	4.00	
Calla Lilies, per doz...	2.50	3.00	
Lilies	20.00	25.00	
Valley		4.00	
Ferns, per 1,000		4.00	
Galax, per 1,000		2.00	
Plumous, per bunch...		.50	
Sprengeri, per bunch...		.60	
Smilax, per doz. strings...		3.00	
Sweet Peas	1.50	4.00	
Violets		1.00	
Baby Primroses	.50	1.00	
Narcissus, Paper Whites...	4.00	6.00	
Jonquills	4.00	6.00	
Tulips	4.00	8.00	
Snappdragons, per doz...	.75	2.00	
Pussy Willows	4.00	8.00	
Acacia, bunch		2.50	
Iris		15.00	

MILWAUKEE, Mar. 15.			Per 100
Roses, Killarney, W. K'l'y.	\$ 4.00	\$12.00	
" Premier	8.00	25.00	
" Ophelia	4.00	15.00	
" Columbia	6.00	20.00	
" Ward	4.00	12.00	
" Hoosier Beauty	6.00	20.00	
" Butterfly	6.00	18.00	
Carnations	3.00	5.00	
Hyacinths	8.00	12.00	
Orchids, Cattleyas, doz...	12.00		
Strawflowers, bunch	.25	.50	
Sweet Peas	1.00	2.00	
Violets	.75	1.00	
Wild Smilax, per case...		7.50	
Fancy Ferns, per 1,000...		4.00	
Paper Whites	4.00	6.00	
Calendulas	4.00	8.00	
Tulips	4.00	6.00	
Adiantum		2.00	
Galax, per 1,000		2.00	
Asparagus, per bunch...	.50	.75	
Valley	4.00	6.00	
Lilies, per doz		3.00	
Callas, per doz	2.00	3.00	
Stocks	6.00	12.00	
Pansies		1.00	
Ornatus	2.00	4.00	

of all they were glad to come back. Delphinium belladonna was added to their large assortment the past week.

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MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

St. Louis, Mar. 15.			Per 100
Roses, Premier	\$4.00	\$20.00	
" White Killarney ...	3.00	8.00	
" Columbia	4.00	15.00	
" Crusader	5.00	12.50	
" Ophelia	4.00	15.00	
" Russell	4.00	25.00	
" Ward	4.00	6.00	
" Butterfly	6.00	12.50	
" Sunburst	6.00	15.00	
Carnations	4.00	6.00	
Valley		6.00	
Narcissus	4.00	5.00	
" Yellow		5.00	
Mignonette	8.00	10.00	
Sweet Peas	.40	1.50	
Violets	.40	.60	
Callas, per doz	10.00	25.00	
Lilies, per doz		2.00	
Leucothoe		.75	
Galax, green, per 1,000...		1.50	
Galax, bronze, per 1,000...		1.50	
Ferns, per 1,000		3.50	

CINCINNATI, Mar. 15.			Per 100
Roses, Premier	\$8.00	\$ 20.00	
" Russell	8.00	20.00	
" Columbia	8.00	20.00	
" Butterfly	8.00	20.00	
" Pink Killarney	8.00	20.00	
" White Killarney	8.00	20.00	
" Sunburst	8.00	20.00	
" Mrs. Aaron Ward	8.00	20.00	
" Ophelia	8.00	20.00	
" Baby Doll	3.00	4.00	
Daffodils	4.00	6.00	
Freesias	4.00	6.00	
Rubrum	4.00	8.00	
Primulas		1.00	
Violets	1.00	1.50	
Narcissus, white	3.00	4.00	
Ferns, per 1,000		3.00	
Galax, per 1,000		1.50	
Leucothoe		5.00	
Plumous (south) per bch...		.25	
Smilax, per string	.15	.25	
Hyacinths	4.00	6.00	
Coontie Leaves		2.00	

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

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Price \$1.00 Postpaid

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440 SOUTH DEARBORN STREET, CHICAGO

Morris Schrott has purchased the property, 544 South 52nd street, a short distance from his old location which he will shortly turn into a first class retail flower shop with a greenhouse in the rear. Morris is a hustler and this step is quite in keeping with his progressive ideas.

Pussy willow has been very popular the past season, all wholesalers carry it in quantity. Each year it appears to be done better, being graded into various sizes with all sprays full of plump buds, many of them of a glowing silvery pink that is much in demand.

Eugene Bernheimer is now at 15 South Mole street, his permanent shop. The new show window admits oceans of light and gives the store a very cheerful appearance. Mole street with its six wholesale houses can surely be called the wholesaler's center of the city.

Edw. Reid wanted to know why we knocked three years off his business career in last week's notes. He has been 28 years in business while we only gave him credit for 25 years. We may also add that he is just as full of pep as ever.

Easter and calla lilies with a full assortment of bulbous stock are the outstanding features at Berger Bros. Sweet peas are also a quantity item. Jack Berger says prices are too low for the fine quality of the stock offered.

Chas. E. Meehan claims that Asparagus plumosus would make a fine greenhouse crop if it did not take so much heat during the three months in winter when it has the field to itself with all discriminating retailers.

Double White Killarney, Sweetheart and Premier roses, together with Spanish iris, were the features of the stock of the Philadelphia Wholesale Florists' Exchange the past week.

K.

New York.

NO IMPROVEMENT IN MARKET.

There has been little change in the condition of the cut flower market since our notes of March 11 were written. Dark weather accompanied with a cold wind set in March 9 and continues at this writing and may somewhat reduce the carnation supply. One of the surprising features at the market is the great quantity of cattleyas. When Quarantine No. 37 became effective we were told that the orchid supply would soon be exhausted, but regular visitors in the wholesale district can testify that more cattleyas have been offered for sale this season than ever before. An immense stock of sweet peas is on hand, many of them of the best quality, with long stems and fine flowers. Such stock, next to roses, sells well but the short and inferior grades hardly move. The limited quantity of American Beauty roses arriving sell fairly well, but tea roses, particularly the special grades, are slow. In Easter lilies, callas and other bulbous stock there are heavy supplies, the common tulips and narcissi being extremely slow. In violets, snapdragons, stocks, calendulas, cut pansies and various minor offerings there is always some trade, but cleanups are the exception rather than the rule.

March 13.—The buying is fairly active for a Monday morning. The weather has cleared and there is likely to be a continued heavy supply of stock as the week advances.

Gold Letters and Scripts

Best and cheapest on the market

Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A. NEW YORK CITY

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FLORISTS' CLUB MEETING POSTPONED.

Primarily on account of the opening of the spring show, there was no meeting of the Florists' Club, March 13. The next meeting will take place April 10, at the Engineering Societies' building, 33 West Thirty-ninth street. The annual banquet of the club was held at the Hotel Biltmore, the evening of March 15.

NOTES.

As early as March 9 work had commenced in the Grand Central palace in connection with the staging of the spring show. The rocks and rills and the vales and the hills, so to speak were being laid out and by March 11 loads of plants were coming in. Secretary Young of the exhibition, returned from Indianapolis, Ind., the middle of last week and was present for the opening day, March 13.

Geo. E. M. Stumpp has taken a new lease for 10 years on the store at the northeast corner of Fifth avenue and 58th street, which has long been occupied by himself and his father, G. M. Stumpp. The floor space is 23x55 feet, with a good basement. The rent will be \$30,000 per year.

J. S. Fenrich, in the Eighteenth street market, in addition to a fine stock of roses from the Duckham-Pier-son range, is handling a great lot of Easter lilies and callas.

Harry Riedel, recently head salesman for Herman Weiss, 121 West Twenty-eighth street, is now manager for Jos. Klingenberg, Middle Village, L. I.

Theodore Malandre, of Malandre Bros., returned in the best of health, from a two weeks' stay at Miami, Fla.

M. A. Battista and wife, 44 Carmine street, are happy over the arrival of a little daughter at their home.

Wm. Sullivan, well known in the wholesale trade is now with Herman Weiss.

Anton Schultheis and wife, College Point, spent the winter at Miami, Fla.

Visitors: Wm. R. Nicholson, Framingham, Mass.; Orlando Ofeld, of M. Ofeld & Sons, Grimsby, Ont.

A. F. F.

Troy's Return.

John H. Troy, the veteran landscape planter, of New Rochelle, N. Y., was welcomed home from the Antipodes March 10, by Mrs. Troy and their accomplished son, who has ably filled Mr. Troy's place during his absence of four months. Mr. Troy, although closing in upon his sixty-sixth birthday anniversary, looks the picture of health, and says he had the time of his life making many new friends and acquiring a large fund of information, important in his business. He brought back all the old companions of his many journeys, the steamer trunk, the mackintosh, the



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bunch of canes and last but not least, the venerable hat box. Mrs. Troy and the young man insisted upon his taking with him, all the latest brands of head-gear, and John faithfully carried them afar. He uses mostly the soft felt, and is always most comfortable and natural to his friends in that kind of a head-piece. The hat box came back empty, the Knox silk hat being presented to a Maori chief in New Zealand, the Panama to a sailor aboard the S. S. Maruka, and the Fifth avenue derby to a Los Angeles movie man.

RICHMOND, CALIF.—A. D. Wellman has opened a flower shop at 316 Ninth street to be known as the Richmond Rose.

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Wholesale Flower Markets

NEW YORK, Mar. 15. Per 100

Roses, Beauty	\$ 6.00 @	\$100.00
" Premier	4.00 @	20.00
" American Legion ..	4.00 @	25.00
" Crusader	6.00 @	30.00
" Golden Ophelia ..	3.00 @	8.00
" Columbia	3.00 @	15.00
" Pilgrim	3.00 @	12.00
" Hadley	4.00 @	30.00
" White Killarney ..	2.00 @	8.00
" Dbl. Wt. Killarney ..	3.00 @	12.00
" Dunlop	3.00 @	12.00
" Aaron Ward	4.00 @	10.00
" Ophelia	3.00 @	12.00
" Scott Key	8.00 @	50.00
" Sunburst	2.00 @	10.00
" Mdm. Butterfly ..	4.00 @	15.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus, per bch..	.25 @	.75
Carnations	1.50 @	4.00
Carnation Laddie	6.00 @	8.00
Cattleyas	15.00 @	75.00
Gardenias, per doz	3.00 @	6.00
Iris, per doz	2.00 @	3.00
L. Rubrum	8.00 @	15.00
Leucothoe, per 1,000 ..	5.00 @	7.00
Lilies, White	15.00 @	20.00
Lily of the Valley	1.00 @	4.00
Mignonette, per doz.	.50 @	.75
Snapdragons, per doz.	.50 @	2.00
Smilax, doz. strings	1.25 @	2.00
Galax, green and bronze, per 1,000	1.50 @	2.50
Ferns, per 1,000	2.00 @	2.50
Violets	.15 @	.50
Sweet Peas	1.00 @	3.00
Callas, per doz.	1.50 @	3.00
Lilac, per bunch	1.00 @	1.50
Freelias	2.00 @	3.00
Tulips, per doz.	.35 @	.40
" Darwins, per doz., southern	.75 @	1.00
Asp. Plumosus, per bunch, southern	.15 @	.50
Pansies, cut	.75 @	1.50
Narcissus, yellow	.35 @	.50
Hyacinths, cut, per doz.	.40 @	.50

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23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing.

CHICAGO.



77-79 E. Madison Street
Mention the American Florist when writing.



FROM NEW YORK EXCEPT AS NOTED.

March 20.
Schodack, Cosmopolitan Line (Havre-Dunkirk).
FROM HAMPTON ROADS, Belgian, I. M. M. Lines (Manchester-Liverpool).
FROM BALTIMORE, Independence Hall, Cosmopolitan Line (Havre-Dunkirk).
March 21.
Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (London).
FROM PHILADELPHIA, Vauclin, French Line (Havre-Bordeaux).
FROM PHILADELPHIA, East Side, Cosmopolitan Line (Bordeaux).
FROM HAMPTON ROADS, Independence Hall, Cosmopolitan Line (Havre-Dunkirk).
March 22.
FROM NEW ORLEANS, Napierlen, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Maryland, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, Dakarian, I. M. M. Lines (Liverpool).
FROM BOSTON, Caledonian, I. M. M. Lines (Liverpool).
March 23.
FROM BALTIMORE, Gorredyk, Holland-America Line (Rotterdam).
March 24.
Samland, I. M. M. Lines (Hamburg).
Ikala, Cunard-Anchor Line (Gibraltar-Naples-Patras-Dubrovnik-Trieste).
March 25.
New Amsterdam, Holland-America Line (Rotterdam).
Persier, Belgian Line (Antwerp-Havre).
Cedric, I. M. M. Lines (Liverpool).
Mesaba, I. M. M. Lines (London).
Homeric, I. M. M. Lines (London).
Gothland, I. M. M. Lines (Antwerp).
FROM BALTIMORE, Mackinaw, I. M. M. Lines (Antwerp).
Valacia, Cunard-Anchor Line (London).
FROM NEWPORT NEWS, Gorredyk, Holland-America Line (Rotterdam).
FROM PORTLAND, Welshman, I. M. M. Lines (Liverpool-Avonmouth).
FROM PORTLAND, Vellavia, Cunard-Anchor Line (London).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.
(Members F. T. D.)

Steamers arriving at or leaving any port can be served at a few hours' notice.
(Members F. T. D.)

Bees Ltd
Bold Street
LIVERPOOL

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CHICAGO
75 E. Adams St.



EVANSTON, ILL. 3025 Central St.
Member of Florists' Telegraph Delivery.
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ROCHESTER, N. Y.

J. B. KELLER SONS,
FLORISTS

25 Clinton Avenue N
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

SALT LAKE CITY.

Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Member of Florists' Telegraph Delivery.
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GRAND RAPIDS, MICH.
GRAND RAPIDS FLORAL CO
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing.

TACOMA, WASH.
California Florists
will take care of all telegraph orders.
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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY, MISSOURI.

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

Mention the American Florist when writing.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

OMAHA, NEB.

Hess & Swoboda FLORISTS

1415 Farnum St.

PHONES
1501 and L1582

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Danker's.
Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn, the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Feters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August K. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

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FOR ST. LOUIS

WIRE

Grimm & Gorly

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Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
Rhineclander
107-420-775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Bronx, New York City
Fordham Florist
421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK. Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G.E. McStumpfe

Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS

South Jefferson Street
Elks' Building
Dayton, O.

Telegraph orders for Dayton will receive
our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

LA CROSSE, WIS.

Send your orders for flowers for de-
livery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Albany, N. Y.

Danker
FLORIST

The Best Service



Mention the American Florist when writing.

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

NEW YORK

Chatmas Florists

CHATMAS BROS.

2726 Eighth Avenue

Bet. 144th and 145th Sts.

Telephone Audubon 6044.

Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

W.J. Barnes
FLORIST, M.C.M.D.

Kansas and Western
Missouri.

Up-to-date Service.

F. T. D. Est. 1890

Mention the American Florist when writing.

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DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service

Randall's Flower Shop

22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

MICHIGAN.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

Mention the American Florist when writing.

BROOKLYN, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

Eleven Stores

Main Store—Lewis Ave. Cor. Hancock St
Telegraph orders delivered to all parts of
New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

CINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing.

Randolph & McClements



5936 Penn Ave., Pittsburgh, Pa.

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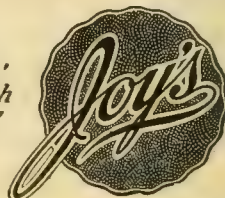
Orders in or around Washington, D.C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Nashville, THREE
STORES
Chattanooga
and Atlanta

MEMBER
Florists'
Telegraph
Delivery



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New York



44 Carmine Street

Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

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San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago



CONGRESS HOTEL

520 South Michigan Ave.

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WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

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New York's

SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhineland 0202 and 0203

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HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park
Floral Co.

R. E. GILLIS, President.
L. P. NEUMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.



WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Seattle-Rosala Bros.

Finest floral studio
in Northwest.
Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

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FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

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BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

New York.

Telephone
Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue
in the Heart of most exclusive residential section.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

The next annual meeting will be held at Chicago, June 19-20, 1922.

SUGAR beet seeds are being tested this winter in Florida for purity, in the open.

ONE ton of choice Michigan pickling cucumber seed, sold recently at 50 cents per pound.

L. D. WALLER, of the L. D. Waller Seed Co., Guadalupe Calif., is planning an eastern trip.

OSAGE, IA.—The Gardner Nursery Co., a mail order house, recently added a seed department.

THOS. W. CHISHOLM, of the Braslan Seed Growers Co., Inc., San Jose, Calif., is making an eastern trip.

LESTER L. MORSE, the well known California seedsman, says derricks and dividends are sometimes far apart.

SAN DIEGO COUNTY, Calif., claims it can grow good cauliflower seed. Will some responsible seedsman vouch for it?

BET sugar manufacturers in Colorado and Michigan have fixed the price of beets to growers this season at \$5 per ton.

NOWATA, OKLA.—R. H. Bane recently purchased the establishment generally known as Wilkinson's Seed Store, from L. E. Morrison.

CAMBRIDGE, N. Y.—The Jerome B. Rice Seed Co., is very busy with large and small orders, particularly beans and canners' pea seed.

MODESTO, CALIF.—The San Joaquin Seed Co. recently purchased the retail seed business of the Bomberger Seed Co., of Fresno and this city.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade March 15 were as follows: Timothy, \$4.25 to \$6.85 per 100 pounds; Red Clover, \$15 to \$24.

ONION SETS in the Chicago district remain about the same as quoted in our issue of March 4, \$1.90 for colors and \$2.25 for whites, prompt shipment in car lots. Yellows are scarce.

PRICES of bags at Chicago, March 15: Anchor, 16 oz., \$30.00 per bale, in bale lots or over; Royal River, 16 oz., \$30; National, 16 oz., \$30.00; Crown, 12 oz., \$25.00, an advance of \$1 over last week.

JOHN BODGER, of John Bodger & Sons Co., Los Angeles, Calif., and wife, who have been spending several months in the European seed growing centers will return about the middle of April by way of New York and Chicago.

THE house of representatives retained the free seed distribution, appropriating \$360,000 by a vote of 173 to 142. This is doing better than the vote when Congressman Enloe led the fight 20 years ago with only five supporters.

ALL cotton seed oil mills, except one in Little Rock and North Little Rock, Ark., have closed. Mills generally shut down in May. Early closing this year is attributed to a short cotton crop and unusually early movement of staple and seed.

WE have just received "Scarlett Permanent Pastures for the South Atlantic States," a booklet just issued by Wm. G. Scarlett & Co., Baltimore, Md., giving the exact formulae of its grass seed mixtures which should prove both useful and interesting to the trade.

HENRY FORD's tractor plant, equipped to produce 120,000 tractors annually, turned out only 36,000 last year. Herein may be found explanation of radical price reduction of \$210. Manufacture was stopped, and there are thousands of unassembled tractor parts on hand.

LOUISVILLE, KY.—Wood, Stubbs & Co. state that its mail order trade up to February 17 was greater than for the same period in 1921, with the balance of the business only fair. However, there seems to be a better demand and items are being sold at a profit rather than a loss.

THERE has been recently purchased by the American Russian Relief Committee, 25,000 tons of pea seed, about half garden and half field varieties, to be shipped from New York to Russia March 20. Some 300 cars of field seed corn will be shipped from Baltimore, Md., by the same organization.

THE United States Grain Growers, Inc., has formed the United States Grain Growers Sales Co. to operate at once in Chicago, Kansas City, Omaha, Indianapolis and Minneapolis markets. The company will be the largest grain selling organization in the world and will handle 110,000,000 bushels yearly.

THE Aggeler & Musser Seed Co., Los Angeles, Calif., is looking forward to a much better season than in 1921, alfalfa and other field seeds now moving satisfactorily. The rainfall to February 16 has been 16 inches, while the average from July 1 to June 30 is 15.64, leaving the soil in the best condition for many years.

VISITED CHICAGO: Roy Wheeler, of the Pieters--Wheeler Seed Co., Gilroy, Calif., returning from the east; L. M. Kimberlin, of J. M. Kimberlin & Co., Santa Clara, Calif.; W. J. Galloway, of the Galloway Bros. Co., Waterloo, Ia.; W. H. de Graaff, of de Graaff Bros., Noordwijk, Holland; G. Krosschell, representing John Vendel, Hillegom, Holland.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS--WHEELER SEED CO.
GILROY, CALIFORNIA

Canned Goods Pack Declines.

The National Canners' Association has issued statistics covering the 1921 packs of peas, corn and tomatoes, giving the following totals:

Corn, total pack 8,843,000 cases, against 15,040,000 cases in 1920. By states, as follows: Iowa, 1,190,000 cases; Illinois, 1,711,000 cases; Maine, 911,000 cases; Ohio, 850,000 cases; Maryland, 1,130,000 cases; New York, 564,000 cases; Wisconsin, 576,000 cases; Indiana, 709,000 cases; Minnesota, 573,000 cases; Missouri, Michigan, Delaware, Vermont and Pennsylvania, 440,000 cases, and all other states, 189,000 cases.

Peas, total pack, 8,207,000 cases, against 12,317,000 cases in 1920. By states, the pack was: Wisconsin, 4,063,000 cases; New York, 1,382,000 cases; Michigan, 317,000 cases; Indiana, 182,000 cases; Maryland, 533,000 cases; Ohio, 241,000 cases; Delaware and New Jersey, 345,000 cases; Utah, 376,000 cases; California, 84,000 cases; Illinois, 331,000 cases; all other states, 353,000 cases.

Tomatoes, total pack, 4,017,000 cases, against 11,368,000 cases in 1920. By states, as follows: Iowa, 1,656,000 cases; Delaware, 176,000 cases; New Jersey, 116,000 cases; Indiana, 530,000 cases; Ohio, 71,000 cases; New York, 214,000 cases; Missouri, 136,000 cases; West

Free Seeds.

If the house of representatives stood honestly for economy it would make short work of abolishing free seeds. Instead it has restored the \$360,000 item to the agricultural appropriation bill after the committee had cut it out. This has been the usual procedure in recent years—first a pretense of doing what is right and then a shameless scramble for a little more political plunder. It is the sort of thing that helps the public to take the measure of the average congressmen.

The distribution of free seeds is a hoary farce prolonged from year to year. They cost representatives and senators nothing to obtain or to forward by mail to constituents, therefore because of the pettiness of the normal congressional mind they are prized as bait for voters. It is putting a low estimate on the intelligence of the men and women in their districts to think that a few packets of radish and beet seeds will make any difference, but that is the way Washington looks at many

Alfred J. Brown Seed Co.

Growers of

**Peas and
Beans**

Grand Rapids, Mich.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

**Seed Growers
SAN JOSE, CALIFORNIA Company, Inc.**

Henry Berrien Fish

Wholesale Seed Grower

Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomsdale Farm

BRISTOL, PA.

matters. The government foots the bill on the pretext that somehow agriculture is being advanced, so nobody cares.

Regularly several hundred thousand dollars every year are wasted in this scrdid political scheme. It is a useless, frivolous expenditure of money, and there is never enough decency or courage in congress to stop it.—New York World.

Field Seeds.

About 35,600 pounds of crimson clover and 9,500 pounds of white clover arrived at New York from Germany. Rather large arrivals of alfalfa seed at New York from Argentina aggregating about 362,300 pounds were reported during the week ending February 25. The prices for domestic alfalfa seed remain firm with an upward trend in a few markets.

There were no changes of note in prices for grass seed. Kentucky blue grass and redbtop prices are at a point where dealers seem reluctant to buy more of these seeds than are needed for their immediate requirements. The export demand for Kentucky blue grass continued good, but the greatest increase in export demand recently occurred in the case of timothy. Approximately 107,300 pounds of timothy were exported to Great Britain and Norway from New York during the week. About 81,800 pounds of rye grass arrived at New York from France, Germany and Great Britain.

Millet and sorgo prices were quoted the same as a week ago in most markets. In the Missouri valley millet prices were considered to be about 10 cents and sorgo prices 15 cents per 100 pounds higher than during the previous week. Large jobbers in that section were quoting these seeds on February 25 approximately as follows: Golden and Siberian millet, \$1.85; common millet, \$1.50; broom-corn millet, \$2; Japanese millet, \$4; amber sorgo, \$1.75; orange, \$1.85; and sumac, \$2. Kafir, milo, and feterita were being offered at \$1.75, \$1.85, and \$2 per 100 pounds respectively.

January Business Failures.

The liabilities amounted to \$115,301,371, the largest total ever reported in the month of January and only once previously exceeded, namely in October, 1908, when the total liabilities were nearly \$173,000,000.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America.

Office: Cambridge, New York

Mention the American Florist when writing.

THE ALBERT DICKINSON COMPANY

35th St. at California Ave., CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELEBY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY

SWEET PEAS - ALL VARIETIES

PEAS - KENTUCKY WONDER BEANS

THE L. D. WALLER SEED CO.

Wholesale Growers to the Seed Trade

SELECT STOCKS OF

Flower Seed, Sweet Pea and Nasturtium in Variety

GUADALUPE, CALIFORNIA



Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO..

Contract Seed Growers

LOS ANGELES, CALIFORNIA

Return Envelopes

Catalogue Envelopes

Seed Packets

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

—THE—

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn. VALLEY, Douglas County, NEB.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Richard Diener Company, Inc.

Originators and Growers
of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.



KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

CHAS. FROST
Kenilworth
N. J.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

European Corn Borer in Minnesota.

The Minnesota state quarantine
against the European corn borer, which
became effective March 15, 1920, pro-
hibiting the shipment into the state of
all corn on the cob, corn cobs or any
portion of the corn plants except shelled
corn or shelled corn products from
Massachusetts, New Hampshire and
New York, was recently amended to in-
clude the states of Pennsylvania, Ohio,
Michigan and the province of Ontario,
becoming effective February 25, 1922,
with the same provisions.

Grass and Clover Seed Prices.

The following were the wholesale
prices in dollars per 100 pounds on
timothy, Kentucky blue grass, red top
and red clover at principal points of
distribution, February 25, 1922 as given
by the government market reporter of
March 4, 1922:

	Ky. Timothy	Blue Grass	Red Top	Red Clover
New York.....	\$7.75	\$51.00	\$24.00	\$26.00
Baltimore.....	7.25	49.50	23.00	26.00
Richmond.....	8.00	51.00	24.00	25.30
Buffalo.....	7.50	49.00	24.00	26.00
Toledo.....	7.05	48.00	25.00	26.65
Louisville.....	7.50	50.00	25.00	26.25
Chicago.....	7.35	50.00	23.40	25.50
Minneapolis.....	6.90	51.00	25.00	26.50
St. Louis.....	7.35	52.00	26.00	25.50
Kansas City.....	7.00	55.00	25.00	24.00
Denver.....	8.00	48.00	24.00	23.50
Salt Lake City.....	8.00			24.50
Average for the United States same date:				
1921.....	\$7.20	\$27.25	\$14.40	\$18.95

ASPARAGUS PLUMOSUS NANUS, NEW CROP

Price Per 1000 Seeds..... \$3.50
10,000 lots..... @ \$3.25 per 1000

APRIL PRICE will be lower.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

WATKINS & SIMPSON

recommend their pedigree
strains of

CHOICE FLORISTS' FLOWER SEEDS

Write for Illustrated Catalogue to
27-29 Drury Lane
LONDON, W. C., ENGLAND

Mention the American Florist when writing.

KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

KELWAY & SON

Wholesale Seed Growers
LANGPORT, ENGLAND

Mention the American Florist when writing.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn
Montana, Idaho, Washington.

Mention the American Florist when writing.

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips,
German type for forcing. Dutch type for
planting out. Case lots only of 2500 pips.

JAP. LILY BULBS, Giganteum 6-8 and 7-9,
Magnificum, Rubrum, Auratum, from New
York.

BEGONIA and GLOXINIA BULBS, all colors
all sizes.

GLADIOLUS BULBS, best commercial varie-
ties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Cocco
Weddelliana, per bushel or 1000. Phoenix
Roebelenii.

BAMBOO CANES, natural and dyed green,
all sizes, bale lots only.

RAFFIA, natural or colored, dependable
brands, 25 lbs. up.

Wholesale only.

Write for prices on business stationery,
specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St., NEW YORK

Mention the American Florist when writing.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, As-
paragus, Rhubarb, Celery, Spinach, Beet,
Onion, Beans, Cabbage, Cauliflower, Sweet
Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Mention the American Florist when writing.

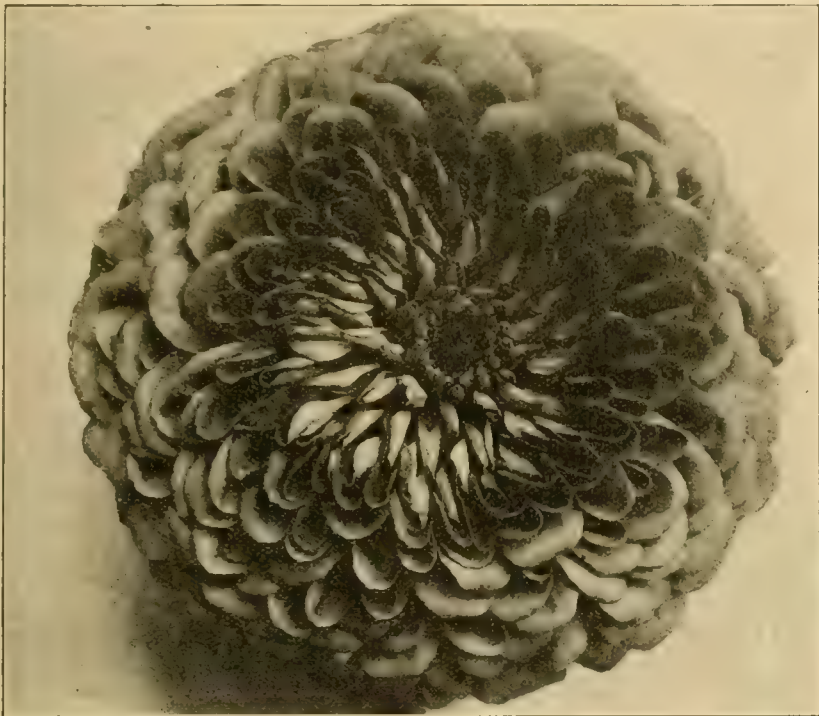
The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.

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CONTRACT PRICES (Wholesale Only) For
Bodger's Unrivalled Flower Seeds



are now being mailed to the trade. If you have not received a copy to date and are interested in securing really first-class stock, kindly write us.

We are offering this year:

Dahlia - Flowered Zinnias

in separate colors, as well as many other novelties in **Zinnias, Asters and Sweet Peas.**

Mr. Florist, please — Ask your local seedsman for

**“Bodger's
Unrivalled Seeds.”**

**J. BODGER &
SONS CO.**

City of Sunshine and Flowers, **LOS ANGELES**

Yokohama Nursery Co., Ltd.

Woolworth Building
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds
Mention the American Florist when writing.

Dutch and French Bulbs
C.J. Speelman & Sons | Lagarde & Speelman
Sassenheim, Holland | Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke
Box 543, San Jose, Calif.
Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

**FLOWER AND GARDEN
SEEDS**
Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

DE GRAAFF BROS., Ltd.
(Inc. with S. A. Van Konynenburg & Co.)
NOORDWYK, HOLLAND
**Hyacinths, Tulips, Iris,
Daffodils, Crocus, Etc.**
Novelties and Seedlings a Specialty!

N. B. A.
The above is the trade mark of The Narcissus Bulbgrowers' Association
of Carqueiranne, Var., France.
Do not fail to specify N. B. A. brand when ordering
PAPER WHITE NARCISSUS
of your American dealer next season. You will avoid disappointment and
be sure to receive stock giving best results. **Wholesale Only.**

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

BRIAR mowing is said to be easiest to do when the briars are coated with ice.

JOHN G. MORLEY, well known superintendent of San Diego parks, has an interesting article on annuals in the California Garden for February.

BLUE SPRUCE cuttings at the establishment of the D. Hill Nursery Co., Inc., Dundee, Ill., are said to root 50 to 75 per cent from better than half-ripened wood.

LITTLE ROCK, ARK.—The Ozark Nursery & Seed Breeding Farms has opened an office in the Gazette building. The concern recently moved here from Nashville, Ark., and conducts a general wholesale and retail business.

Nursery Freight Rates.

Charles Sizemore, secretary and traffic manager of the American Association of Nurserymen, who appeared before the interstate commerce commission, February 28, to request a reduction of nursery freight rates, full account of which appeared in our issue of March 11, page 372, received a letter recently from Geo. T. Bell, lawyer and interstate commerce expert, who acted as counsel for the association, in which Mr. Bell stated that the commission was very favorably impressed with the facts presented, as were railroad counsel and others present.

Following the hearing, Secretary Sizemore went to New York where he held a conference with the eastern trunk line committee of the carriers, relative to securing the same reduction in freight rates on nursery stock, as has been accorded other agricultural products. Mr. Sizemore has written to the principal carriers and these efforts, together with the favorable impression made before the interstate commerce commission, it is hoped the nurserymen will obtain the relief desired in the near future.

Nursery Course at Amherst.

The nursery practice course given by the Massachusetts Agricultural college, Amherst, under the direction of Prof. Frank A. Waugh, chief of the division of horticulture, at the request of the New England Nurserymen's Association, January 2—March 10, was a success in every way and plans are being made to repeat the course in 1923. With the co-operation of the organization mentioned, the Massachusetts Nurserymen's Association and the Connecticut Nurserymen's Association, which made small appropriations to cover outside expenses, 25 pupils, the full quota, were enrolled, 18 of whom completed the course and made a splendid record. All of the students came from nurseries and some were proprietors of establishments.

The course followed the general plan of the regular 10-weeks' agricultural short course, long maintained by the college, having all the advantages and

privileges of the latter, but with studies especially adapted to the needs of nursery workers. The subjects taught were (1) Horticultural Botany, the identification of plants, their correct names, the science of nomenclature, etc.; (2) Soils and Fertilizers, covering the origin of soils, soil types, soil moisture, tillage, organic matter, humus, fertilizers, home-mixing; (3) Propagation and Nursery Practice, seeding, cutting, grafting, layering, seed beds, transplanting, pruning, growing on, digging, packing; (4) Landscape Construction; how landscape plans are made and carried out, including grading, planting, roadmaking, etc.; (5) special lectures by practical nurserymen, covering such topics as advertising and selling, nomenclature, certification, special crops, etc.

Tree Census.

A tree census in Illinois counties is to be undertaken by the pupils of the rural schools, according to an announcement made recently by Edward J. Tobin, superintendent of Cook county schools.

Each enumerator will be given a classified list of trees native to this part of the country. On these lists they are to check off the number and species of trees growing on their parents' lots or farms. In this way it is hoped not only to interest the children in the flora of Illinois and in the preservation of trees as a natural resource, but to interest their parents as well.

Boston, Mass.

HEAVY VOLUME CURTAILS PRICES.

The market this week showed a marked decrease in price on roses and carnations which act as a barometer for other stock. The decline was not caused so much by lack of business as it was due to the heavy volume of stock arriving. A better tone is evident to the trade in general as the stores show a willingness to purchase

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$2.25.

American Florist Co.

440 S. Dearborn St., CHICAGO



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School 15-J, Newark, New York

Mention the American Florist when writing.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Mention the American Florist when writing.

Some Excellent Stock

	Per 100	1,000
50,000 2-in., Geraniums, Ricard Poitevine, Nutt, Montmort, Perkins, Viand, Buchner, etc.	\$5.25	\$50.00
2 1/4-in., Heliotropes, 3 varieties.	4.00	38.00
2 1/4-in., Marguerites, 3 varieties.	5.00	45.00
2 1/4-in., Stocks, 2 varieties.	3.25	30.00
2 1/4-in., Calendula Orange King.	3.00	28.00
Also abundance of other stock. Liberal extras for early orders.		

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing.

HARDY ENGLISH IVY

2 inch, \$2.75 per 100, \$25.00 per 1000.
3 inch, 3.75 per 100, 35.00 per 1000.

Good, bushy plants in 4-inch pots, tied up to 3-inch stakes, \$4.80 per doz., \$25.00 per 100.

HARDY

Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in our March price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.
Holly and assorted Table Ferns, heavy 3-inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

March Price List Ready.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

HILL'S CHOICE NURSERY STOCK

FOR FLORISTS' TRADE

Transplanted Evergreens			Hill's Specimen Evergreens			Deciduous Lining Out Stock		
Strong, heavy and well rooted. Prices listed are 100 rate. Send for 1,000 rate prices.			Balled and Burlapped (B&B) Prices quoted apply to 5 or more of a single variety and size.			Shade Trees, Shrubs and Vines. Extra Choice Stock.		
	Abies (Fir)	Inch Each			Feet Each			Inch Each
1000	Douglassi	6-8 \$0.13	75	Tsuga Canadensis	3-4 \$ 3.50	5000	Acer Platanoides	6-8 \$0.05
2000	Tsuga Canadensis	6-8 .18½	200	Juniperus Virginiana	2-3 2.50	2000	Berberis Thunbergii	4-6 .03½
	Juniperus (Juniper)		100	Juniperus Glaucia	2-3 3.50	200	Cornus Alternifolia	10-12 .05
1200	Canadensis	8-10 .20	250	Pinus Mugho Compacta	1-1½ 2.00	500	Crataegus Punctata	6-10 .08½
750	Horizontalis	6-8 .32½	200	Thuja Pyramidalis	2-3 2.50	200	Forsythia Intermedia	10-12 .07
2000	Virginiana	12-18 .25	Transplanted Shrubs and Vines			4000	Juglans Nigra	12-18 .03
	Picea (Spruce)				Feet 100	1000	Ligustrum Iboia	12-18 .05
2000	Excelsa	12-18 .17½	500	Berberis Thunbergii	1 \$17.50	500	Lirodendron Tulipifera	18-24 .05
1250	Pungens	8-10 .16½	100	Cornus Alternifolia	2-3 20.00	500	Pachysandra Termin.x	4-6 .07
	Pinus (Pine)		100	Cornus Paniculata	1½-2 20.00	2000	Prunus Americana	18-24 .03
500	Austriaca	8-10 .22½	150	Cotoneaster Acutifolia	2-3 32.50	700	Prunus Maritima	6-10 .04
250	Mugho	8-10 .50	500	Ligustrum Amurense	2-3 25.00	4000	Quercus Palustris	6-10 .07
900	Sylvestris	10-12 .20	125	Philadelphus Coronarius	2-3 25.00	8000	Quercus Rubra	10-12 .05½
	Taxus (Yew)		100	Philadelphus Mt. Blanc	1½-2 25.00	2000	Rosa Canina	10-12 .01½
700	Cuspidata	6-8 .35	50	Spirea Anthony Waterer	1 25.00	5000	Spirea Van Houttei	6-12 .05½
	Thuya (Arbor Vitae)		75	Spirea Froebelli	1-1½ 25.00	5000	Spirea Van Houttei	12-18 .05
2000	Occidentalis	6-8 .07	50	Spirea Opulifolia	2-3 20.00	5000	Spirea Van Houttei	6-12 .04
1200	Occidentalis	12-18 .20	100	Spirea Van Houttei	1½-2 20.00	5000	Symphoricarpos Alba	12-18 .03
500	Siberica	10-12 .50	500	Spirea Van Houttei	2-3 25.00	500	Tilia Americana	12-18 .09
6000	Pyramidalis	10-12 .45				500	Viburnum Dentatum x	10-12 .09

Each x indicates one transplanting. 50 of the same variety and size at 100 rate. 500 at the 1000 rate.

Send for Complete Catalog.

THE D. HILL NURSERY CO., Inc.,

Evergreen Specialists. Largest Growers in America

Box 404

DUNDEE, ILL.

in greater quantities. Midweek there was a slight glut in stock in general but this was all cleared away by Saturday. The automobile show opening March 11 was a factor in increased sales. Orchids, lily of the valley, gardenias and other specialties are hard to move at a fair price and often are sold away below what they really should bring. If trade does not get any worse during the Lenten season there will not be much cause for complaint.

Joseph O'Donnell has resigned his position with Dolansky, McDonald Co., to take charge of the sales department for Thos Roland.

Philip Fienstein, one of the old time retailers of this city who lost one of his legs recently from gangrene has had to undergo another operation which will probably mean the loss of his other leg.

E. F. S.

Rochester, N. Y.

BRISK TRADE REPORTED.

Business has been very good the past two weeks, the supply of stock being exceptional, due to the bright weather. Roses are at their best. Cyclamens are still arriving but of poor quality. Tulips, daffodils, hyacinths and Poetaz narcissi come in liberal quantities. Cinerarias, genistas and pot hyacinths and daffodils are in great demand.

PRIMULA OBCONICA BARRED AT HOSPITAL.

The General hospital, this city, recently sent a letter to all local florists prohibiting them from sending Primula obconica to any patient or inmate of that institution, because of alleged poisonous constituencies in the plant.

NOTES.

The Florists' Association meeting was held at the Osborn house, March 10. J. M. Campbell discussed the various phases of the "Say It With Flowers," slogan.

Harold Keller, son of J. M. Keller, is learning the growing end of the business at his father's greenhouses, on South avenue.

Herman John was the recipient of many gifts on his twenty-second birthday.

CHESTER.

GULDEMOND & SON

LISSE, HOLLAND

HOME of World's Best HYACINTHS

Largest Growers in Holland.

Also extensive Cultures of Tulips and Narcissus.

Special Prices and Terms on Demand.

116 Broad Street, Room 40, - New York

Mention the American Florist when writing.

BULBS

HOLLAND

BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower

HILLEGOM, HOLLAND

The R. A. Vanderschoots' reputation for quality is not due to accident.

Address all correspondence

Care of J. W. HAMPTON, JR. CO.

17 BATTERY PLACE

BULBS

NEW YORK

BULBS

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway,

New York

RICHMOND HILL, ONT.—John H. Dunlop & Sons, Ltd., has placed a contract for Kroeschell patent carbonic safety system of refrigerations, 2½ tons capacity, for their establishment here.

SAN FRANCISCO, CALIF.—The hills within sight of the city were covered with snow March 11. The temperature at midnight was 35 degrees above zero, the lowest ever recorded so late in March.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

FRANCE'S rural population, as shown by the 1921 census, is 15,000,000, out of the approximate total population of 37,000,000.

THE best way to detect poison in canned goods is to submit the vegetables or other material to a competent bacteriologist.

In the vegetable markets, week ending March 13, shipments were heavy, potatoes and celery lower, cabbage weaker, onions, apples and sweet potatoes steady to firm.

UTAH is coming rapidly to the front as a canning state, and is specializing in fine qualities of peas, tomatoes and some fruits. The canners of that state are amply capitalized and their facilities are modern and efficient.

Prices of Indoor Fruits and Vegetables.

Chicago, March 14.—Cucumbers, per 2-dozen box, \$3.50 to \$4.25; head lettuce, per crate, \$4.50 to \$6; carrots, \$4 to \$5.50 per barrel; cabbage, \$2 to \$2.50 per hundred pound sack.

New York, March 10.—Cucumbers, \$1.75 to \$2.25 per dozen; mushrooms, per three-pound basket, 75 cents to \$1.60; radishes, 100 bunches, \$3 to \$10; tomatoes, per pound, 35 to 40 cents; lettuce, one dozen bunches, \$1 to \$1.75; beet tops, per basket, \$2; rhubarb, \$1 to \$2 per dozen bunches.

Rhubarb.

Rhubarb is a crop that has gone through some remarkable experiences in a few years. With the great scarcity of sugar and the prices for it during the war, rhubarb became almost unsalable during the war. Many growers plowed up their plantings and others failed to renew output. With the increased cost of labor and supplies, a new factor came into bearing—the high cost of strawberries. Slowly the market for strawberries advanced and tightened up until the price became almost prohibitive. The fact remains that we have three crops far apart in nature, yet close competitors on the market, namely rhubarb, apples and strawberries.

With sugar cheap and apples and berries high, rhubarb once more climbed into favor. We have for a number of years forced the crop under greenhouse benches to good advantage. Recently in looking over some figures we find that our under bench space has yielded as much, foot for foot, as any on top, with less actual labor and no additional charge for heat.

We plow out the roots late in the fall and pack them under the benches. When they start to sprout, we tack fertilizer sacks to the sides of the benches which are good in bleaching rhubarb. Thus we have two incomes from a given house. We also have some valuable potting soil, as those clumps of rhubarb are allowed to decay after exhaustion.

The beginning of the operation is to have the roots. We find that our poorest land will produce the roots if well fed with either manure or fertilizer. The roots are divided into one or two eyes and simply plowed in. We plan to have a good plowman and two extra men to lay the roots against the sides of the furrow and in every third furrow a row of roots are placed. This method is very simple and effective. Give clean culture and feed well for heavy growth. As a caution we would state never to divide the roots or attempt transplanting in the spring after growth has started. Plant in the autumn or early spring.

MARKETMAN.

GERANIUMS

Booked ahead at this time.

DRACAENA INDIVISA, extra strong plants ready for a shift, from 2-inch pots, \$4.00 per 100.

SMILAX, from 2-inch pots, \$3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Chrysanthemum Novelties My Specialty.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6. @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

EASTER PLANTS!

EASTER LILIES, 6-in. pots, 4 to 10 blooms, 25c per bud and bloom each.

HYDRANGEAS, Very best French varieties, Pink, Blue and White, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00, \$5.00, \$7.50, \$10.00, \$12.50.

ROSES, Tausendschon and Rosarie, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00, \$7.50 each.
Baby Ramblers, Red and Pink, fine for basketwork, \$1.50, \$2.00, \$2.50 and \$3.00 each.

Magna Chartas, very good, \$2.00, \$2.50, \$3.00.

BOUGAINVILLEA, \$5.00, \$7.50, \$10.00 and \$12.50 each.

GENISTAS, 8-in. specimen plants, \$4.00, \$5.00, \$7.50 each.

PANDANUS VEITCHII, 6-in. pots, \$2.00 each.

DRACAENA MASSANGIANA, 7-in. extra heavy, \$4.00 each.

Cash with order, except from regular customers. Packing material charged at cost. All goods travel at purchaser's risk and expense.

WM. K. HARRIS, 55th Street and Springfield Avenue, W. PHILADELPHIA.

To reach greenhouses, take No. 13 trolley on Walnut street, get off at 56th street and walk one (1) square north.

Seasonable Stock

READY NOW

Asparagus Sprengerii, 2½ inch, \$5.00 per 100, \$45.00 per 1000; heavy 5 inch, \$25.00 per 100; heavy 6 inch, \$35.00 per 100.

Asparagus Plumosus, 2½ inch, \$5.00 per 100, \$45.00 per 1000.

Ageratum, Little Blue Star, 2½ inch, \$4.00 per 100, \$35.00 per 1000.

Begonia Metallica, 2½ inch, \$8.00 per 100.

Begonia Thurstonii, 2½ inch, \$10.00 per 100.

Begonia Argentea Guttata, 2½ inch, \$8.00 per 100.

Begonia Alba Picta, 2½ inch, \$8.00 per 100.

Begonia Pres. Carnot, 2½ inch, \$10.00 per 100.

Begonia Semperflorens, Pink Profusion, 2½ inch, \$8.00 per 100.

Begonia Semperflorens, Prima Donna, 2½ inch, \$5.00 per 100.

Begonia Sandersonii, 2½ inch, \$8.00 per 100.

Coleus, best market varieties, 2½ inch, pot plants, \$3.50 per 100.

Heliotrope, Jersey Beauty and Nightingale, good purples, 2½ inch, at \$5.00 per 100, \$45.00 per 1000.

Petunias, double, best named sorts, 2½ inch, \$6.00 per 100, \$50.00 per 1000.

Genista Johnstoni, bushy, 6 inch pot plants, Dwarf Compacta variety, good deep yellow and two weeks later than old type, \$5.00 per dozen.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ADIANTUM.

Adiantum. Hybridum, 4-inch, 25c; 5-inch, 50c each. California, 5-inch, 60c; 6-inch, 75c each. Add 5 per cent for packing. J. F. AMMANN CO., Edwardsville, Ill.

ASPARAGUS.

Asparagus Sprengerii, 2½-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$25.00; 6-inch, per 100, \$35.00. Plumosus, 2½-inch, per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus Sprengerii, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 55th and Springfield Ave., Philadelphia, Pa.

ASTERS.

Asters. Dreer's Famous American stock. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine, 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100; \$50.00 per 1,000. F. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, single tuberous rooted. Scarlet, pink, salmon, yellow, rose, white, crimson, \$2.25 per doz.; \$15.00 per 100; \$140.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias. Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 50 Park Place, N. Y.

Begonias. Fine 2½-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

Dwarf boxwood edging, buxus suffruticosa, 3-4-in., per 100, \$15.00; per 1,000, \$100.00. 4-5-in., per 100, \$20.00; per 1,000, \$150.00. We have 100,000 plants ready now. A. E. WOHLERT, The Garden Nurseries, Narberth, Montgomery Co., Pa.

BULBS.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Fancy leaved caladium, mixed colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

Bulk. Hyacinths, tulips, iris, daffodils, crocus, etc. De Graaff Bros., Ltd., Noordwyk, Holland.

BUDDLEIA.

Buddleia, white, pink and lilac, 2½-in. \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

CANNAS.

CANNA ROOTS—2 to 3 Eye Stock. King Humbert, Queen Helene, Farquahar, Aroua, Venus, per 100, \$3.00, per 1,000, \$25.00.

Madam Crozy, Wyoming, Austria, per 100, \$2.50, per 1,000, \$20.00.

Indiana, Alemanla, Kate Gray, Pennsylvania, Chas. Henderson, per 100, \$2.00, per 1,000, \$18.00.

DRAIME BROTHERS
Citronville, Alabama.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

Matchless	100	1000
Miss Theo	4.00	35.00
Nebraska	5.00	40.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00

Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1,000
Mrs. C. W. Ward	\$3.50	\$30.00
Matchless	3.50	30.00
White Enchantress	3.00	25.00
Pink Enchantress	3.00	25.00
Rosette	3.50	30.00

WIETOR BROS.
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100; \$45.00 per 1000. Orders filled in rotation as received.

Montgomery Gardens, Sac City, Ia.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Indiana.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Octonto (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seidewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

L. Doty (light pink)	\$3.00	\$25.00
Buckingham (pink single)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.,
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St., Chicago.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razor, Celebration, Major Bonnafton, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1000.

December Beauty, \$45.00 per 1000.

Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, \$8.00 per 100.

Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Bau, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1000.

ELI CROSS,
150 Monroe Ave, Grand Rapids, Mich.

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock, ready for immediate delivery.

	100	1000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.,
Wholesale Florists.
30 E. Randolph St., Chicago, Ill.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

Chrysanthemum novelties for 1922. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIA.

Cinerarias. 3, 4 and 5-in. stocks in good condition. ADA M. SCHLEYER, 326 Charlotte St., Fredericton, New Brunswick, Can.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CLEMATIS.

Clematis *Paniculata*, strong seedlings, \$6.00 per 1,000, prepaid, 2 year, No. 1, per 100, \$12.00; per 1,000, \$100.00. ROCK'S FLOWER GARDENS, Independence, Mo.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100; 3-in., \$6.00 per 100. Montgomery Gardens, Sao City, Ia.

COLEUS. Assorted 2-in., well rooted, bushy stock, \$2.50 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen, for one week only. 2 1/4-in., \$10.00 per 100; \$90.00 per 1000; 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen, 4, 5 and 6-in. stock in good condition. ADA M. SCHLEYER, 326 Charlotte St., Fredericton, New Brunswick, Can.

DAHLIAS.

Dahlias, best varieties for florists' use. LYNDHURST FARM, INC., First Road, Hammonton, N. J.

DELPHINIUMS.

Twenty thousand Delphinium *Belladonna*, strong one-year plants; they have all bloomed last year and are excellent stocks for the money, per 100, \$6.00; per 1,000, \$50.00; 250 at 1,000 rate. THOMAS J. MURPHY, 409 Erie St., Painesville, O.

FERNS.

Hardy Ferns at wholesale prices:

	10	100
Evergreen and Marsh shield ferns	\$1.00	\$ 8.00
Maidenhair and wood ferns.....	1.00	9.00
Goldiana and Ostrich ferns.....	1.20	10.00
Cinnamon and interrupted.....	1.30	12.00

and 11 other varieties. Illustrated descriptive list mailed free, 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK, Ferndale, Askov, Minn.

BOSTON FERNS

Good, strong bushy stock.

5-inch	\$0.40
6-inch	.75
7-inch	.90
10-inch	2.00

Packing charges free.

DAVIS FLORAL CO.,

Davenport, Iowa.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2 1/4-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

GLADIOLI.

Gladjoli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

PRIMULINUS HYBRIDS. A fine lot of planting stock, 3/4 to 9/16-in., per 1,000, \$3.50; bulbets, per quart, 50c. EDWIN C. POWELL, Silver Spring, Ind.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Polte-vine and Vialud. Good short jointed plants, 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kingston, Ala.

Green sheet moss. Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

HYACINTHS.

Hyacinths. Home of world's best. Special prices and terms on demand. Guldemond & Son, Tisse, Holland.

HYDRANGEAS.**HYDRANGEAS.**

Field-grown, one-year old, in the following varieties and sizes

Henry Lambert, Wm. Pfitzer, Lily Mouillere, Mme. Petrick and Mme. Riveraine. 3 to 6 branches.....35c each
6 to 9 branches.....40c each

ANTON SCHULTHEIS, 316 Nineteenth St., College Point, N. Y.

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1000; 3-in., \$3.75 per 100; \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

NURSERY STOCK.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape Vines, 1 and 2-year; Spirea Von Houtel, 12-18 in., 18-24 in., 2-3 feet, 3-4 feet. Write for prices. T. W. RICE, Geneva, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. HILL-CREST GARDENS, Albert Lee, Minn.

PRIVET.

California Privet, 18-24-in., per 100, \$3.00. Amor River South Privet, 18-24 seedlings, per 100, \$2.00. We have an assortment of tree seedlings and shrubs. Send for spring trade list, now ready. FOREST NURSERY CO., McMinnville, Tenn.

PRIMULAS.

Primula *obconica*, 2 1/4-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2 1/4-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

Primula *obconica*, 4, 5 and 6-in. stock in good condition. ADA M. SCHLEYER, 326 Charlotte St., Fredericton, New Brunswick, Can.

ROSES.

2 1/4-in. OWN ROOT FOR PLANTING OUT TO GROW ON.

The following at \$7.50 per 100: Baby Rambler, Van Fleet, Etoile de France, Gen. MacArthur, Gruss an Teplitz, Hadley, Hermosa, Hiawatha, Hoosier Beauty, Mock, Kaiserin, A. Victoria, Killarney, Lady Hillingdon, La France, Magna Charta, Maman Cochet, pink and white, Marechal Niel, Radiance, Red Radiance, Richmond, Roserie (Dark Pink Tausendschoen) Tausendschoen, Sunburst and others.

The following at \$9.00 per 100: Columbia, Ophelia, Mrs. Aaron Ward, Gen. Jacqueminot, Mrs. Laing, My Maryland, Paul Neyron, New Paul's Scarlet Climber. Ask for complete list of others and 4-in. pot plants. Roses for Greenhouse planting, grafted or own root, 2 1/4-in. pots. Ask for price list.

Bench Grown Roses ready from now on. Ask for complete list of varieties.

2 Year Old Field Grown roses, (dormant). Ask for full list.

ROMAN J. IRWIN, 43 W. 18th St. New York

ROSES—OWN ROOT QUALITY STOCK AT PRICES YOU KNOW ARE RIGHT. LARGE FINISHED PLANTS from 4-inch pots. EXTRA HEAVY PLANTS from 3-inch pots.

OVER ONE HUNDRED of the best varieties for forcing and lining out, ready from 2 1/4-inch pots. Send us your list of requirements.

AMERICAN ROSE & PLANT CO. Producers of Plants that Grow and Bloom SPRINGFIELD, OHIO.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About it.

ROSES.

ANGELUS.

The Sensational White for 1922. Order now for March delivery.

Prices will be:

Grafted.	42.50	Own Root.	35.00
100.....	\$ 42.50	100.....	\$ 35.00
1,000.....	375.00	1,000.....	300.00
2,500.....	912.50	2,500.....	725.00
5,000.....	1,750.00	5,000.....	1,375.00
10,000.....	3,350.00	10,000.....	2,600.00

CHARLES H. TOTTY CO.,
Madison, N. J.

2½-INCH ROSE STOCK.

	100	1,000
Russell.....	\$13.00	\$120.00
White Killarney.....	9.00	80.00
Ophelia.....	9.00	80.00
Columbia.....	9.00	85.00
Columbia, 3-inch.....	12.00	100.00

WILHELM BROS.

Wholesale Growers of Quality Cut Flowers.
20 East Randolph St. Chicago

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

See ad Mch. 4. Send for list 350 best sorts. Leadle Co., Expert Rose Grow., Springfield, O.

SEEDS.

Seeds. True Nancy Hall and Yellow Jersey seed sweet potatoes; small to medium seed that will grow lots of plants. Book your order now, ship when wanted. 1½-bu. box for \$2.25. 5 boxes (7½ bu.) for \$10.00. Red Bermudas at 5c per lb. Order early to avoid disappointment. SCHMIDT & WALTHER, Sta. R., Box 8, Jefferson City, Mo.

ASPARAGUS PLUMOSUS NANUS SEEDS.

New crop, live vigorous seeds, of Nanus type. Will make quick-growing, profitable plants. Satisfaction guaranteed. Immediate delivery.

1,000 seeds	\$ 1.50
2,000 seeds	2.50
5,000 seeds	5.50
Per pound	12.50

ASPARAGUS SPRENGERI SEEDS.

1,000 seeds	\$1.00
2,000 seeds	1.75
5,000 seeds	5.00
Per pound	7.00

SEVIN-VINCENT CO.

512 Washington St., San Francisco, Calif.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Salvia, new crop. Petunia, new Glant Ruffled. For varieties and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, Lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurst, Swedesboro, N. J.

SEEDS.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.



Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Fredricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

SEEDS.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. New crop Asparagus plumosus Nanus, per 1000, \$4.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

VINCAS.

Vincas, variegated, bushy, 2-inch, \$4.00 per 100; 4-inch, \$12.00 per 100. Carefully packed in corrugated cartons. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

VIOLETS.

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MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. DE WITT SISTERS, Feather flowers exclusively. Battle Creek, Mich.

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Glass Cloth. A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Eladen, Neb.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

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Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$8.50. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreers "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Glass, large stock and good prices. Sharp Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; \$50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

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Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

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LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

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Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

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Superior flower pots. Quality and price right. Ask us. The Townsley Pottery, Idaville, Ind.

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Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
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Ford, William F., New York.
Froment, H. E., New York.
Goldstein, I., New York.
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Hentz & Nash, Inc., New York.
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Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C. Milwaukee, Wis.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
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Sullivan, Dolan & Co., New York.
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Totty Co., Chas. H., Madison, N. J.
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Weiland & Risch Co., Chicago.
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Winterson Co., E. F., Chicago.
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Zech & Mann, Chicago.

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Fort Wayne, Ind.

MARKED IMPROVEMENT NOTED.

Business has shown a marked improvement during the last month here. Many of the local retailers are holding special Saturday sales of roses and spring flowers, which not only encourages buying but also stimulates trade in general. Prices on roses have shown a decided decline since the advent of spring flowers on the market, and carnations are also down. Some excellent Columbia, Mrs. Chas. Russell, Premier and Butterfly are being offered here and the market cleans up daily. Some very fine snapdragon and large sweet peas find a ready sale. Calla lilies are good. Swainsona, daisies, calendula, jonquils, Easter lilies and violets constitute the variety of cut flowers. Bulbous plants move steadily. Cinerarias find a ready market, but cyclamen sell very slowly. Some very good narcissi, cut and in pots are offered.

NOTES.

The decorations for the opening of the large ready-to-wear store of G. W. Gates Co., were furnished by the Blossom Floral Co. and consisted of palms, ferns, and southern smilax and large floor baskets of Premier, Russell and Columbia roses on the three floors of the store. This firm also furnished 5,000 roses to this store which were given away at the opening as souvenirs.

The Doswell Floral Co. have had a good call for funeral work. They are showing some very good roses and spring stock. The wedding of George Doswell and Miss Mary Burton occurred last week, and was a quiet home affair.

Lanternier, Florist, is showing some fine bulbous stock. They report very good results from their Saturday special which they advertised as "Posey Day." Flowers sold so cheap that everybody could enjoy them.

Mrs. Alice Flick Shive of the Flick Floral Co. has been absent from the store for a week on account of illness. This firm reports business as good, with funeral work in the lead.

Trade visitors were representatives of H. H. Bayersdorfer, Philadelphia and American Clay Products Co., Zanesville, O.

Edw. Wenninghoff reports a lively sale of cut flowers and a good demand for funeral work.

H. K.

Nashville, Tenn.

FLOWERS IN BOUNTIFUL SUPPLY.

The supply of flowers has greatly improved, the demand keeping pace with it. The call is varied, one day all funeral work, the next for wedding stock, etc. Pot plants move well. Gypsy Smith, the noted evangelist, who is holding revival meetings here, featured a "Mothers' Day," March 3, and requested everyone attending to wear a white carnation. To the great disappointment of the trade the management of the services placed the order, amounting to 6,000 flowers, with a local department store. For several weeks this establishment has been receiving large lots of carnations and retailing them at 75 cents per dozen, which has cut into the regular business of the flower shops. The public had been informed that the carnations would be given free by the department store, but such was not the case. The stock arrived late and because the store was charging for them, the florists put several thousand on the market and did a land office business at 25 cents per flower. The trade enjoyed fine business in platform decorations, mostly pot plants, at the tabernacle, "Mothers' Day," consisting of tulips, cyclamens, etc.

M. C. D.

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**For Spraying and Fumigating
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40 per cent Actual Nicotine.

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24 sheet can.. 1.25 per tin

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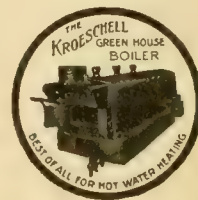
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Vol. LVIII. CHICAGO AND NEW YORK, MARCH 25, 1922. No. 1764

THE AMERICAN FLORIST

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National Flower Show Report NEXT WEEK

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Continued From Last Week.

Show Conspicuous Success.
The New York Spring Show, the opening days of which were fully covered in our issue of March 18, was truly a wonderful exhibition of plants and cut flowers and continued seven days until Sunday, March 19, with a record breaking attendance which exceeded that of any previous year. Commodious as are the dimensions of the Grand Central palace, it was not sufficient to give the various displays the necessary room to show them to the best advantage, as the space was completely taken up the first day, and many of the cut flower exhibits on the balcony, while still at their best, had to be moved and massed together to make room for table decorations, displays of cut roses, sweet peas, carnations, etc., that were scheduled to keep up the interest and provide new attractions for each day in the week.
Roses.

The Wednesday features were the private growers' table decorations and the commercial growers' decorative groups of 1,000 cut roses. There were three entries in this latter display, which was staged on the main floor, each of great excellence. The exhibitors were F. R. Pierson, Tarrytown, N. Y.; A. N. Pierson, Inc., Cromwell, Conn., and Traendly & Schenck, New York. The judges, after repeated inspections, awarded the first prize to Traendly & Schenck. The display was exceptionally well arranged and had rather the best location, being a trifle wider and not so deep as the others. The rear vases stood at least 15 feet in height, with the others, 14 in all, graduated to the front foreground, the central feature of which was a large vase of Francis Scott Key. Other kinds were Premier, Double White Killarney, Crusader, Ophelia, and

sports of the same, Columbia and three low vases in front of Mrs. Aaron Ward, and a sport of the latter kind, named Suffragette. The floor of this space was attractively covered with blue cheese cloth. Palms, ferns and ivies were artistically placed about the feet of the pedestals and vases. A broad, white ribbon along the front, looped on low white standards, gave a pretty finish to this very decorative group, which was arranged by Wm. T. Homburg, of G. E. M. Stump's, New York.
The A. N. Pierson, Inc., entry, that was awarded second prize, made a handsome showing. The rear vases of roses were also placed very high, with the four to five-foot stemmed stock, arranged to the best advantage and in their mass of separate color so placed to get the most harmonious effect. The floor of the area was covered with green crepe paper. Cibotiums, Farleyense and other ferns were used to good advantage in decorative effect. A large piece of bronze velvet gracefully trailing on the floor from the central vase of magnificent Dark Pink Columbias, gave a good color effect to this beautiful setting, which was done in George E. M. Stump's best style. Varieties of roses were Double White Killarney, Ophelia, Premier, Butterfly, Columbia, Dark Pink Columbia, Pilgrim and Crusader, 12 vases in all.
F. R. Pierson's exhibit contained 900 fine specimen roses, arranged in tall Japanese vases. The effect here while rich and elegant, was not as decorative as in the other groups as all the rose stems were placed deep in the water, to last for several days and the various vases stood more on a level and in a measure hid one another in the somewhat limited space. There was a beautiful setting of adiantum and crested ferns. Varieties were Francis Scott Key, Premier, Crusader, Ophelia, Co-

lumbia, Butterfly and Mrs. F. C. Henderson.

Table Decorations.

The private growers' table decorations were, in the nine entries singularly alike, all the roses used being Ophelia or its sports, and each arranged in a tall slender silver vase for the center with four low vases at equal distances apart near the foot. All the tables were set with the necessary china, candelabra, etc.

The display of cut roses, Tuesday, March 14, by commercial growers, was rather limited although the quality was fine. It is worthy of note that there was but one vase of American Beauties, very choice blooms, entered by Gude Bros. Co., Washington, D. C. The vase of Souvenir Cladius Pernet, exhibited by the Chas. H. Totty Co., of Madison, N. J., was sensational in its wonderful yellow coloring and was awarded a gold medal. The roses of the Duckham-Pierson Co., showed exceptional culture as did the vase of Francis Scott Key of F. R. Pierson. Another striking vase was the Dark Pink Columbia of A. N. Pierson, Inc., a wonderful color. The large gardens improved daily, the shrubbery and bulbous stock opening out and adding its wealth of color almost the same as if outdoors. It seemed hard to realize that such wonderful outdoor landscape effects could be carried out in such a confined space.

On Friday, March 17, there was again competition in roses consisting of vases of 150 and 50 blooms by commercial roses, which brought out exceptionally good stock, noteworthy being American Beauties by Paul M. Pierson, Briarcliff, N. Y. The Bedford Flower Co., Bedford Hills, N. Y., took first prize with 50 Pilgrims in the class of "any other disseminated pink," and second with Double White Killarney, for 100 any disseminated white. A. N. Pier-

son, Inc., was awarded a first prize in the latter class, and received a blue ribbon for 100 Madame Butterfly. Among other prize winners L. B. Coddington, Murray Hill, N. J., received a first for exceptionally well done Hadley.

Thursday, March 16, was carnation day in cut flowers and brought out excellent exhibits, both in the commercial and private growers' classes. In the former, the Springfield Floral Co., for which Wm. Saville is the grower, was quite successful, taking the first prize for the display covering 150 square feet and containing 1,000 to 1,500 blooms. Several other first prizes were taken by this concern. S. J. Goddard of Framingham, Mass., received a first award for 100 Laddies, which we believe came from Mr. Goddard's range and he certainly knows how to grow them.

Strouts, Inc., Biddeford, Me., represented by H. W. Libby, was awarded a first for a handsome yellow kind. My Welcome, a light pink, shown by Hession, of Flatbush, Brooklyn, N. Y., was displayed to advantage and was the center of admiration by the throngs of visitors. It will be disseminated next year jointly, by Hession and the Springfield Floral Co.

The private estates also made fine displays in carnations. Mrs. Payne Whitney, Manhasset, L. I.; Mrs. Arnold Schlaet, of Saugatuck, Conn.; Mrs. W. D. Guthrie, of Locust Valley, N. Y.; Mrs. L. L. Dunham, of Madison, N. J.; Mrs. Robert Mallory, of Port Chester, N. Y.; Mrs. F. A. Constable, of Mamaroneck, N. Y.; Mrs. F. E. Lewis, of Ridgefield, Conn., were all prize winners.

The \$25 prize for a vase of 150 blooms was won by Jos. E. Widener, Elkins Park, Pa., which were magnificent. Wm. Kleinheinz, the gardener for the Widener estate, is a well known attendant at flower shows and was one

of the jurors this year, having often acted in that capacity.

Sweet Peas.

The competition in sweet peas was keen and many beautiful displays delighted the eye of the visitor. In the class covering 100 square feet there were two entries: The W. Atlee Burpee Co., Philadelphia, Pa., and Herman Mamitsch & Son, Tenaflly, N. J. Variety and excellent stock marked both exhibits, but it is hard to beat an old hand like Geo. Kerr, grower for the Burpee company, in arrangement, and first prize was awarded to that concern. Herman Mamitsch & Son showed a pretty pink, named Miss Jennie Mamitsch, which they consider a pink without a peer.

The exhibits of sweet peas by private growers, though not extensive, were very good. Mrs. W. Redmond Cross, Morristown, N. J., (C. A. Sailer, gardener), won a blue ribbon for a fine display covering 25 square feet. Mrs. W. D. Guthrie won second prize for a collection of six varieties, 25 sprays each. In the class of 100 sprays, one or more varieties, Mrs. F. E. Lewis won first and Mrs. W. Redmond Cross, second prize.

The artistic church chancel, by Wilson, Florist, Brooklyn, in which the flowers and decorative scheme was changed daily was much admired and had great educational value. The tea garden in the west gallery became so crowded both afternoons and evenings that the doors were frequently closed to relieve the congestion.

The only entries, Saturday March 18, were table decorations by private growers, with miscellaneous flowers. Andrew Strachan, Yonkers, N. Y., was awarded first prize; S. Goldring, Morristown, N. J., second, and Thos. Ajtcheson, of Mamaroneck, N. Y., third.



NEW YORK SPRING SHOW.

Traendly & Schenck's Five Hundred Dollar Prize Exhibit Roses, Arranged by Wm. T. Homburg.



NEW YORK SPRING SHOW.
F. R. Pierson's Landscape and Julius Roehrs Co.'s Rock Garden.

Secretary Young, Manager Herrington, Chas. H. Totty, and all other members of the trade including the principal exhibitors who gave so much of their time and energy to working up this beautiful exhibition are to be congratulated on its great success. In fact the florists of the entire country are indebted to them for blazing the way and showing what is possible in every large city in the land. All that is required is organization. There is abundant material for such displays which if worked out on a large scale will be royally supported by the public.

Financial Success.

After a most successful week the doors of the Grand Central palace closed at 10:30 p. m., March 19. While many good features of the show were outlined in last week's issue it could not then be foretold what the ultimate results would be. We can now authoritatively state that in attendance and financial receipts the exhibition was a great success. While there was a considerable attendance on the opening day no large receipts were expected, but in the following five days the attendance and box office receipts were most satisfactory. On at least one day \$10,000 in cash was taken at the box office and another totaled over \$9,000. It is a conservative estimate that the total receipts for the five days ending the night of March 18 reached \$40,000, or more. There was a fair attendance, Sunday, March 19, but for obvious reasons it was not expected to be a big day. When it is considered that every foot of space and a considerable number of trade tickets were sold, it will be seen that there is no exaggeration in our claims.

Notes of the Show.

It takes some time to grasp all the good points in a show of the extent of this one. Taking a second view of the orchid display we were impressed with the beauty of two specimen plants of cymbidiums exhibited by the Jos. A. Manda Co., each being awarded a gold medal. One was of great size, being in a 15-inch pot, and both bore a wealth of beautiful flowers.

By permission of the first lady of the land, A. N. Pierson, Inc., has named a dark pink Columbia rose, Mrs. Warren G. Harding. A huge vase of them was exhibited and attracted much attention.

What might almost be called a novelty in these days was an exhibit of camellia blooms by W. R. Coe, Oyster Bay, N. Y.

The trade exhibitors get no prizes and yet they are a hard working company and their wares greatly add to the novel features of an exhibition.

The seedsmen and nurserymen are always in the large shows, make fine exhibits and usually get a good share of publicity.

In this show, practically all the machinery, tools and other requisites for outdoor and indoor horticulture were exhibited. There were other displays that if not exactly in these lines were nevertheless interesting, some of them amusing.

As an instance of the latter, G. D. Lilly, Darien, Conn., who had space for birds, exhibited two large parrots of gay plumage and their performances gave great joy to the children and even some of the grown-ups.

The E. F. Hodson Co., Boston, Mass., and New York, had portable houses, even the dogs and birds being provided with a clever feeding arrangement.

The Encyclopaedia Britannica distributed a leaflet bearing an illustration of *Darlingtonia Californica*, "the plant that eats insects."

The foregoing may read like gossip, but we would impress the point that the trade as well as the prize exhibits are both educational and interesting and we believe that the wares of the trade exhibitors are brought to the attention of thousands of people that would never elsewhere see them. In conclusion, we send greetings to our friends who are now assembling at Indianapolis with the wish that the Fifth National Flower Show may be a great success.

Additional Trade Exhibits.

Chris. H. Allender, of New York, displayed samples of various appliances of Gilson's garden tools.

House & Garden, New York, had a great variety of magazines and literature.

An artistic display of vases, garden statuary and bird baths were featured by J. C. Kraus, cast stone ware manufacturer.

Warren E. Cox, retail florist of New York, showed artistic vases and cut flowers.

The curved eave greenhouse of the Lord & Burham Co., New York, attracted a great deal of attention. In the rear was a section showing slats on roof and seed raising frames.

Vail Mitchell, Greenwich, Conn., had attractive samples of rustic summer houses and garden seats.

Schloss, Bros., Ribbons, Inc., New York, displayed a line of florists' ribbons and chiffons.

The V-Bar Greenhouses, New York, showed a section of a house, photographs and literature. W. H. Lutton was in charge here.

The Davey Tree Expert Co., Kent, O., featured samples of tree surgery and a large assortment of books and literature on the subject.

Hitchings & Co., New York, showed its curved eaved greenhouse, many photographs and attractive literature.

The E. F. Hodgson Co., of New York, and Boston, with its sample portable greenhouses attracted much interest.

Artistic pergolas, lattice fences and garden fences were shown by the Hartman, Sanders Co., Chicago and New York.

The Terra Cotta Art Co., Inc., of New York, displayed samples of terra cotta figures, vases, dogs, etc.

The National Association of Gardeners distributed samples of its publication, the Gardeners' Chronicle, and other literature.

Mrs. A. D. Cummings, New York, had samples of fancy pottery and table covers, illustrated with flowers.

A nicely decorated booth was featured by the Garden Chemical Co., of New York, showing quite an array of insecticides.

The F. A. Bartlett Tree Expert Co., Stamford, Conn., had a sample tree, together with implements and literature.

Trees and nursery stock made quite an attractive booth by the Mayo Nurseries Co., Rochester, N. Y.

The American Seed & Seed Tape Co., of Madison, N. J., showed a seed packing machine and seed tape.

Dahlias, flower holders and literature were of interest at the booth of B. Hammond Tracy, Inc., Wenham, Mass.

George L. Stillman, of Westerly, R. I., had a special collection of 100 dahlias.

The Mid West Utilities Co., Indianapolis, Ind., showed many kinds of tractors.

Samples of hose were displayed by the Electric Hose & Rubber Co., Wilmington, Del.

Polyanthas, dahlias and a profusion of other stock were displayed by the Menetto Hile Nurseries, of Hicksville, L. I.

Caragan Sprayers, New York, showed sample machines.

Ribbons and chiffons were featured by Milton Selinka, New York.

The Moto-Mower Co., Detroit, Mich., attracted much attention with its mower tractor and other specialties.

The Elizabeth Nursery Co., Elizabeth, N. J., showed samples of shrubbery and evergreens.

Sample mowing machines were seen at the booth of the Caldwell Lawn Mower Co., Newburgh, N. Y.

The Mead-Suydam Co., of Newark, N. J., had concrete benches on display.

Samples of appliances were shown by the Skinner Irrigation Co., Troy, O.

The Quality Brands Co., New York, had vito-plastic machines.

The Power Acre Mower Co., Inc., of Racine, Wis., displayed its line of machines.

Lawn mowers were seen at the booth of J. D. Daniels, New York.

W. E. Marshall, a seedsman and nurseryman of New York, featured bulbous plants and herbaceous stock.

Additional Awards.

Cut Roses—Private Growers.

Eighteen Columbia—Mrs. H. McK Twombly, Convent Station, N. J., (K. Tyson, Gr.), 1st; Mrs. Wm. D. Guthrie, Locust Valley, N. Y., (Jas. A. Wincock, Gr.), 2nd.

Eighteen Premier—Mrs. H. McK Twombly, 1st.

Eighteen Sunburst—Mrs. Wm. D. Guthrie, Locust Valley, N. Y., 1st; Mrs. E. F. Luckenback, Port Washington, N. Y., (Thos. Twigg, Gr.), 2nd.

Eighteen Mrs. Aaron Ward—Countess Mildred Hohenstein, Edge Hill, Pa., (C. J. McCormic, Gr.), 1st.

Eighteen Ophelia, or any of its sports—Mrs. H. McK Twombly, 1st; Mrs. Percy Chubb, 2nd.

Eighteen any white variety—Howard Co'e, Madison, N. J., (W. P. Fowkes, Gr.), 1st; Mrs. Percy Chubb, 2nd.

Eighteen any other disseminated variety, pink—Jas. A. Macdonald, 1st.

Eighteen any other disseminated variety, yellow—Mrs. H. McK Twombly, 1st; Howard Cole, 2nd.

Twenty-five one or more varieties, to be shown in one vase, open to all varieties, seedlings and sports—Mrs. McK Twombly, 1st; Mrs. Wm. D. Guthrie, 2nd.

Carnations—Private Growers.

Twenty-five white—Mrs. Arnold Schlaet, Saugatuck, Conn., (E. Lawrence, Gr.), 1st; Mrs. F. K. Lewis, Ridgefield, Conn., (J. Smith, Gr.), 2nd.

Twenty-five light pink—Mrs. Wm. D. Guthrie, 1st; Mrs. Arnold Schlaet, 2nd.

Twenty-five dark pink—Mrs. Payne Whitney, 1st.

Twenty-five red or scarlet, to include all shades generally classed in these colors—Mrs. L. L. Dunham, Madison, N. J., 1st; Mrs. Payne Whitney, 2nd.

Twenty-five crimson, to include all shades known as crimson or maroon—Mrs. Robt. Mallory, Port Chester, N. Y., (Wm. Smith, Gr.), 1st; Mrs. Payne Whitney, 2nd.

Twenty-five white variegated—Mrs. F. E. Lewis, 1st; Jas. A. Macdonald, 2nd.

Twenty-five yellow or yellow variegated—Mrs. Payne Whitney, 2nd.

Twenty-five Laddi—George G. Mason, Tuxedo Park, N. Y., (D. McGregor, Gr.), 1st; Mrs. F. A. Constable, 2nd.

Vase of carnations, not to exceed 150 blooms. One or more varieties may be used.

Decorative green of any kind, ribbon and any other accessories may be used, as long as carnations are the predominant feature—Jos. K. Widener, Elkins Park, Pa., (Wm. Kleinheinz, Gr.), 1st; Mrs. F. E. Lewis, 2nd; Mrs. Wm. D. Guthrie, 3rd.

Dinner Table Decorations.

Table and accessories to be furnished by flower show management. Table to be set for eight. Roses the only flower to be used in this decoration—Mrs. H. McK Twombly, 1st; Thomas Aitchison, Mamaroneck, N. Y., 2nd; Mrs. Payne Whitney, Manhasset, L. I., (Geo. Ferguson, Gr.), 3rd.

Sweet peas exclusively. Other foliage than sweet peas may be used—Mrs. Ridley Watts, Morristown, N. J., (S. Golding, Gr.), 1st; Mrs. W. Redmond Cross, 2nd; Mrs. Percy Chubb, 3rd.

Cut Roses—Commercial Growers.

Fifty American Beauty—Gude Bros. Co., Washington, D. C., 1st.

One hundred Columbia—F. R. Pierson, 1st; L. B. Coddington, 2nd.

One hundred Francis Scott Ke,—F. R. Pierson, 1st.

One hundred Hadley—L. B. Coddington, 1st.

One hundred Ophelia, or any of its sports—Duckham-Pierson Co., Madison, N. J., 1st; F. R. Pierson, 2nd.

One hundred Premier—Duckham-Pierson Co., 1st; F. R. Pierson, 2nd.

One hundred White Killarney or any white sport of same—L. B. Coddington, 1st.

Fifty Crusader—Duckham-Pierson Co., 1st; F. R. Pierson, 2nd.

Fifty Mrs. Aaron Ward—Traendly & Schenk, Rowayton, Conn., 1st.

Fifty Pilgrim—Traendly & Schenk, 1st; F. R. Pierson, 2nd.

Fifty Sunburst—W. W. Vert, Madison, N. J., 1st.

Fifty any other disseminated variety, yellow—F. R. Pierson, 1st; Traendly & Schenk, 2nd.

Twenty-five any undissemated variety—A. N. Pierson, Inc., gold medal with Dark Pink Columbia; C. H. Totty, Inc., gold medal, with Souvenir de Claudius Pernet.

Display of cut roses, covering 300 square feet and containing not less than 500 nor more than 1,000 blooms. Decorative green of any kind, including plants, permitted. Quality of bloom, artistic arrangement, and general effect and variety to be considered in making award—Traendly & Schenk, 1st; A. N. Pierson, Inc., 2nd; F. R. Pierson, 3rd.

One hundred Columbia—L. B. Coddington, 1st; A. N. Pierson, Inc., 2nd.

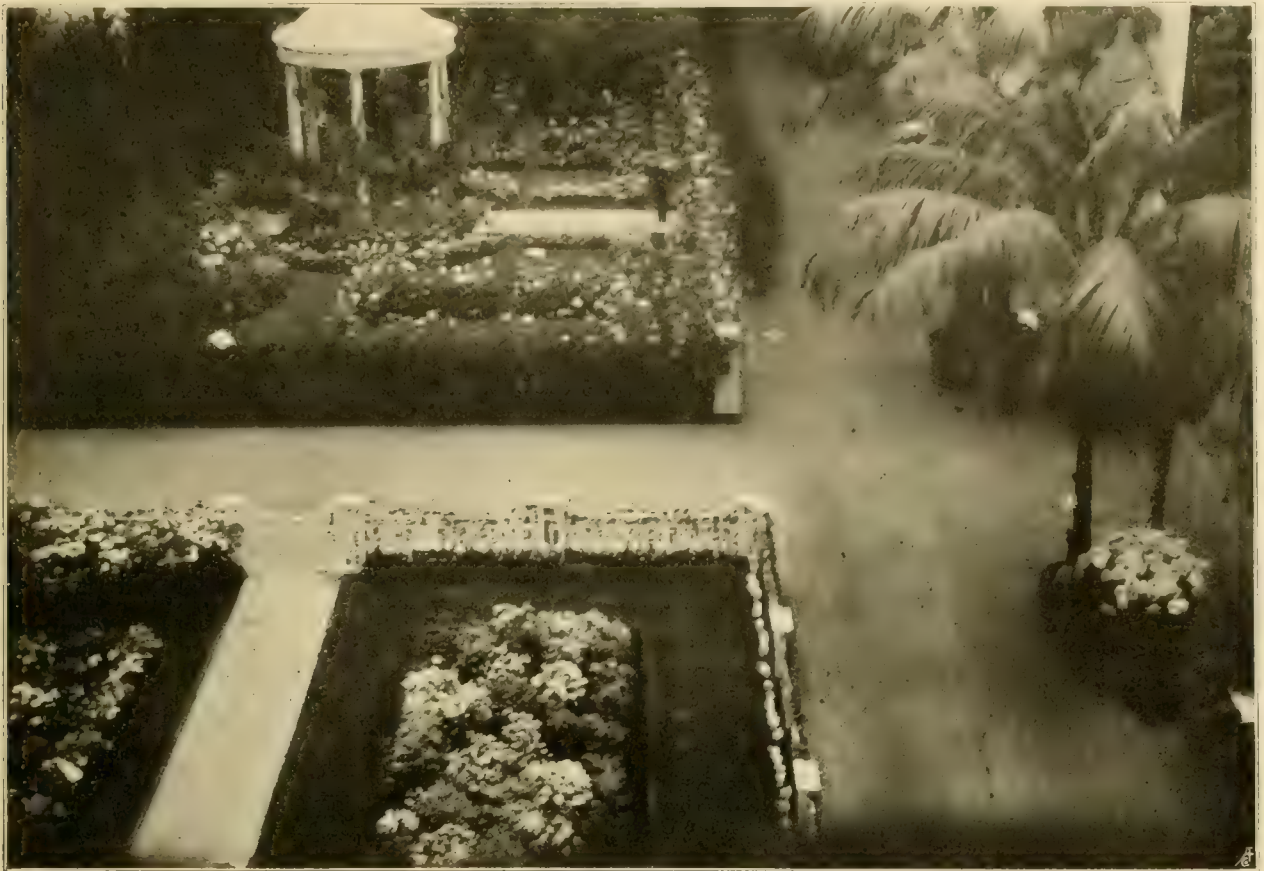
One hundred any disseminated variety, white—A. N. Pierson, Inc., 1st; Bedford Flower Co., Bedford Hills, N. Y., 2nd.

One hundred Ophelia, or any of its sports—A. N. Pierson, Inc., 1st; F. R. Pierson, 2nd.

One hundred Premier—F. R. Pierson, 1st; A. N. Pierson, Inc., 2nd.



NEW YORK SPRING SHOW.
Chas. H. Totty Co.'s Trade Booth.



NEW YORK SPRING SHOW.

Corner A. N. Pierson, Inc., and Bobbink & Atkins Rose Gardens.

One hundred any red variety—L. B. Codding, 1st; F. R. Pierson, 2nd; Briarcliff Greenhouses, Scarborough, N. Y., silver medal.

Fifty Crusader—Duckham-Pierson Co., 1st; Traendly & Schenck, 2nd.

Fifty Mrs. Aaron Ward—A. N. Pierson, Inc., 1st.

Fifty Sunburst—W. W. Vert, 1st.

Fifty any other disseminated pink—Bedford Flower Co., 1st; Traendly & Schenck, 2nd.

Fifty any other disseminated yellow—F. R. Pierson, 1st.

Roses—Commercial Growers.

Climbing, red, specimen—Louis Dupuy, Whitestone, N. Y., 1st.

Climbing, pink specimen—A. N. Pierson, Inc., 1st.

Climbing, yellow, specimen—A. N. Pierson, Inc., 1st.

Any single variety, specimen—Louis Dupuy, Whitestone, N. Y., 1st.

Roses—Private Growers.

Collection of roses in variety, covering 100 square feet, arranged for effect—W. B. Thompson, Yonkers, N. Y., (Andrew Strachan, Gr.), 1st.

Roses, six ramblers, any varieties—W. B. Thompson, 1st.

Carnations—Commercial Growers.

One hundred white—Springfield Floral Co., 1st; Le Cluse & Le Cluse, Blue Point, N. Y., 2nd.

One hundred light pink—Le Cluse & Le Cluse, 1st; Springfield Floral Co., 2nd.

One hundred dark pink—Springfield Floral Co., 1st; Harry O. May, Summit, N. J., 2nd.

One hundred red or scarlet, to cover all shades generally included in those colors—Springfield Floral Co., 1st; Harry O. May, 2nd.

One hundred white variegated—Scott Bros., Elmsford, N. Y., 1st.

One hundred yellow or yellow variegated—Strouts, Inc., Biddeford, Me., 1st.

One hundred Laddie—S. J. Goddard, Framingham, Mass., 1st; Springfield Floral Co., 2nd.

Fifty any new variety not in commerce—Wm. C. Haas, Irvington, N. J., silver medal.

Display of carnations, covering 150 square feet of space and containing not less than

1,000 nor more than 1,500 blooms. Decorative green of any kind, including plants, permitted—Springfield Floral Co., 1st.

Sweet Peas—Commercial Growers.

One hundred sprays, bicolor—Herman Mamitch & Son, Tenafly, N. J., 1st.

One hundred sprays white—Herman Mamitch & Son, 1st; John M. Barker, 2nd.

One hundred sprays red or crimson—John M. Barker, Morristown, N. J., 1st.

One hundred sprays light lavender—John M. Barker, 1st.

One hundred sprays pink or salmon—Herman Mamitch & Son, 1st; E. P. Hostetter, Manheim, Pa., 2nd.

One hundred sprays orange—Herman Mamitch & Son, 1st; John M. Barker, 2nd.

One hundred sprays any other color—John M. Barker, 1st.

Display of sweet peas covering 100 square feet, arranged for effect—W. Atlee Burpee Co., Philadelphia, Pa., 1st; Herman Mamitch & Son, 2nd.

Ferns—Private Growers.

Asparagus, specimen, any variety—E. E. Smathers, Port Chester, N. Y. (W. D. Robertson, Gr.), 1st; Miss A. De Lamar, Glen Cove, L. I., 2nd.

Adiantum Farleyense, or Farleyense type, specimen—Mrs. E. F. Luckenbach, Port Washington, N. Y., (Thos. Twigg, Gr.), 1st; James B. Duke, Somerville, N. J., (A. E. Miles, Gr.), 2nd.

Adiantum, any other variety, specimen—E. E. Smathers, Portchester, N. Y., 1st; Jas. A. MacDonald, Flushing, L. I., (R. Hughes, Gr.), 2nd.

Cibotium Scheidel, specimen—D. Guggenheim, Portchester, N. Y., (Thos. A. Leyden, Gr.), 1st; E. E. Smathers, 2nd.

Goniophlebium sub-aureiculatum specimen—Albert Millard, Yonkers, N. Y., 1st.

Stag's Horn Fern, specimen—Miss A. De Lamar, Glen Cove, L. I., 1st; Jas. A. MacDonald, 2nd.

Fern, any other variety, not otherwise specified—Miss A. De Lamar, 1st; E. E. Smathers, 2nd.

Bulbous Plants—Private Growers.

Freelias, white, 12 pots or pans—Bertram H. Borden, Rumson, N. J., (Wm. Turney, Gr.), 1st; Mrs. Percy Chubb, Glen Cove, L. I., (Peter Smith, Gr.), 2nd.

Freelias, colored, six pots or pans—Mrs. Harold I. Pratt, Glen Cove, L. I., (Frank O. Johnson, Gr.), 1st; Mrs. Payne Whitney, 2nd.

Hyacinths, white, three 10-in. pots or pans—Mrs. Payne Whitney, 1st; Mrs. Percy Chubb, 2nd.

Hyacinths, pink or red, three 10-in. pots or pans—Jas. A. MacDonald, 1st; Mrs. Payne Whitney, 2nd.

Hyacinths, light blue, three 10-in. pots or pans—Jas. A. MacDonald, 1st; Mrs. Payne Whitney, 2nd.

Hyacinths, dark blue or purple, three 10-in. pots or pans—Bertram H. Borden, 1st; D. Guggenheim, 2nd.

Hyacinths, yellow, three 10-in. pots or pans—Jas. A. MacDonald, 1st; Mrs. Payne Whitney, 2nd.

Lilies, 12 pots, any varieties—Mrs. Percy Chubb, 1st; Mrs. Harold I. Pratt, 2nd.

Lily of the valley, three 10-in. pots or pans—Mrs. Payne Whitney, 1st; Bertram H. Borden, 2nd.

Narcissus, six varieties, six 10-in. pots or pans—Bertram H. Borden, 1st; Mrs. Harold I. Pratt, 2nd.

Tulips, single early, six distinct varieties, six 10-in. pots or pans—D. Guggenheim, 1st; Mrs. Payne Whitney, 2nd.

Tulips, double, in variety, six 10-in. pots or pans—Mrs. Payne Whitney, 1st; D. Guggenheim, 2nd.

Tulips, May-flowering, or Darwin, or both, distinct varieties, twelve 10-in. pots or pans—Bertram H. Borden, 1st; D. Guggenheim, 2nd.

The following are offered by Zandbergen Bros., Valkenburg, near Leiden, Holland, and Oyster Bay, N. Y.:

Tulips, Darwin, variety Duchess of Hohenburg, 10-in. pot or pan—Mrs. Payne Whitney, 1st; Jas. A. MacDonald, 2nd.

Hyacinths, 10-in. pots or pans, eight distinct varieties, one pot or pan of each—Jas. A. MacDonald, 1st; Mrs. Payne Whitney, 2nd.

Orchid Plants—Private Growers.

Twelve plants in variety, decorative plants permitted—Arthur N. Cooley, Pittsfield, Mass., (Oliver Lines, Gr.), 1st.

Six plants in variety, decorative plants permitted—Arthur N. Cooley, 1st; Mrs. Harold I. Pratt, 2nd.

Orchids in variety, three plants—A. N. Cooley, 1st; Mrs. Walter C. Teagle, East Port Chester, N. Y., (James Linane, Gr.), 2nd.

Brasso-cattleya, or brasso-laelia, one plant—A. N. Cooley, 1st; Bertram H. Borden, 2nd.

Cattleya laelia, or laelia-cattleya hybrid, one plant—Arthur N. Cooley, 1st; Mrs. Harold I. Pratt, 2nd.
Specimen plant, any variety—Arthur N. Cooley, 1st; Mrs. Walter C. Teagle, 2nd.

Special Classes.

Group of plants in variety covering 100 square feet, decorative plants permitted arranged for effect—James B. Duke, Somerville, N. J., (Arthur E. Miles, Gr.), 1st.
Collection of hybrids, 25 plants, decorative plants permitted—James B. Duke, 1st.

Collection of cut orchids covering 50 square feet, decorative greens permitted—Arthur N. Cooley, 1st; Arthur N. Cooley, 2nd.

Bulbous Plants—Commercial Growers.

Lilium, 25 pots, one or more varieties—F. R. Pierson, 1st; A. L. Miller, Jamaica, N. Y., 2nd.

Group of orchid plants in variety, covering 300 square feet, (decorative plants permitted), arranged for effect—Julius Roehrs Co., 1st.

Group of 25 plants in variety, arranged for effect, greens permitted—G. E. Baldwin & Co., Mamaroneck, N. Y., 1st; Lager & Hurrell, Summit, N. J., 2nd.

Collection of cut orchids covering 100 square feet, decorative greens permitted—Joseph Manda Co., West Orange, N. J., 1st.

Plants in Flower—Commercial Growers.

Marguerite specimen—Madsen & Christensen, Wood Ridge, N. J., 1st.

Groups of azaleas, any type, covering 150 square feet, arranged for effect—Bobbink & Atkins, Rutherford, N. J., 1st.

Palms, Foliage Plants—Commercial Growers.

Bay trees, pyramidal, two plants—Yonkers Nurseries, Inc., Yonkers, N. Y., 1st.

Bay trees, standard, two plants—Yonkers Nurseries, 1st; Julius Roehrs Co., Rutherford, N. J., 2nd.

Bay trees, columnar, two plants—Julius Roehrs Co., 1st.

Box trees, standard, two plants—Bobbink & Atkins, 1st.

Box trees, pyramidal, two plants—Bobbink & Atkins, 1st.

Box trees, bush, two plants—Bobbink & Atkins, 1st.

Kentia Forsteriana, specimen, single or bushy—Yonkers Nurseries, Inc., 1st.

Adiantum Farleyense or its types, six plants, not less than 8-inch, pots or pans—A. N. Pierson, Inc., Cromwell, Conn., 1st.

Nephrolepis, specimen, any variety—F. R. Pierson, Tarrytown, N. Y., 1st.

Cibotium Scheidel, specimen, not less than 12-in. pot or tub—Bobbink & Atkins, 1st.

Ferns, collection, not less than 50 plants—F. R. Pierson, 1st.

Fern, specimen, any other variety—F. R. Pierson, 1st.

In Attendance.

Mark Aitken, Springfield, Mass.

John A. Brooks, Detroit, Mich.

W. Atlee Burpee, Jr., Philadelphia, Pa.

Alfred M. Campbell, Philadelphia, Pa.

Robt. E. Currey, South Hadley, Mass.

John Donaldson, Patchogue, N. Y.

Frank Edgar, Waverly, Mass.

J. G. Eisle, Riverton, N. J.

Otto Ernst, Norwich, Conn.

E. J. Fancourt, Philadelphia, Pa.

M. Geshan, Cambridge, Mass.

Conrad C. Gindra, Poughkeepsie, N. Y.

S. J. Goddard, Framingham, Mass.

Wm. C. Hall, Montreal, Que.

B. Hammond Tracy, Wenham, Mass.

John S. Hay, Philadelphia, Pa.

Fred. Henkes, Watervliet, N. Y.

Nathan Ireland, Loretto, Pa.

Stanley Jordan, Wallingford, Conn.

S. J. Kavanagh, Cambridge, Mass.

Geo. Kerr, Philadelphia, Pa.

Robert Kift, Philadelphia, Pa.

P. B. Koster, Bridgeton, N. J.

J. M. Kuhn, Philadelphia, Pa.

H. G. Ladne, Beacon, N. Y.

H. W. Libby, Biddeford, Me.

James Marlborough, Topsfield, Mass.

Henry F. Michell, Philadelphia, Pa.

Walter Mott, Schnectady, N. Y.

Chas. Munro, New Haven, Conn.

Harold Pease, Montreal, Que.

S. S. Pennock, Philadelphia, Pa.

Clarence G. Perkins, Newark, N. Y.

Wallace R. Pierson, Cromwell, Conn.

H. Pritchard, Washington, D. C.

L. J. Reuter, Boston, Mass.

Thos. Roland, Nahant, Mass.

Geo. Saltford, Poughkeepsie, N. Y.

F. N. Sanborn, Boston, Mass.

Geo. L. Stillman, Westerly, R. I.

Richard Vincent, Jr., White Marsh, Md.

Prof. E. A. White, Ithaca, N. Y.

M. Wright, Cambridge, Mass.

The Ladies.

Mrs. Robt. E. Currey, South Hadley, Mass.

Mrs. John Donaldson, Patchogue, N. Y.

Mrs. Wm. C. Hall, Montreal, Que.

Mrs. B. Hammond Tracy, Wenham, Mass.

Mrs. Robert Kift, Philadelphia, Pa.

Mrs. Chas. Munro, New Haven, Conn.

PLANT NOTES.

Bedding Stock.

The general florist will now have his hands full with bedding stock which should now be spread out and given the necessary room. The geraniums should be spaced and if any have grown too tall to make shapely plants the tops should be cut back, but at the present day the trade wants a geranium in bloom at bedding time and very little pinching should be done after the first of April, for it will take from then until the first of June to produce a new branch with a flower. Ageratum, alternantheras, alyssums, heliotropes and like blooming plants should be kept on the move and be



Geranium for Bedding, Well Grown.

given good, light positions. Salvia should be kept pinched back until the latter part of the month which should produce fine shapely plants. The coleus should be rooted and the top rubbed out as soon as established in the pots. Seedlings should be potted or flatted, the former preferred if a price can be obtained commensurate for the extra labor, but if flatted give them room enough to develop properly. Cannas will now require a warm, light location and plenty of root room. The one great factor in growing good bedding stock is, at this season, to keep the plants moving and never allow them to get a check, for if once severely checked a good plant is an impossibility.

Potting Young Stocks.

At this season of the year the plant grower will have thousands of young seedlings to pot or place in flats and as many more to shift from a small pot to a larger size, and it does not seem that any instruction in potting should be necessary, but we chanced not long ago to see a boy potting and wondered if the plants would live and we then saw in the houses many of the plants which had been potted struggling for existence. It seems to be the general idea with the young

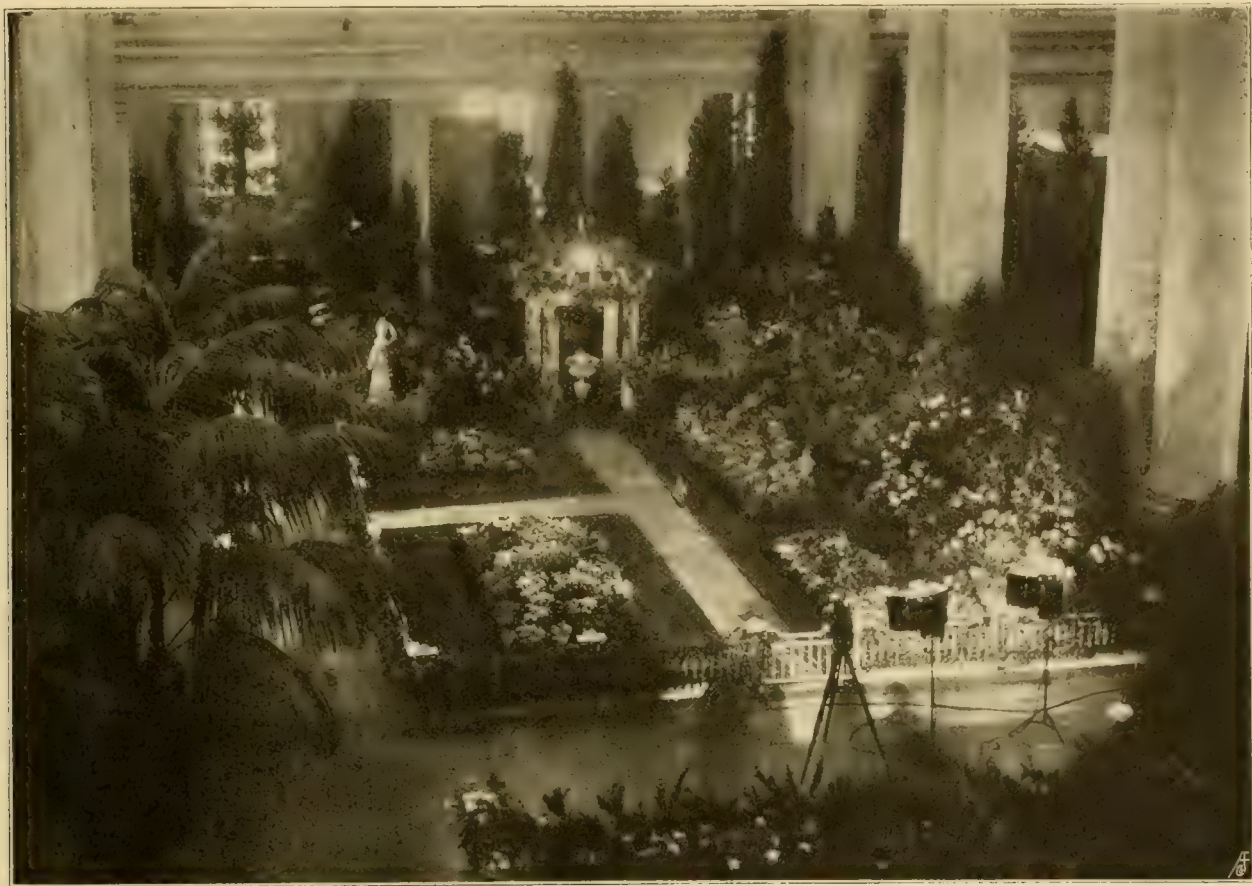
gardener that the one that can pot the most plants in a given time is the smartest, regardless how well it is done and how the plants afterward grow. The young man whom we saw would fill the pot full and then make a hole in the soil with his finger, place the seedling in the hole and then press the top soil around the stem. The chances were that the roots of many of those plants were still hanging in an enclosed hole in the center of the pot, for the soil should have been firmed around the roots. That he could handle a large number of plants in a given time was no question, but a much better plant can be grown if the soil is made firm around the roots first and then the top firmed down. The same thing happens in transplanting where the loose soil is thrown around between the plant and the pot and the top then firmed down. A little soil should be first thrown in the bottom of the pot and the plant placed in this, then a little soil around the plant which should be firmed down, then a little more soil which can be pressed down from the top. This will take longer, but the plant will live and grow enough better to pay for the extra pains.

Hardy Roses.

The rose bed should be pruned and then spaded as early as possible after the ground has opened and if the canes have been buried the covering removed and the canes cut back. To properly prune a bed of hybrid perpetual roses is a careful, painstaking piece of work. This work if too often done in a careless, haphazard manner, and by many every variety is cut back alike. To get the best results a study of the varieties is necessary, for instance, strong growing varieties like General Jacqueminot and Magna Charta can be cut back and the small wood cut out much more severely than Prince Camille de Rohan or Mme. Gabriel Luizet. When pruning it is first necessary to determine whether quantity or quality is the most to be desired. If quantity is wanted more wood can be left and six to eight eyes left on the canes. If quality is the main object this must be obtained at the expense of quantity, and the strong canes only retained and these cut to two or three eyes, depending on how the eyes are located. The top eye that is left should be pointed out from main stem so that when the growths start they will not crowd toward the center. This will allow of plenty of room for development and a good circulation of air through the plant. After bushes are pruned the soil should be spaded good and deep and leveled off.

Peonies.

As soon as the frost is out of the ground the peony bed should be forked or spaded in, but let this be done by a careful man, or at least not by help that knows nothing about this work. The young growths start very early and are very tender so it is best not to fork too closely to the crowns, but loosen up all the soil around the plants. It is also well to leave the stems covered as deep as they have been all winter, for a sharp frost may injure a stem that has been protected through the severe winter and then subjected to sharp cold. But the loosening of the soil to good depth will conserve the moisture and allow the air to get into the soil. If the plants were not mulched with manure in the fall it is well to spread some old manure, not fresh, on the beds before spading and fork it in.



NEW YORK SPRING SHOW.
Garden of Bobbink & Atkins, Rutherford, N. J.

Although the fall is the best time to transplant peonies, yet, if not done and it is desired or necessary to move them, they can be transplanted early in the spring, but this must be done before the growths are above the surface of the ground and as much soil left about the roots as possible. These plants make their young roots in the fall and if any attempt is made to shake the soil off, the roots will be broken doing this. Divisions must therefore be carefully made, so as not to disturb the roots more than possible. The dry roots that are purchased at this time are much better planted in pots or boxes until the roots are formed in the soil and later transplanted to the ground. It cannot be expected that plants of this kind will produce any flowers this year, for it will only be possible to get them established in their new location the first season.

Telegraph Delivery Business.

One retail florist says he kept eight trucks busy all day, delivering St. Valentine flowers, and in addition had to take his private car and deliver 40 packages himself to get the store cleaned out before closing time. Since the inauguration of the Telegraph Delivery Association, this retailer says he is sending out double the amount of flowers formerly delivered.

LAKE GENEVA, WIS.—Chas. Gebhardt, for many years superintendent of the Selfridge estate, which has been sold for sub-division, will shortly assume charge of the Walden Shaw place.

WITH THE GROWERS

Indiana and Tennessee Growers.

Recently having occasion to visit Nashville, Tenn., we stopped off at Louisville, Ky., to make train connections and called upon our friend, Jacob Schulz, on Fourth avenue. Mr. Schulz reported that business has been very good all winter and as far as that city was concerned none of the florists had reasons for complaint. His nursery business is increasing every day and showed a marked improvement compared with the same period in 1921.

Mr. Schulz kindly took us by automobile to New Albany, Ind., just across the river from Louisville, where the range of Anders Rasmussen is located. We first entered the offices and then passed on to the large packing rooms, where the cut flowers are brought, sorted and then placed in large ice boxes, conveniently arranged. One noticeable feature of this large establishment of 275,000 square feet of glass is that every available foot of space is utilized and making money. Several houses were producing a good crop of lettuce, planted in chrysanthemum houses. We also noted several thousand Grand Rapids' tomato plants, to follow up the lettuce. Carnations were somewhat off crop, although in a good healthy condition and should be in heavy crop by Easter.

Roses were in very good crop and in fine condition. Premier was being cut heavily, which Mr. Rasmussen informed was his favorite rose. More of this kind is grown than any other sort, with Columbias a close second. A few White Killarney was seen but is to be replaced by Angelus. Mr. Rasmussen has strong convictions that the Killarney

family is a back number, as a forcing rose.

It was dark when we motored to Mr. Rasmussen's new home, some four miles distant from his greenhouses. We wondered if the intervening space was utilized for residences, but soon discovered the reason for his building his home such a distance away from his business. The house is built on the top of a hill and has a commanding view from every angle as far as the eye can see, with beautiful natural scenery surrounding his 35-acre farm. About \$4,000 worth of evergreens and flowering shrubs were used to beautify the lawn. A pipe organ in one of the large living rooms is a feature of Mr. Rasmussen's beautiful home.

We bade Mr. Rasmussen and wife good-bye, and the following morning found us in Nashville, Tenn. Our first call was at the Joy Floral Co.'s store and we found them almost buried with funeral work. Asking our genial friend, Thomas Joy, if they were always that busy the only reply was that they were usually pretty busy. The Joy store is located at one of the busiest corners in the business district and is 24x110 feet, giving them ample room for their increasing business. The front of the shop was made very attractive with boxes, mostly birch, filled with spring bulbous stock. Roses were artistically arranged in the windows. On the second floor were well arranged rooms for storing tissue paper, ribbons, stationery, etc. All plants are received through the side door in the basement where they are prepared for sale and then loaded on an elevator and taken to the main floor. When disposed of the plants are returned to the basement and loaded on trucks for delivery. Much of the material stored in the basement comes in

carload lots, such as moss, boxes, wire designs, etc. We noticed some 500 or 600 mossed wreaths and asked Mr. Joy the reason. He stated that some days they receive an order for 200 or 300 wreaths and at such a time they do not care to be bothered by mossing, so the work is done during spare moments.

Mr. Joy was kind enough to take us to their large greenhouse establishment, which is big enough to supply their Nashville, Chattanooga, Tenn., and Atlanta, Ga., flower shops. Sweet peas were in the best possible condition and in all stages of growth—from plants just up to very fine stock ready for cutting. Many thousands of Easter lilies were coming along in splendid condition as were 75,000 cyclamens. Nearly 1,000 hanging baskets with Boston ferns, filled last autumn were a pretty sight. Several hundred orchids were noticed but none were in bloom at the time of our visit. Adiantums are grown here in quantity.

We were anxious to see the new white carnation, Thomas C. Joy, of which we have all read and heard so much. Judging from its appearance no one will regret investing in this perfectly free flowering carnation, for it has all the appearances of a good commercial white. Fifty thousand more cuttings were sold than was expected earlier in the season and this number was taken from the blooming plants which should be in flower at this time. Another seedling carnation showed up prominently, a dark pink, a shade lighter than Mrs. C. W. Ward. It has been named Natalie and has a very good stem, good clear color and is a wonderfully clean grower.

We then went to the new rose section, consisting of five houses built two years ago, each $31\frac{1}{2} \times 500$ feet and another one $31\frac{1}{2} \times 350$ feet, all of steel construction. The roses are all on cement benches, supported by cement posts and producing in a way that would make any rose grower proud. Premier, Columbia, Milady, Butterfly and Aaron Ward are the principal kinds. Mr. Joy is a believer in grafted stock as many thousands of plants were already in various stages of development.

Geny Bros.' greenhouses were also visited. A general line of stock is grown here to supply their well conducted store in the city. A very large batch of cinerarias were noticeable, also several houses of sweet peas, producing a fine crop of blooms. Altogether our visit at Nashville was very pleasant, and we will always have the most pleasant recollections of the kindly treatment accorded us by the Joys and Geny Bros.

W. W. C.

John Andre, Doylestown, Pa.

BUILDING HOUSES IN MID-WINTER.

The growing of roses for cut flowers is a distinct branch of the florist business in which to be successful one must have knowledge gained from experience. John Andre is counted one of the best rose growers in the Philadelphia district, which city is his market. He succeeded to the business on the death of his father some years ago and has so well managed the establishment that the glass area has been almost doubled.

No additions have been made since the period immediately preceding the war but in order to make up for lost time and be ready for the prosperous times coming, Mr. Andre is now adding a series of ridge and furrow greenhouses, 35×108 feet, which will make one large structure, 108×350 feet. The houses are built perfectly level but on ground which slopes cross-ways of each section, there being a fall of 16 feet from top to bottom of the range, an average of two feet in each house. While

the gutters, seven feet, six inches above the ground floor of the house, are level, there are openings one-third the distance from each end that carry the rain water into submerged main drains that conduct it outside.

The work of erecting the houses has been going on steadily since December, 1921, there being no letup, except in very inclement weather. The iron gutter posts are sunk four feet in concrete and the inside column post two feet in the same material. The first house at the bottom of the slope was finished January 1 and was partitioned off or closed in with a temporary board partition. The steam was turned on, the ground thawed out and the house now contains young rose stock, with which the range will be planted as soon as finished.



Bulb Box Baby Carriage.

American Bulb Co.'s Bulb Case at Helena, Mont.

Three more sections are now glazed and are being temporarily boarded up so that they can be heated to thaw out the ground, one foot of which in depth is to be removed. Then ground beds will be made with 12-inch board sides in which there is to be a drainage of six inches of ashes topped with the same thickness of good soil. There are continuous ventilators on both sides of the ridge and glazing is done with 16×24 -inch glass.

Two 100-horse-power boilers, added to the original plant, furnish the heat for the new addition. One 6-inch main, 250 feet in length, entirely outside the houses, is supported six feet above the ground on iron braces. This is enclosed with heavy, three-ply asbestos, outside of which is a covering of rubberoid coated with tar, which insulation appears perfect, as the outer lining is cold to the touch. On entering the house at the far end on a level with the gutters this main is reduced to a 4-inch to which are attached the radiator pipes, one each side of the ground beds and one on either side of the gutters. The condensation returns to the boilers entirely by gravity the slope of the ground being such and the boilers set six feet below the lowest

ground level, that the circulation is rapid and perfect.

All roses are on own roots. Varieties grown are Columbia, Premier and Double White Killarney. To these will be added Butterfly and Golden Ophelia. Intensive culture is the rule here, all roses being planted 10 inches apart each way. The stock in the old houses could not look much better and in its close planting did not seem overcrowded and must be turning out many more flowers than stock, 12 inches each way. Two additional houses 35×108 feet are to be added at the entrance to the place which will run the total glass area to over 105,000 square feet. It is expected the large range will be finished the third week in March, and the two additional houses, May 1.

These houses are being built by the Metropolitan Material Co., Brooklyn, N. Y., which claims that houses can be erected at any time of the year, those finished in time for spring planting, having a great advantage over others not ready until autumn. A large barn which had to be bodily moved to make room for the houses is to be turned into a garage, cold storage and packing room.

Mr. Andre is to be congratulated on his enterprise, as most growers would have been afraid to face the inclement weather, but he has demonstrated that it is practical and will have the houses full of growing plants when others are starting to build.

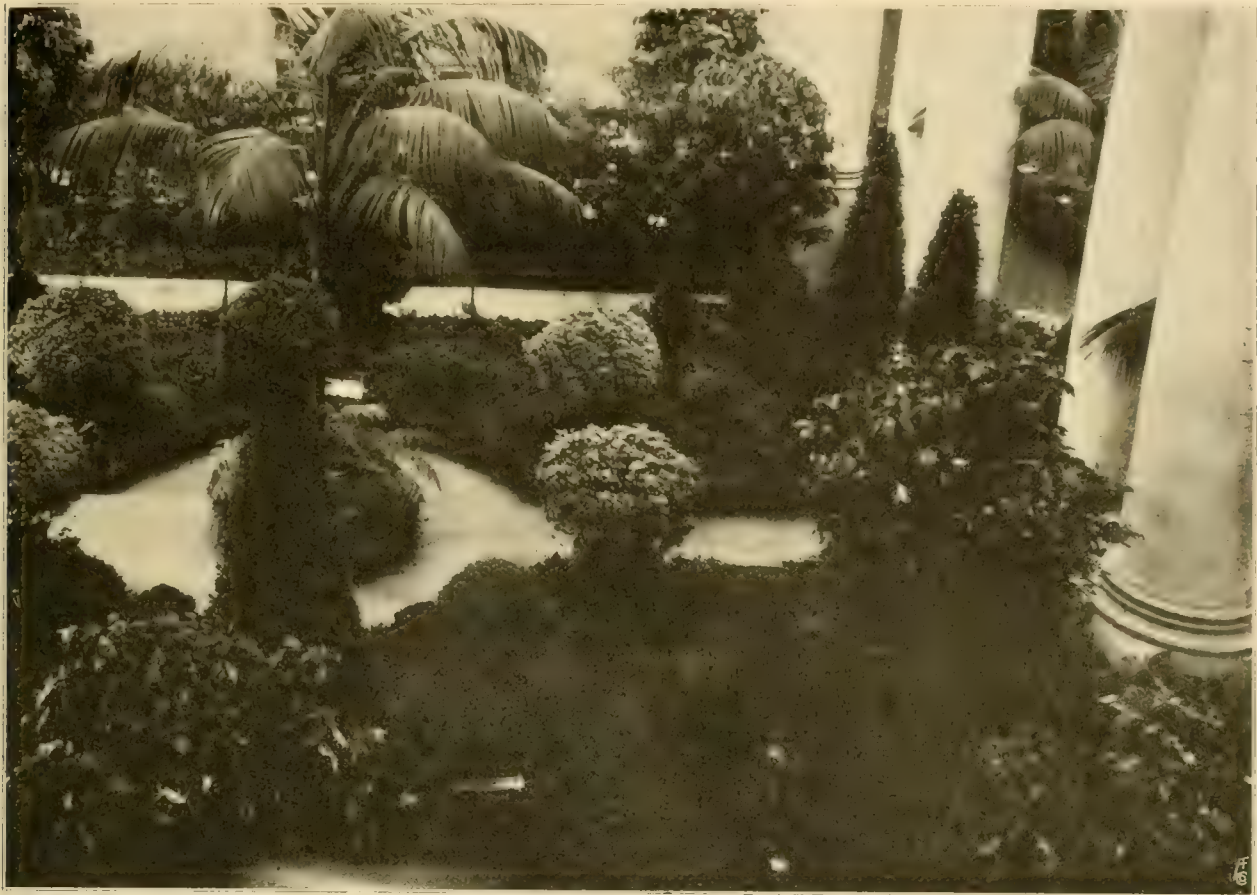
Bickley Greenhouses, Wallingford, Pa.

When Milton H. Bickley, of Chester, Pa., a prominent druggist with a love for flowers, attached a conservatory to his dwelling so that he could grow and enjoy them to his heart's content, he had no idea of raising flowers commercially or that he would some day have over \$100,000 invested in modern greenhouse ranges for this purpose. Opening a small store for the sale of cut flowers in Chester he built several houses at his country place at Wallingford to supply the stock. The venture proving successful he kept adding new houses until there is upwards of 100,000 square feet of glass devoted to carnations, Easter lilies, Christmas and Easter stocks, and the forcing of Dutch bulbs for cutting.

The two largest houses are filled with carnations, one containing 15,000 Wards and another much larger, planted with 28,000 plants in variety. Easter lilies are a quantity product the center of a large house being filled with *L. formosum*, and a side bench of *L. giganteum*, all planted out for cutting. Another house contains 12,000 in pots, *giganteums* for Easter, all being very even and particularly healthy. Twenty thousand cold storage *giganteums* had been forced through the winter, the last now commencing to show buds. *Geraniums* are largely grown for spring sales.

A range of three houses on the ridge and furrow plan, each 28×202 feet, erected last summer were, Mr. Bickley considered, ideal as to size and general convenience for working. In one there are two ground beds of callas, each six feet in width, and the length of the house that would be hard to duplicate for vigor and quantity of bloom. Easter lilies, hydrangeas and pot ramblers roses for Easter filled the balance of the houses. Hydrangeas in 4-inch pots are grown in quantity, there being a great demand for this size for plant baskets at Easter. A 200-foot propagating house was filled with carnations nearly all ready to pot. Several large blocks of Mrs. C. W. Wards were features of this stock. The quota of carnation cuttings for this year is 90,000.

One of the most useful facilities is a large storage shed, 36×235 feet; this



NEW YORK SPRING SHOW.
Yonkers Nursery Co.'s Terrace Garden.

has large windows every 15 feet on each side with a continuous row of sash ventilators on either side of the center of the roof or ridge. There are steam pipes around the sides for heat, when necessary. Bulbous stock is brought in here for thawing out and the first stages of forcing. It is useful for storing any kind of stock and for holding plants back at Easter. At one end is a carpenter shop with a circular saw run by a gasoline engine. Nearly all the mechanical work of the place, including the building of greenhouses, is done by his own men. A house is filled with chrysanthemum stock plants which are largely grown for an autumn crop.

Mr. Bickley imports all his bulbous stock and each lot is marked with the name of the firm from whom it came until it is cut. He is forcing this year 40,000 Emperor daffodils, 20,000 bicolor, 100,000 Trumpet Major narcissi, 150,000 Darwin tulips and 100,000 other tulips.

Water is supplied under pressure from a 28,000-gallon submerged iron tank into which it is pumped from an adjoining pond by electric power, which automatically begins to work when the pressure falls to 25 pounds and stops when it reaches 60 pounds. A concrete tank for manure water of 8,000 gallons capacity, submerged between two of the houses, is operated with a one horse power electric motor and pump which forces the liquid through the regular water pipes and hose with such force that four men can be applying it at the same time.

Mr. Bickley is justly proud of his whole establishment which is ideal in all its appointments and in his system of cost accounting and revenues by means of which he keeps an accurate knowledge of every crop and just what each house pays for the year.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

As these Lenten days progress the fact that Easter is coming should be kept constantly in mind and every spare moment possible given to preparation for this important event. Greenhouse stocks are now almost forward enough to judge of their quality, and the list of the various items and their quantities should be carefully made out in order to have enough for the business expected, and, particularly guard against an overstock. In going about amongst the Easter stocks there is always a temptation to overbuy, to avoid which it is imperative to stick strictly to the schedule as arranged.

Quality in the various selections is of the greatest importance; the well finished, timed to the minute stock, its best on day of sale, is seldom found in the surplus of the day after. There is also a tendency to buy too many high priced plants which if not sold cut deeply into the profits.

The selection of plant baskets which are now such an important feature of the Easter stock should be given attention, many florists adopting new styles and colors each season which gives their line a distinctive appearance not seen in other shops. It is best to have the selections made and color decided upon well in advance, so they shall be on hand and ready for instant use when required.

There should also be a full line of wreaths of prepared magnolia and oak leaves ready for decorating with fresh flowers for use in the cemetery. Hav-

ing these made up well in advance avoids much of the drudgery and night work of this busy time. There are many other details of this event which can be worked out now and much valuable time saved later on.

Everything possible should now be done to encourage transient trade. As the better spring days come along people are more in the humor of buying, and flowers and plants must be placed before them in such an inviting way as to be sure to attract their attention. They must in a sense be forced on them or displayed so strikingly that even the usually disinterested passersby will stop to observe.

BE ON TIME WITH ORDERS.

To be always on time is a feature of the business that is not kept to the front as its importance deserves. Customers greatly appreciate punctuality in the delivery of their orders. Many an important customer has been lost by continued dilatory deliveries. There may be excuses for an occasional slip but when madam comes to arrange her table and finds the flowers ordered for an hour before, not there, or the re-filled fernery missing, her call over the phone is not very gracious and is pretty sure to be spoken of when the next order is given.

In filling orders for cut flowers do not take chances; be certain that the stock is absolutely fresh and also that it has been in water long enough to have the stems and flowers well filled up. A little leaflet on the proper handling of cut flowers in the warm rooms of the dwelling; how they should be removed to a cool place free from draft at night, and that if any should become wilted to wrap them in paper and place in deep jars of water in a cool

place, is very effective at this time, as are instructions that vases be kept full of water into which the stems are quite deeply inserted, etc. This leaflet should be placed in every box sent out and will be greatly appreciated by the recipient.

A line of ferneries and table ferns should be featured frequently; when nicely filled they are always admired and bring to mind the dish at home that sadly needs filling and the order for its renewal is given. To acquire a reputation for well filled and long lasting ferneries is certainly worth while. Many a fine customer has been secured permanently because of this superior service.

Little things count, such as keeping the boutonniere idea alive by always having a carnation or a few corn flowers for the lapel of the gentleman customer when he calls, or a little Colonial bouquet with its paper edge for the special ladies to whom you may be under obligation. These are also quite salable when made up and nicely displayed.

A small table with a white cloth nicely decorated as for a luncheon will be certain to attract attention. This can be used to show various arrangements and color effects that will result in orders later on.

Frequently one's time appears so taken up that there is not a minute to spare and many important things are postponed from day to day for want of the necessary half hour required. Much time can be conserved by planning ahead or laying out today, the programme for tomorrow. Time is most valuable. A great deal can be accomplished in a half hour and much more in an hour, which time can be frequently saved by a systematic arrangement of the day's work.

The outside decoration of a box of flowers takes but a moment or two and but little material yet the effect adds much to its value to the recipient and incidentally to the store's service.

Art in Floral Arrangements.

Addressed by S. A. Frost, Toronto, Ont., before the Canadian Florists' and Gardeners' Association, at Peterboro, Ont.

Art, as I understand it, means a system of rules and established methods to facilitate the performance of certain actions with familiarity of such principles and skill in applying them to an end or purpose, such as making a floral design. The first item of importance when you are making up a design, is that the recipient does not discover some part unfinished that would offset the beauty of the flowers, or the excellence of the work. You don't want your customer to see rusty wire, moss exposed, unsightly tooth-picks, a beautiful design with the back uncovered, tin-foil showing, etc. The florist or designer should at all times try to protect our profession by attending to the little points of detail that go towards making what we call "Art in Floral Arrangement."

I shall endeavor in my demonstration to more fully point out these errors of omission. Co-operation in floral arrangement is the key to success, you must learn by experience or from one another. There is no school, college or correspondent course; no other way but by practical experience. What knowledge I possess was gained this way. I had no one to teach me. Select a system, work at it, prove that it is practical, and then adopt it as your own. Teach your help, whether it be he or she, who you think is most likely to take an interest in your business. If they find out you know how, they will

endeavor to follow your lead, and as they succeed, they will take a greater interest in you and your business. If I was making a design or arrangement of flowers and was called away my clerks could take hold and finish without any explanation from myself other than color and price of the order in question.

In figuring out the worth of a design we calculate the moss frame, time and all other accessories necessary in making up the same. In calculating the flowers that are used we figure on the value of what the flowers are made to appear. Experience will teach you almost at a glance what to do for the money allowed. In explanation of the above, the idea I mean to convey is, if you can make a No. 3 flower look equal to a No. 1 kind, that is the real value of the flower in the design. If you use a system in all your arrangements, your work is always the same; it matters not what you use if you carry out your system and combination softening and arrangement according to the flowers you have in stock or the flowers that should be used.

Sometimes your customers will insist on picking out the flowers; in that case you must do the best you can as it is your duty to cater to the public and to please them if possible. This only happens once in a while, in fact, for some years we have had very few customers dictate to us what we should put in a design, but in most cases leave it entirely to our own judgment.

I had occasion to make up a design some time ago in the wilds. It was in the month of November when the temperature was very low. There were no flowers of any account but everlasting, club moss and small hardy vines, etc. However, there were quite a number of men to please. They asked me, being the only florist there, what I could do and I suggested a harp and a gates-ajar. I asked them all to go out into the woods and get what looked like flowers. When the boys came back they brought all kinds of dried flowers, foliage and natural mosses and vines, so I had an abundance of material. I also got an axe and cut down a couple of silver birch trees, and made the frame of a gates-ajar. I formed the pillars and arch and steps with birch bark limbs. The gates were made with pussy-willows, removing the husks off the catkins. Of course I had to use hammer, nails and saw, which is a little different from the usual routine of designing. I also made a harp, the frame being made of silver birch limbs suitable in size. The strings were made of pussy-willows, and of course I arranged green moss, hard-vines everlasting flowers and foliage.

Now I had quite a contrast, I had to please them all. I used something out of the material that every man brought in so as to make them all feel that their bit was not in vain. Not only that, but I carried out every suggestion that any one of them made. This was noticed by some of them, and at the same time I made the arrangement satisfactory to all. I just mentioned this to show that we should always be able to demonstrate our ability to make a design wherever we may be, no matter what material may be at hand, if we profess to be a practicable florist or designer.

MAKING A WREATH.

If you will give me your kind attention I will now demonstrate to you what is my idea of how a wreath should be made, that being the most common of all the designs in use in the trade. The first thing to be done, as you all know,

is to moss the wreath, which is the foundation of your design, and like all other foundations must be properly laid. Sphagnum moss is the best known to the trade. Next we will arrange green wax paper in such a manner as to assist in shaping up the moss, keeping streamers from hanging unsightly in view. The proper system in mossing a wreath is to gather the moss up in your hands completing the section of frame according to the amount of moss gathered up, and roll to and fro, working your finger on the inside of the frame, and the thumb next to the outer edge till you get it to the proper firmness and shape, taking care that the moss contains the proper moisture.

As we all know, the moss is not only to hold the flowers in their place, but is the means of conveying the necessary moisture to keep the flowers fresh as long as possible. To obtain that result be sure you insert the stem well into the moss. This is one of the most important points. Now that we have our frame all ready for the flowers, how are we to put them in? First I will arrange cedar evergreen, binding the fronds as I go along with thread, completely covering the back of the wreath. Now we are ready for the real work.

I commence with what evergreens are going to use, and for this demonstration I am proving to you that I am a Canadian by using what I consider to be the prettiest of all evergreens, our own Canadian cedar. Follow me as I percolate these fronds through the moss at an angle corresponding with the shape of the design and at the same time making each frond look as if it came from the centre of the moss.

The flowers that I have stemmed ready for use in this demonstration are prepared in this manner: My longest stem flowers are stemmed with a wire six inches long; the next length is five inches, the next four inches and the shortest stems on toothpicks. In other words, the best flowers are stemmed up the longest, the next grade shorter and the poorest are worked in underneath.

Now, I take my longest flowers, and arrange them at the same angle as the cedar fronds, filling in with the second size, then the third length and finishing up with the shortest flowers on toothpicks, the object being to make it appear as if the flowers were coming from a given point, and also conveying the impression that two garlands of flowers have been put together, coming from the said given point. All designs that we make are all on the same principle, that is, every flower but what is used in solid work, is made to appear as if it were coming from a certain invisible point. Last, but not least, be sure to spray your design before you send it out.

Now, if you are not weary, I will demonstrate to you how to make a basket of flowers look as if they grew there. In the first place, don't forget what I said in the beginning about system; the same must be applied to obtain the result of my object. All flowers must come from a given centre. You will note no two objective flowers are arranged the same height, but are all graduating from a common centre, and thereby giving the effect that they were not put there, but grew. Now, in this demonstration you will notice that I have used the commonest of flowers and basket obtainable in the endeavor to prove to you the efficacy of my system.

LEXINGTON, KY.—The John A. Keller Co., has increased its capital from \$2,500 to \$18,000.

THE S. A. F.

College Florists' Section.

The college florists' section, of the Society of American Florists will meet Wednesday morning at nine o'clock, March 29, Indianapolis, during National Flower Show week. The place of the meeting has not been definitely determined and information concerning it can be secured by asking at the information desk in the Exhibition building.

A. S. THURSTON, Chairman,
College Florists' Section.

Fifth National Flower Show.

Arrangements for the opening of the Fifth National Flower Show are wholly complete, and on the afternoon of Saturday, March 25, will be disclosed an exposition that has required many months of preparation, and has had to face problems which it is hoped no future exposition of this kind will be called upon to solve.

There has been much to favor Indianapolis, in the selection of an emergency city, principal among which has been the assurance of a whole-hearted working force, which, of course, must be locally organized. Reference need only be made to the list of local committees to realize how the whole trade of the city and outlying districts rallied to the call of the Society of American Florists and made the flower show a possibility in spite of contingencies which threatened to put the show back at least a year.

RAILROAD RATES.

Members of the society and co-operating interests, in fact, all in the trade intending to visit the show should ask for a certificate at the time of purchasing railroad tickets, even though personal savings might be slight. There must be a certain number of certificates presented to the secretary in order to insure the fare and one-half concession. It may be that the straight fare is only one dollar or less, but in getting a certificate the longer distance brother is benefitted, and it is a kindly act to fulfill personal obligations in the circumstances.

REDUCED FARES FROM CANADA.

Since the announcement of the reduced rates over American territory, the Canadian Passenger Association has advised us that the same concession will be made from all points in Canada east of and including Armstrong, Port Arthur and Sault Ste. Marie, Ont., selling dates March 22 to 28, return journey limit April 5. Canadian visitors also should ask for a certificate when purchasing tickets.

ADDITIONAL SPECIAL PREMIUMS.

Supplementary open classes have been subscribed by the following members of the State Florists' Association of Indiana: John Grande & Sons; C. H. Schwoeyer, W. C. Hamant, E. A. Nelson, H. W. Rieman & Sons; Smith & Young Co.; John Heidenreich, Pahud Floral Co.; Reopke Floral Co.; Bertermann Bros. Co.; C. R. Greene, Temperley's, Hartje & Elder; D. Bash, Joseph Mock, J. A. Grande, B. C. Hitz, August Rieman, of Indianapolis; Edwin Morner, Shelbyville, Ind.; L. A. Coles, Kokomo; L. E. Hitz, Madison; Harry White, North Manchester, Ind.

ADDED OPEN CLASSES.

Class 523—Cyclamens, 12 plants, \$25, first prize; \$15, second prize.

Class 524—Cineraria stellatas, 12 plants, \$40, first prize; \$25, second prize.

Class 525—Cineraria hybrids, 12 plants, \$40, first prize; \$25, second prize.

Class 526—Display of 50 square feet, miscellaneous bulbous plants, \$50, first prize; \$35, second prize.

Class 527—Display flowering begonia plants, covering 50 square feet, \$40, first prize; \$25, second prize.

Class 528—Display of Easter lily plants, covering 60 square feet, \$60 first prize; \$40, second prize.

Entries in the above classes should be made at once, these classes being governed by the same rules as specified in the final premium schedule. Address entries to National Flower Executive Offices, Chamber of Commerce building, Indianapolis, Ind.

Indianapolis Trains.

ST. LOUIS TO INDIANAPOLIS.

The St. Louis Florists' Club will charter two cars for the Fifth National Flower Show, leaving St. Louis, 12 noon, Monday, March 27, via Pennsylvania railroad, due Indianapolis, 6 p. m. the same day. It is planned to make Tuesday, March 28, St. Louis Day at the exhibition. All florists from the west and south are cordially invited to join the party at St. Louis. Full information may be obtained from J. J. Beneke, secretary, St. Louis Florists' Club, 1316 Pine street, St. Louis, Mo.

KANSAS CITY TO INDIANAPOLIS.

The members of the Kansas City Florists' Club have made arrangements to engage a through Pullman sleeping car to Indianapolis, leaving Kansas City, 11:55 p. m., via the Chicago & Alton—Pennsylvania railroads, Saturday evening, March 25, due Indianapolis at 2:50 p. m., Sunday, March 26. The late hour of departure from Kansas City permits passengers from many points in Kansas to leave their homes in the afternoon, with ample time for train connection. Florists from the west and south are cordially invited to join the party at Kansas City. The round trip fare will be \$28.36, on the certificate plan, which is fully explained elsewhere in this issue. Pullman fares are: Lower berth, \$5.63; upper berth, \$4.50; drawing room, \$21. Be sure to have your ticket routed via Chicago & Alton railroad, Kansas City to St. Louis; Pennsylvania railroad, St. Louis to Indianapolis, and secure certificate receipt on purchasing ticket. Reservations should be made immediately through G. K. Parker, secretary, Kansas City Florists' Club, care Stuppy Supply Co., 1020 Oak street, Kansas City, Mo., or Chicago & Alton railroad, Ticket Office, 717 Walnut street, Kansas City.

CHICAGO TO INDIANAPOLIS.

Chicago Day at the Fifth National Flower Show will be Monday, March 27, and the Chicago Florists' Club members have chosen the Monon route for the trip. The party will leave the Dearborn station, Polk and Dearborn streets, at 5:30 p. m., Sunday, March 26, due Indianapolis at 10:30 o'clock the same evening. The round trip will be \$9.93, on the certificate plan as fully explained elsewhere in this issue. Delegations from the north and west are cordially invited to join the party at Chicago. Reservations should be made immediately with Herbert Wiley, general agent passenger department, Chicago, Indianapolis & Louisville railroad, 606 Merchants' Loan & Trust building, 112 West Adams street, Chicago; telephone Harrison 3309.

National Publicity.

The Society of American Florists' national publicity campaign is now in full swing. Three very attractive advertisements, each 2¼x12 inches, prominently featuring the "Say It With Flowers" slogan, Florists' Telegraph Delivery service, wedding anniversaries, birthdays and other events will appear alternately in the following publications during March, April and May: Life, March 23, April 8, May 13; Collier's Weekly, April 1, May 13; Outlook, April 5, May 3; McLean's Magazine, April 15, May 15; American Magazine, Cosmopolitan, Red Book and the Sunset Magazine, in May.

Because of its nation-wide scope the campaign will undoubtedly make more business for every flower grower, wholesaler, retailer and specialty house. These advertisements cost money and the publicity committee says are being paid for by comparatively few in the trade. Is it not time that you did your share? You are bound to benefit if you do. Kindly send a letter immediately, stating how much you will contribute for one, two or three years to Secretary John Young, Society of American Florists, 45 West Eighteenth street, New York.

Milwaukee Spring Show.

The Florists' Club, of Milwaukee, Wis., held its spring flower show in the Public museum, March 15-18. It was originally intended to hold the show but two days, but due to such a large attendance the time was extended. There was a very fine lot of stock shown in great variety. The Joy Floral Co., of Nashville, Tenn., staged a vase of its new pink carnation Natalie, which arrived in fine shape, and made a good impression. A. Jablonsky, of Olivette, Mo., showed a vase of his new dark pink carnation Betty Jane, which looked like a very promising variety.

C. C. Pollworth Co. showed a vase of Columbia and Butterfly roses; also Edna, Laddie, Harvester, Mrs. C. W. Ward and striped seedling carnations. Orchid plants, yellow callas and several vases of bulbous stock were features. E. Haasch had a fine lot of begonias and several pots of very good bulb plants.

Thomas Griebler displayed pansies and callas. The Wauwatosa Floral Co., and Riels Bros., displayed a very fine lot of sweet peas. H. Locker & Sons also displayed some excellent sweet peas, begonias, calendulas, carnations and a very fine basket of General Pershing freesias. Chas. Menger displayed some pot hyacinths. The Schroeder Floral Co., exhibited carnations, Morning Glory and a new seedling.

Holton & Hunkel Co. displayed a nice lot of Premier, Butterfly, Hoosier Beauty and Ward roses. They also showed some plants—Easter lilies, genestas, hydrangeas and bulbous stock. Heitman & Oestreicher Co. showed some very fine Windsor and Edna carnations.

James Livingstone, with some exceptionally fine red amaryllis, attracted considerable attention.

Fred Gutermuth had some fine cyclamens and primula plants and tulips. A. Reinhardt had a vase of improved rose pink Enchantress and Nebraska carnations.

Other exhibitors were: Kamp & Spinti, Laddie carnations; the Greenwood Carnation Co., Maine Sunshine, Happy Day, Ruth Bauer, Hope Henshaw and pink seedling carnations; Cudahy Floral Co., Killarney, Crusader and Richmond roses; Fox Point Floral

Co., bulbous stock and forgetmenots; Gust. Pohl, Matchless carnations and snapdragons; Herman Schwelke, snapdragons.

Gimbel Bros., Edlefson & Leidiger Co., the Baumgarten Floral Co., and James Fox, Inc., made a very attractive display in corsages and bouquets, also baskets that were very artistically arranged. The Grandville Gardens also displayed a basket of spring flowers.

Aug. F. Kellner displayed quite a collection of rare plants in variety, and this firm did the general decorating and arranging of plants for the show. Nic. Zweifel had charge of the show and was kept busy all the time giving information to the public.

The attendance was very satisfactory. The library and library associates gave it considerable publicity. Only the names of the varieties of flowers showed and no other cards or any sort of advertising was permissible, but nevertheless a good bit of publicity was given the trade in general.

Thursday evening a lecture was given by Huron S. Smith, curator of botany, on plants and their relations to our food. E. O.

American Rose Society.

ANNUAL MEETING, MARCH 27.

The annual convention of the American Rose Society will be held in Indianapolis, Ind., on the afternoon of Monday, March 27, in connection with the Fifth National Flower Show and an elaborate programme is being prepared for the occasion.

A rate of a fare and one-half for the round trip on the certificate plan, has been authorized by the different railroad passenger associations, and members should obtain, at the nearest stations offering them, a certificate when purchasing ticket to Indianapolis. Upon reaching Indianapolis the certificate should be presented to the endorsing officer, Secretary John Young, of the Society of American Florists, and properly validated by the railroad representatives at the Exhibition building. The return ticket will then be purchasable at one-half the regular rate, provided the same route is used in reaching original starting point.

As a part of the membership privilege the society has presented each member a ticket for single admission to the Fifth National Flower Show, March 25-April 1. This promises to be the most elaborate and magnificent indoor event of its kind held in the United States since the war, so by all means enjoy this opportunity.

The business matters of the American Rose Society have kept your officers very busy. We have been working very hard for new members and have set our aim at 5,000, but we must have your co-operation in order to succeed.

The American Rose Annual is now in the hands of the printers, containing a survey of everything worthwhile that has transpired in the rose world during the past year. No real rose lover can afford to be without it and will you not tell your neighbors and friends of the opportunity in store for anyone who will join the society. Urge them to send in their subscription in time to get the new annual promptly. To secure copies, address the American Rose Annual, care J. Horace McFarland, Editor, P. O. Box 687, Harrisburg, Pa.

The rose pilgrimage to Portland, Ore., as previously announced by your president, has been postponed until 1923, due to other large and numerous conventions being held on the Pacific coast next summer. The cordial spirit of hospitality displayed by the rose lovers in Portland, Ore., Tacoma and Seattle, Wash., persuade us that every effort should be made to carry out the projected trip in 1923.

ROBERT PYLE, Pres.

Trade Associations' Conference.

WASHINGTON, D. C., APRIL 12.

The secretary of commerce will hold a conference in Washington with representatives of trade associations, the activities of which are national or interstate in their scope, in room 704, Department of Commerce building, April 12, 1922, at 10 a. m., for the following purposes:

First—Securing a list of trade associations that will furnish voluntarily to the Department of Commerce the classes of statistical information outlined in the correspondence between the Department of Commerce and the Department of Justice, published February 16, 1922.

Second—Discussing and considering means and methods that may be best adapted for collecting and forwarding to the secretary of commerce, for dissemination, the classes of statistical information outlined in the correspondence referred to, including the forms of reports that will be most suitable, for associations that are willing to furnish such statistical information.

Third—Discussion of the manner in which such reports of the statistical officer of the associations are to be filed with the Department of Commerce, and the manner and method of distributing the information therein to the members of the associations and to the public.

Landis Labor Award.

The Chicago Citizens Committee to enforce the Landis Labor Award, issued the following, March 20:

"Insurance placed in Chicago last week by the Citizens Committee to enforce the Landis Award in its fight to clean up Chicago building conditions, brought the total amount up to \$28,000,000, an excellent indication of the magnitude of the committee's activities.

"This huge insurance policy protected 505 construction jobs of every possible description — from skyscrapers and apartment hotels down to cottages and small plumbing repairs, where Landis Award men are being used in the 10 trades which are being operated on the open shop plan by the committee because of their obstructionist tactics.

"To carry on this work, the committee has placed in the 10 trades, 5,594 open shop craftsmen who are working side by side with union mechanics in the 22 other Chicago building trades unions which have lived up to their Landis Award contracts.

"The committee's programme to date has been a simple one. Confronted by a situation where building construction since the war has been greatly hampered by vicious conditions, the citizens making up its membership decided early in the campaign that 'building must proceed at all costs.'

"It accordingly sent word, union by union, to the crafts which were in open revolt against the wage award of Judge Landis that the time had come for a decision one way or the other. They must either give up their obstructionist tactics and accept the wages and provisions stipulated by the judge as a means of eliminating graft, sympathetic strikes, illicit combinations, and other abuses, or face an open shop fight."

San Francisco.

TRADE IS SATISFACTORY.

Business has been quite satisfactory the past week, in spite of the Lenten season. The supply of all seasonable stock and prices have returned to normal for this season of the year. Funeral work is brisk and decorations have kept up well. In roses, Mrs. Chas. Russell is scarce at \$5 per bunch of 24.

Prima Donna is at its best and is very popular. Premier, Golden Ophelia, Butterfly, Hoosier Beauty, Hadley, Kaiserin and Cecile Brunner are in good supply and of fine quality. Late crop violets are in heavy supply since the warm weather set in. A great deal of the stock is poor, however, and hard to move. Carnations are at their best, with no change in prices for firsts but seconds have declined. Laddie brings the highest values. Sweet peas are excellent and have been bringing fancy prices all season and are all greenhouse grown. Little Liliun giganteum is arriving, the growers apparently holding their stock back for Easter. Anemones are not sufficient to go around. Snapdragons are improving. Scabiosa Caucasian is seen in quantity and sells readily. Gardenias have not increased in supply or demand. A fairly good quantity of cattleyas is obtainable and they clean up readily. Lily of the valley is in firm demand. In bulbous stock, freesias are still seen but the quality is poor. Extra fine tulips are to be had and sell well. The offerings of daffodils have shortened up considerably. Fruit blossoms are in large supply and prove popular, giving the retail shops a beautiful appearance. The first Rambler roses arrived last week and at present seem to be the leading flowering plant. Primulas are plentiful and good. Hyacinths, in pans, arrive in quantity and show no decline in price. The past season has been a very prosperous one for growers of bulbous stock in this vicinity. Aspleniums, nephrolepis, and aspidistras go exceptionally well. From the present outlook it seems that there will be a plentiful supply of all stock for Easter.

NOTES.

H. Plath, proprietor of the Ferneries, has just returned from an extended visit to the plant growing industries in the southern part of California. He reports severe damage to the kentia crop from the heavy freezes in January. His houses are now filled with well grown stocks of Easter plants and he says that the shipping trade has been unusually heavy the past few weeks.

The Mac Rorie-McLaren Co. is sending in a fine cut of ericas, in many varieties. Mr. MacRorie states the demand is excellent. The firm's new erica, a red melanthera is a comer. The company is busy with landscape contracts.

The regular monthly meeting of the Retail Florists' Association will be held at Native Sons' hall, the evening of April 5, and President Stein desires a large attendance as many important matters are to be discussed.

The windows of the Art Floral Co. have been great drawing cards lately, one being devoted to Phalaenopsis amabilis, P. Schilleriana and the new red Erica melanthera. Lloyd Pritchard executed the display.

Luther Burbank was recently made a life member of the Santa Rosa Benevolent Protective Order of Elks at a special meeting. Mr. Burbank delivered a splendid lecture on plant life after his initiation.

L. Parodi opened an up-to-date flower store on Ellis street, near Jones street, March 15. It occupies a new building.

The chief source of supply for phalaenopsis in this section is said to be Peterson & Haywood's, Burlingame.

P. Conci, Colma, has his large acreage of Ulrich Brunner roses in fine shape for the coming season.

Jos. Prioeitti states that his gladioli are coming along in splendid shape.

Visitors: W. B. Aldrich, of the M. Rice Co., Philadelphia, Pa.; M. H. Ebel, Sacramento.

JAMES T. LYNCH.

Lancaster County Florists' Association.

Perhaps it is the imposing and impressive name of our club or it may possibly be the charming personality of its members, but in either case we were able to induce President S. S. Pennock, of the Society of American Florists, to come to Lancaster, Pa., Thursday, March 16, and not only he, but his good wife as well, and with them the president of the Philadelphia Florists' Club, A. F. Campbell and his good lady. They came over the Lincoln highway in a new Lincoln machine that for perfection of detail and delightful riding has no equal. By a prearranged visiting programme we from Lancaster went to Christiana, and with our party were Isaac Passmore and Benjamin Passmore, of Chester county, Pa.

M. J. Brinton's, of course, was the attracting point in Christiana and we were soon met there by S. S. Pennock and A. F. Campbell. The ladies were entertained by Mrs. Brinton and the male portion spent an hour going through the houses. Snapdragons constituted a goodly portion of the day's shipment of cut flowers; next to these came the daffodils in all the best kinds. Mr. Brinton considers Early Spring, Gloria Sassenheim and King Alfred the best three. His carnation houses were filled with Mrs. C. W. Ward, Matchless and Enchantress Supreme with a bed of Beacon cut back after the Christmas crop had been taken from it. He has a wonderfully fine lot of young stock for next year's production.

Mr. Campbell was, of course, interested principally in Mr. Brinton's lily house and here we found them by the thousands in various stages of development and equally different stages of quality. Some lots ran absolutely uniform, others in various percentages of good, medium, and poor. This seems to be the experience of all lily growers and unless the producers of the bulbs reform their methods they are going to miss very seriously the flow of golden eggs from these United States.

The next stop was made at the establishment of J. Rutter Hess, Gap, and here we found a big lot of Enchantress Supreme carnations, making some exceptionally fine flowers but not in superabundance. A house of snapdragons were in fine shape and their line of vegetable and other plants were coming along in great form for the big retail trade.

The Weaver establishments were the next point and as the stock here was described several weeks ago repetition would be useless, but we might add that the new crop of sweet peas is coming along nicely at Chas. M. Weaver's, a bit late for Easter, but they will be started by then and we can look for a tremendous crop during the spring months. At Elmer Weaver's the roses continue in good form and that they are a paying proposition is shown by the fact that houses now occupied by carnations and other stock are being emptied with the idea of planting the whole place to roses for next season. The new crop of mushrooms is coming in nicely and one can almost see the bank account from this establishment swelling into a prodigious size.

As it was getting time for the evening meeting no further stops could be made and the next one was the Hotel Brunswick where the meeting was to be held.

MONTHLY MEETING.

The monthly meeting was in the form of a dinner meeting and was some hot proposition especially the soup which seemed to consist principally of red peppers. After the coffee, President Harry K. Rohrer opened the business session, and the following were elected to membership in the association: Mrs.

Phares S. Hostetter, Mrs. Robert Smallwood, Miss Mary Weaver, Miss Eva Diefenbaugh, Robert Kohr, and A. F. Campbell.

At the request of the president, S. S. Pennock made a few remarks on the Indianapolis National Flower Show, and hoped that Lancaster county would be well represented there.

Mr. Campbell spoke of the high percentage of attendance at the meetings of the club and remarked what wonderful meetings some of the clubs with 10 or more times our membership would have if the members turned out as loyally. Ira Landis reported on the visiting trip of the day. Mrs. E. P. Hostetter told of some of the things florally she saw in her recent trip to Florida.

The meeting was then turned over to B. F. Barr, chairman of the entertainment committee, when we repaired to the ball room of the hotel and were delightfully and instructively entertained by Mr. Pennock with his wonderful set of slides pertaining to his work in Germany. Mr. Pennock decried any oratorical ability but the big audience listened with rapt attention to his description of the slides and his work and at the close gave him a rising vote of thanks.

We might add that the dinner tables were decorated with baskets of flowers from the B. F. Barr establishment.

Mr. Pennock and wife remained at the Brunswick hotel and Mr. Campbell and wife took the 10:18 p. m. train for Philadelphia, thus ending an almost perfect day.

ALBERT M. HERR, Sec'y.

Des Moines Floral Arts Club.

The regular meeting of the Floral Arts Club of Des Moines, Ia., was held at Younker's Tea room, March 14. The speaker of the evening, Harry Watts, advertising manager of the Des Moines Register and Tribune, had as his subject, "Developing Spring Business for the Florist, Nurseryman and Seedsman," which was used as a basis for a round table talk, the discussion being led by J. S. Wilson, Sr., for the florists, E. D. Needham for the nurserymen and Geo. Kutzwell for the seedsmen.

It was the consensus of opinion, after all, that co-operative advertising pays best, but that the short-sighted men will not always take advantage of it.

For St. Valentine's Day, J. S. Wilson said he used the personal letter scheme and learned some days later of a man who received a letter, approved of the sentiment in it and went to the Kirkwood Floral Co., for his flowers. Co-operative the way it works, isn't it?

Mr. Needham said he would gladly "Say It With Flowers," to friend wife more frequently, if he could only be sure as he looked at and admired the florists' display windows that the price was not prohibitive. Hence the question: Why not use a small, inconspicuous price tag, more especially on blooming plants or ferns?

After some discussion following a talk on the displays for the coming Iowa State Fair, the club decided to offer \$15 as prizes for gladioli, 25 spikes of a named variety, \$10 first and \$5 second prize. The meeting then adjourned.

P. B. F.

MEDINA, O.—Hammerschmidt & Clark are adding one house, 29x100 feet.

HOUSTON, TEX.—Carroll, the Florist, was recently incorporated with a capital of \$10,000. C. E. Wademan, Festus R. Carroll and Lulu M. Carroll are the incorporators.

OBITUARY.

Henry R. Singler.

Henry R. Singler, 10707 Church street, Chicago, who was seriously injured March 21 when his auto was hit by a street car at Ninety-fifth and Halsted streets, died the same evening at the Auburn Park hospital. He was about 40 years old and well and favorably known to the local trade having been engaged in the florist business for years. Mrs. Singler was in the auto at the time of the accident and is in a critical condition but the baby escaped injury.

No arrangements have been made for the funeral at this writing but it is possible the date will be set for Saturday, March 25.

H. C. Mulder.

H. C. Mulder, proprietor of the store known as the University Florist, 1105 East Fifty-fifth street, Chicago, died March 16 at the Washington Park hospital from injuries received the same day when he was run over by an auto. He was 72 years old and was born in Holland. He was a florist all his life and had been located in Chicago for 52 years and for the last 10 at 1105 East Fifty-fifth street. The funeral was held from the Mulvihill chapel at 1127 East Fifty-fifth street, March 18, with interment at Evergreen cemetery. He leaves a wife and large circle of friends to mourn his loss.

John Leshyn.

John Leshyn, florist, 5329 South Rockwell street, Chicago, was found dead in bed, March 10, age 44 years.

New England Florists' Alliance.

There will be a general meeting of the New England Florists' Alliance, Saturday, April 1, at 7 p. m., at the City Club, Boston, Mass. This meeting is called for the purpose of having an open forum to which all members of the trade throughout New England are invited, to discuss the work of the alliance, its policies and other matters of importance to the industry.

It is hoped that all will avail themselves of this opportunity to become thoroughly acquainted with the real purpose of this organization. The co-operation as shown by the "Spirit of '76" was responsible for the founding of this great republic, and co-operation again, can and will be successful in promoting the interest of this great industry of ours with its millions of dollars invested in plants and equipment.

We have a wonderful slogan in "Say It With Flowers." We florists must stand together to insure our receiving the full benefits of this slogan.

E. M. NAUKAM, Sec'y.

Indianapolis Hotels.

The following hotels and the amounts asked per day, have been secured by Oscar G. Carlstedt, chairman information committee, National Flower Show Headquarters, Chamber of Commerce building, Indianapolis, Ind., and are presented herewith:

	Single room	Double room	Double room and bath
Hotel Lincoln*	\$2.50-\$7.00		\$5-\$10
Claypool	\$2.00-\$3.50	2.50-5.00	\$3.50-\$5 4-10
Washington		2.50-3.00	4-5
Severin		2.00-3.00	2.50-3 3-4
English	1.50-2.00	2.00 up	
Dennison	1.00 up	1.50-2.00	
Puritan	1.00-1.25	1.50-2.00	3-3.50
Williams		1.50-2.00	
Edward	1.25-1.50	2.00-2.50	
*Twin beds in double room, with bath, \$6.50 to \$7.			

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

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EASTER lilies are reported short-stemmed, with fewer flowers.

SOME bulb salesmen claim the growers make most money when the bulb prices are high.

IN case of a coal strike, Washington says, "If necessary, the mines will be taken under Federal control."

THE Fifth National Flower Show opens at Indianapolis this week, Saturday, March 25, continuing to April 1, with every promise of complete success and a large attendance. The premium list offers \$25,000 in prizes.

Plant Quarantine Conference.

S. A. F. COMMITTEE WANTS SUGGESTIONS.

The plant quarantine conference called by the Federal Horticultural Board to meet in Washington, D. C., May 15, is of vital importance to the trade and the committee on tariff and legislation of the Society of American Florists desires to present a constructive programme showing what the florists' trade wants and requires.

Suggestions from the profession on the following questions will be of great assistance to the committee in formulating a programme: Are you for or against Quarantine No. 37? What changes in Quarantine No. 37 do you suggest? On which plant products do you desire the quarantine lifted? What additional items do you want quarantined?

The committee will welcome any constructive suggestions, which should be addressed to James McHutchison, chairman of committee on tariff and legislation, Society of American Florists, 95 Chambers street, New York.

Hill Golden Wedding.

E. G. Hill, and wife, Richmond, Ind., celebrated their golden wedding March 13. Many of Mr. Hill's friends have heard him say that 13 is his lucky number! They were married in 1872 at the home of the bride, in Spiceland, Ind. Mrs. Hill was one of 13 children, born in North Carolina of good Quaker parentage.

E. G. Hill was born in England, came to this country with his father at an early age, and took up the nursery and florist trade with him at the T. C. Maxwell place, Geneva, N. Y. After coming to Richmond, Ind., following the close of the Civil war in 1865, both father and son entered the employ of E. Y. Teas, and in 1881, organized the firm of Hill & Co., operating greenhouses to care for the local demand, and a general catalogue trade.

Mrs. Hill was interested in the work, and beside caring for the children and the home, helped with the cut flowers in the rush times, and always kept open house and a welcome for visiting florists. In this way many warm friendships in the trade were formed which have lasted up to the present time.

Mrs. Hill lost her sister, Mrs. E. Y. Teas only four weeks ago and at first it seemed as if the golden wedding anniversary would be passed without notice; on second thought it was decided to keep open house, both afternoon and evening, March 13, with only a notice in the local papers that all friends would be welcome. Over 400 friends and neighbors paid their respects, and wonderful to relate the refreshments held out in full supply to the end.

The large home was tastefully decorated with narcissi, Golden Ophelia and Amelia Gude roses, the work being done by Fred H. Lemon, the son-in-law, and with an abundance of roses from both the Hill greenhouses, there were plenty for decorations and liberal favors. The event had not been announced in any way until March 11, and it was a great surprise when telegrams from friends, both in and out of the trade, came pouring in, with a magnificent box of orchids from W. J. & M. S. Vesey, who are connected with the family by marriage, and delightful messages were received in the now universal "language of flowers" from many florist friends.

It was a day long to be remembered, and an unbroken family, all present, was a most unusual sight; Mr. and Mrs.

E. G. Hill, Mr. Hill's aged step-mother; Fred H. Lemon and wife and their two children; E. H. Mann and wife and their three children; Joseph H. Hill and wife and little Joanna.

Tuesday morning, March 14, E. G. Hill left on an early train for the meeting of the Illinois State Florists' Association, a "solitaire" Golden Wedding trip, as Mrs. Hill stayed at home to "straighten up" as the house keepers say.

Easter Violets.

The prospect for Easter violets in the Hudson river section are not favorable. It is estimated the pick will not be over 40 per cent of a normal crop. The violets are running out as they did four years ago, in 1918, when Easter fell on March 31. Although there was fairly good pick for Easter that year, that was the end of them, there being no flowers in April worth picking.

The present season in general has been a disappointment to the growers. Hot days late in fall, blasted the buds and shortened up that end. The plants seem to run out in the spring earlier than in former years, making the season shorter on both ends. The high price of anthracite coal, too, which they use exclusively, has worked great hardship upon the growers the past winter. Although there is not over 40 per cent of the glass in violets that there was here 15 years ago, and the production per square foot much less than at that time, some are going to give up violets, especially those having farms, which pay better.

J. H. SYNDER.

Drumm Fire.

The frame packing house and the sides of the greenhouses next to that building of the Drumm Seed & Floral Co. Riverside, Fort Worth, Tex., were partially destroyed by fire, March 18. The flames were first seen near the center of the long packing sheds, early Saturday evening, and the origin of the fire was thought to be spontaneous combustion, according to C. A. Byers, superintendent of the nursery department. Only the chemical apparatus of the fire department could be used as the establishment is situated beyond the city limits, which hindered the firemen in checking the flames. The total loss is estimated at about \$25,000.

Cottage Gardens Nurseries, Inc.

In the matter of the proposed sale of the personal property of the Cottage Gardens Nurseries, Inc., Eureka, Calif., we are advised that a return of the sale of this property was filed March 14, and the judge of the superior court has set March 27, 1922, at 10 o'clock a. m. in the superior court of Humboldt County, Department Two, thereof in Eureka, County of Humboldt, State of California, as the time and place of the hearing of said return.

A bid of \$15,000 has been received for said personal property, but the return does not say to whom it is sold.

Co-Operative Agency Buying.

The Federal Trade Commission's order in the Meinen case is the first application of Section 2, of the Clayton act to a price discrimination made by a seller between two classes of customers, each buying the same quantity of the same commodity. A co-operative buying agency is placed on equal terms with a jobber or wholesaler.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Experienced saleslady for loop retail flower store. State full particulars in first letter or call personally. **M. Poletos, 35 East Adams street, Chicago.**

Help Wanted—Experienced man for retail store. Answer by letter stating all particulars. Address

La Rochelle Florist, North Avenue New Rochelle, N. Y.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,

Key 830 Care American Florist.

Situation Wanted—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to

Key 825, care American Florist.

Situation Wanted—By young man of 24 years' experience in most branches of landscape gardening and horticulture; preferably on private estate. Address,

Wm. Bolliger, 905 S. Orchard St., Urbana, Ill.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address

G. J. CARJANES, 2094 Eighth Ave. New York

TREASURY DEPARTMENT, Supervising Architect's Office, Washington, D. C. March 8, 1922.—SEALED PROPOSALS will be opened in this office at 3 p. m., March 27, 1922, for furnishing and planting trees and shrubs, and furnishing plants, seeds, etc., on the site of the Chicago, Illinois Broadview Hospital, in accordance with the specification and drawings, copies of which may be obtained from this office, or from Supervising Superintendent, A. A. Packard, Room 477, Post Office Building, Chicago, Ill., in the discretion of the Supervising Architect, Jas. A. Wetmore, Acting Supervising Architect.

Situation Wanted

GROWER

Single, 25 years' experience Address **Key 827, care American Florist.**

Situation Wanted

Experienced salesman and designer capable of taking charge of retail store. Ready to start work immediately.

M. L.

4707 Dover Street, CHICAGO Phone Edgewater 9353

SALESMEN

We are placing on the market a brand new line of vases, jardiniere, linings for baskets and other specialties made from artistically lithographed metal. We desire men who will represent us exclusively in large centers on commission basis. Write specifying territory you cover and furnish references. Only high grade men considered.

American Stamping Co., Elizabeth, N. J.

HELP WANTED

A good grower, including roses, man with family, looking for a permanent place.

This is a country town, fine people.

C. C. WONNEMAN & SONS MEXICO, MO.

FOR SALE Old established nursery, fully equipped, in one of the largest cities on the Pacific Coast, seed store can also be obtained if desired. For full particulars address

Key 829, care American Florist.

For Sale

Flower Shop, old established business at "L" station. Good location. Leaving town.

1125 Argyle Street CHICAGO

FOR SALE

20-40 ft. lots about (2 1/4 acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltheim, Forest, Woodlawn and others. Address

E. A. KANST, 208 S. La Salle St., CHICAGO, ILL. Telephone Wabash 5871.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

Help Wanted

At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.

The Elizabeth Nursery Co.

Box 35,

ELIZABETH, N. J.

HELP WANTED

Good all around single man for general pot plants and landscape work. Permanent position for good willing workman. German or Scandinavian preferred. Good board and room on place. State when you can begin work. Place near Pittsburgh, Pa.

EMIL JAHNIG

R. F. D. No. 3.

BRIDGEVILLE, PA.

For Sale

Established retail florist business at a bargain. Death of proprietor only reason for selling. Chance of a life time for honest party with small capital to get a start.

UNIVERSITY FLORISTS

1105 East 55th Street,

CHICAGO

WANTED

Young lady for flower shop in Drake Hotel. Apply

MANGEL FLORIST,

17 East Monroe Street, Chicago.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.

440 S. Dearborn Street CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

All Spring Bulbs

FOR { IN OR OUTDOOR PLANTING
YOUR COUNTER TRADE

ALL WELL MATURED BULBS.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock

Twenty per cent of our No. 1 Bulbs run nearly two inches.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First.....	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med.....	35.00
Augusta, First.....	32.00	Peace, First.....	45.00
Augusta, Medium.....	25.00	Mad. Monneret, First.....	25.00
Baron J. Hulot, First.....	60.00	Mad. Monneret, Medium.....	22.00
Baron J. Hulot, Medium.....	52.50	Panama, First.....	35.00
Chicago White, First.....	30.00	Panama, Medium.....	30.00
Chicago White, Medium.....	25.00	Florists' Mixed, First.....	25.00
Halley, First.....	35.00	Rainbow Mixed, First.....	40.00
Halley, Medium.....	30.00	Standard Mixed, First.....	18.00
Mrs. F. King, First.....	22.00	Standard Mixed, Medium.....	16.00
Mrs. F. King, Medium.....	18.00	Extra Fine Mixed, First.....	27.00

Write for Special Prices on 10,000 to 20,000 lots.

Dormant CANNA Roots

Fine Sound 2 Eyed Roots, Rot Free.

	Per 1000		Per 1000
Eureka.....	\$60.00	Florence Vaughan.....	\$27.00
King Humbert.....	40.00	Queen Charlotte.....	27.00
Yellow King Humbert.....	40.00	David Harum.....	25.00
The President.....	60.00	Madam Crozy.....	25.00
Chas. Henderson.....	25.00	Maros.....	27.00
Wintzer's Colossal.....	30.00	Louisiana.....	25.00
City of Portland, pink.....	70.00	Orange Bedder.....	60.00
Gustave Gompers.....	30.00	Wyoming.....	25.00
Pink Delight (New).....	80.00	Niagara.....	25.00
Firebird.....	80.00	Prince Weld.....	30.00
		Mixed Colors.....	22.50

TUBEROSES

Well cured, free from rot

	100	1000
Dwarf Excelsior Pearl, 3-4 in.....	\$1.75	
Dwarf Excelsior Pearl, 4-6 in.....	3.50	
Mexican.....	2.85	\$25.00

Spring "Book For Florists" Ready.

CHICAGO

Vaughan's Seed Store

NEW YORK



CALADIUMS

The kind with sound center shoots

5 - 7 inch.....	100, \$ 3.50; 1000, \$ 27.50
7 - 9 inch.....	" 5.50; " 45.00
9-11 inch.....	" 10.00; " 90.00

Fancy Leaved Caladium Bulbs,
in fine condition.

Mixed.....	per 100, \$16.00
Six Colors.....	per 100, 18.00

These two Prepaid from Western Springs, Ill.

Visit Our Exhibit
National Flower Show
Indianapolis, March 25 to April 1st
MAKE YOUR HEADQUARTERS THERE

Mention the American Florist when writing.

Milwaukee, Wis.

BUSINESS EXCEPTIONALLY GOOD.

While supply and demand was good the fore part of last week, business ended up with a rush, which was a surprise to everybody. Just to say what the cause for this agreeable surprise was is difficult to define, and yet the free flower exhibit of the local Florists' Club at the Library building, extending over a period of four days, may have helped to stimulate the call to a considerable extent. Carnation growers are a little off crop, after the recent spring-like weather and stock will not be so plenti-

ful for the next fortnight; in all other lines the supply is adequate.

NOTES.

Miss Sheriffs, who 14 years ago with Walter M. Maas, organized the Walter M. Maas Co., retail florists, was quietly married February 20, to John Platner. Mrs. Platner will continue her work until autumn, when they will move to Eau Claire, Wis. Mrs. Platner has many friends here who join us in extending to them our congratulations and very best wishes for a happy and successful future.

The officers of the Wisconsin State

Florists' Association held an important meeting here, March 16. President Fred Rentschler, of Madison; James Taylor, Oshkosh, and John Rindfleisch, of Beloit, were the out of town visitors.

The spring flower show staged by the Florists' Club, March 15-18, at the Library building was most successful. Full account will be found elsewhere in this issue.

Riebs Bros., of North Milwaukee, who specialize in sweet peas and grow them fine, will double their glass area by adding three more houses 36x150 feet this summer.

E. O.

Sweet Peas

SPENCER VARIETIES--Late or Summer Sorts

Note Reduced Prices

	Oz.	Lb.
Alexander Malcolm. Scarlet cerise.....	\$0.50	\$ 0.00
America. White, striped, crimson scarlet...	.25	2.80
Appleblossom. Rose with primrose.....	.20	2.20
Asta Ohn. A soft, pinkish lavender self....	.20	2.40
Barbara. Salmon.....	.30	4.00
Blanche Ferry. Rose standard and white wings suffused and tinted with light pink.	.20	2.20
Blue Monarch. Dark blue.....	.20	2.40
Blue Picotee. White edged violet.....	.25	2.40
Bolton's Orange. Orange salmon.....	.30	4.00
Clara Curtis. Cream.....	.20	2.40
Constance Hinton. Black seeded white.....	.25	3.20
Countess Spencer. Standard and wings clear pink.....	.20	2.20
Dainty. White ground with picotee edge of pink.....	.20	2.40
Dobbie's Cream. Cream.....	.25	2.80
Dobbie's Lavender George Herbert. Pure lavender.....	.30	3.00
Edward Cowdy. Orange scarlet.....	.20	2.60
Elfrida Pearson. Large pale pink, the buds and young flowers having a distinct tint of buff.....	.20	2.40
Eva. Pure white, new.....	.80	10.00
Fiery Cross. Intense orange scarlet.....	.50	6.00
Flora Norton. Light blue.....	.25	2.80
Florence Morse. Deep blush pink.....	.20	2.20
Florence Nightingale. Lavender.....	.25	2.80
George Herbert. Rose carmine.....	.20	2.00
Hawlmart Pink. The finest pink Sweet Peas.	.65	8.00
Helen Lewis. Orange salmon.....	.20	2.40
Henry Ohn (Henrietta). Duplexed cream pink.....	.20	2.40
Hercules. A pale rosy pink flower of giant size.....	.20	2.40
Hilary Christie. Orange cerise.....	.20	2.00
Illuminator. Rich salmon pink.....	.20	2.40
Jean Ireland. Cream colored, edged with pink.....	.20	2.40
King Edward VII. The best pure red Spencer.....	.20	2.20

	Oz.	Lb.
King Manuel. Chocolate maroon.....	\$0.25	\$ 2.80
King White. Gigantic flowers of pure white.	.25	2.50
Margaret Atlee. Rosy salmon on a buff ground.....	.20	2.60
Margaret Madison. A beautiful azure blue.	.20	2.60
Marks Tey. Violet bronze wings.....	.20	2.40
Mascot's White. An improved Nora Unwin..	.90	12.00
Masterpiece. Lavender.....	.25	2.80
Mrs. Arnold Hitchcock. Pale pink, flushed salmon.....	.30	4.40
Mrs. Cuthbertson. Standard rose-pink, wings nearly white.....	.20	2.20
Mrs. Tom Jones. Bright blue, splendid....	.50	6.00
New Buttercup. Best yellow.....	.20	2.60
New Mirlan Beaver. Salmon pink.....	.30	3.20
Nubian. Fine chocolate color.....	.30	3.20
Picture. Flesh pink with creamy apricot..	1.00	
R. F. Felton. Lilac standard, grey wings..	.25	3.20
Rosabelle. A very fine large rose-colored flower.....	.20	2.40
Royal Purple. Rich purple.....	.25	2.80
Royal Scot. Brilliant scarlet.....	2.00	
Stirling Stent. A deep salmon.....	.30	3.60
Tangerine. Salmon orange.....	.60	7.00
The Cardinal. Brilliant poppy scarlet.....	.25	3.00
The President. Glowing scarlet self.....	.20	2.60
Thomas Stevenson. Bright orange scarlet..	.20	2.60
Vermilion Brilliant. A brilliant scarlet Spencer.....	.25	3.00
Wedgewood. A lovely self blue.....	.25	3.20
White. Flowers very large.....	.25	2.50
Vaughan's Special Mixture of Spencer Varieties, made up mostly from separate varieties, 10 lbs. \$20.00.....	.20	1.80
Vaughan's Florists' Mixture of Spencer Varieties. This is a mixture made by ourselves mostly of light-colored varieties, most suitable for florists' cut-flower trade.....	.25	3.00

VAUGHAN'S ASTERS

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Soft Pink	Dark Blue	Pink	White
Crimson	Light Blue	Lavender Pink	Rose
Silvery Lilac Terra Cotta.	Trade Pkt.	35c.	Trade Pkt. Oz.
Any of above, except where noted.	1/4 oz.	40c.	\$0.25 \$1.40
Mixed, all colors.....	1/4 oz.	35c.	.25 1.20

AMERICAN BEAUTY

Similar in type of flower and growth to the well known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth.

Carmine Rose.....	1/4 oz.	40c.	1.40
Purple.....	1/4 oz.	40c.	.25 1.40
Lavender.....	1/4 oz.	45c.	.25 1.60
September Pink.....	1/4 oz.	45c.	.25 1.60
Rose (New).....		.50	

QUEEN OF THE MARKET

The Standard Early Flowering Type

White	Crimson	Lavender	Pink	Purple
Dark Blue	Scarlet	Flesh	Light Blue	
Any of above.....	1 lb.	\$12.00;	1/4 oz.	30c.
Mixed, all colors.....	1 lb.	10.00;	1/4 oz.	25c.

GIANT BRANCHING

White	Lavender	Rose Pink	Crimson	Purple
Deep Violet	Peach Blossom	Azure	Blue Daybreak	
Any of above.....	1 lb.	\$12.00;	1/4 oz.	30c.
Mixed, all colors.....	1 lb.	10.00;	1/4 oz.	25c.

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double length of the older varieties and are twisted and curled into a very fluffy effect.

White	Crimson	Dark Pink	Lavender
Purple	Shell Pink	Dark Blue	
Any of the above.....	1/4 oz.	35c.	.25 1.20
Mixed, all colors.....	1/4 oz.	30c.	.20 1.00

THE ROYAL—Early-Flowering Branching

White, Shell Pink, Rose Pink, Lavender, Purple.

Any of the above.....	1/4 oz.	35c.	.26 1.20
Mixed, all colors.....	1/4 oz.	30c.	.15 1.00

THE KING—The Quilled Aster

Rose, Pink, Violet, White, Crimson, Lavender.

Any of of the above.....	1/4 oz.	40c.	.25 1.40
Mixed, all colors.....	1/4 oz.	35c.	.25 1.20

OTHER AMERICAN ASTERS

Sensation. Dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long.....

1/4 oz.	35c.	\$0.20	\$1.20
---------	------	--------	--------

BALL'S WHITE ASTER

The seed of this splendid Giant Aster of the Late Branching Type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—was offered in 1921 for the first time.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctly centered blossoms, ideally formed for long distance shipping. The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in 1/4-ounce packets, containing about 4000 seeds at 1/4 oz., 75c; 1/2 oz., \$1.35; 1 oz., \$5.00.

ASTERS IN MIXTURES

Vaughan's Florists' Mixture.....	1/4 oz.	40c.	\$0.25	\$1.40
White Tall Varieties. Mixed.....	1/4 oz.	40c.	.25	1.40
Vaughan's Excelsior Mixture. Tall Asters. This is a mixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Branching and other desirable sorts, includes many kinds separately purchased for this mixture.....	1/4 oz.	45c.	.25	1.60

FOR OTHER FLOWER SEEDS SEE OUR "BOOK FOR FLORISTS."

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

Large-Flowering Cannas

In The "Better" Varieties.

Strong 2 to 3-Eye Roots.

We are in better shape than ever to deliver well grown, plump Canna roots with plenty of live eyes, having in stock extra large quantities of the most popular varieties.

Wintzer's Colossal		King Humbert		Yellow Humbert		City of Portland		Mrs. A. Conard		The President	
Fine large trusses, bright scarlet flowers. Green foliage.		Most popular of all. Bronze leaf, orange scarlet flower.		Sport of King Humbert with bronze foliage, flower yellow, spotted red.		Large trusses of beautiful rose-pink flowers, one of best pink varieties.		Beautiful salmon-pink, green foliage.		The finest red Canna of all; bright scarlet flowers; green foliage.	
Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000
\$5.00	\$40.00	\$4.50	\$40.00	\$3.50	\$30.00	\$7.00	\$60.00	\$8.50	\$75.00	\$8.50	\$75.00

BEGONIAS TUBEROUS ROOTED

	Doz.	100	1000
American grown, strong, plump bulbs in fine selection of colors. Single scarlet, white, crimson, pink, yellow, salmon			
	\$2.25	\$15.00	\$140.00

CALADIUM'S ESCULENTUM

"Elephant's Ears"

Sound bulbs, free from rot, with live center shoots. A ready seller as a dry bulb or when grown in pots. Note reduced prices for this season.

	Doz.	100	1000
First Size Bulbs. 5 to 7-inch circumference	\$.50	\$ 3.50	\$30.00
Extra Large Bulbs. 9 to 11-inch circumference	1.40	10.00	90.00

CINNAMON VINE

	Doz.	100	1000
First Size	\$.50	\$ 3.50	
Mammoth Size	.85	6.50	

DAHLIAS un-divided clumps

These are splendid values, you will find them a ready seller in the dry root.

	Doz.	100
Double Flowered. Red, White, Pink, Yellow, Variegated; in the better named varieties	\$2.50	\$18.00

Single Flowered. Pink, White and Red... 2.50 18.00

TUBEROSES, EXCELSIOR DWARF PEARL (First Size)	Doz.	100	1000
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These are the standard bulbs usually planted by Commercial Florists—4 to 6-inch circumference... \$.50 \$3.50 \$30.00

A. HENDERSON & CO.,

166 North Wabash Avenue
CHICAGO

Cincinnati, O.

FUNERAL AND HOSPITAL TRADE BRISK.

Business the past week was very brisk. The Lenten season has quite an effect on trade so far as social events are concerned, but our old friends, funeral and hospital work, are on the job. Stock is in first class condition, and can be bought for a nominal sum. Roses are at their best, the only ones moving slowly being the newer kinds, such as Angelus and red Columbia. Values range from \$6 to \$20 per 100. Bulbous stock is in poor condition, and excepting daffodils, has to be sold at a loss. Rainbow freesias continue to arrive and are very popular with the public. Easter lilies are being disposed of at a premium while callas are very plentiful. Sweet peas are at their best and move readily, the principal kinds being Margaret Atlee and Yarrowa, the best selling at 75 cents to \$1 per 100. Snapdragons are abundant and sell well. Other miscellaneous seasonable stock includes calendulas, violets, lily of the valley, primulas and yellow daisies. Greens go without difficulty.

CINCINNATI TO INDIANAPOLIS.

Everything is in readiness for the trip to the Fifth National Flower Show at Indianapolis, Ind., March 25-April 1 and from all indications and reports from Vice-President H. W. Sheppard, of the American Carnation Society, and others, a large representation of the trade from this city is expected at the exhibition. A rate of a fare and one-half for the round trip has been granted by the Big Four railroad, provided a certificate is procured upon purchasing ticket. The certificate is to be presented to the endorsing officer, Secretary John Young, of the Society of American Florists, at the show and validated by the railroad representative there, which will entitle the bearer to one-half fare returning via the same

EASTER LILIES FOR EASTER



A wonderfully choice well grown lot of Lilies, some tall, some medium, some short, in pots or cut. Deliveries can be made in bud before Easter, the plants grown on and the cut flowers developed in water.

Per 100
Cut Blooms, \$25.00
Pot Blooms,
\$20.00 and 25.00

Everything in
**CUT FLOWERS, PLANTS,
GREENS,
RIBBONS and SUPPLIES.**

Send for Price List.
Business Hours: 7 a. m. to 5 p. m.

Don't forget the dates of the Fifth National Flower Show,
March 25 to April 1, Indianapolis.

We are going to be there with an Exhibit and want to meet you.

S. S. PENNOCK CO.

1608-20 Ludlow Street,

PHILADELPHIA, PA.

Right on Time for the EASTER AND SPRING TRADE

You can secure a large share of this
business, by liberal advertising in the

SPRING NUMBER

—OF—

The American Florist

TO BE ISSUED.

APRIL 6

Stimulated by the nation-wide publicity of many organizations, the opportunities offered the trade this spring have never been more promising.

Go after your full share of this business by using

THE BEST SELLING MEDIUM IN THE TRADE

One inch single column, \$1.75 net, for one insertion. By the year, \$1.25 net, for each insertion. Full page, 30 inches, \$52.50 net, for one insertion: By the year, \$37.50 net, for each insertion.

AMERICAN FLORIST COMPANY

440 South Dearborn Street, . . . CHICAGO, ILL.

For upwards of 36 years the representative paper of the Florists,
Seedsman and Nurserymen of the United States and Canada.

 Please send your copy for this issue as early as possible.



Lily of the Valley Pips

WILL PRODUCE

A POT PLANT "PAR-EXCELLENCE"

For Mothers' Day Sales, May 14

Our "Supreme" Quality Berlin Pips Make Production Easy

"WE TELL YOU HOW"

Lily of the Valley is always in great favor with the flower-buying public and when offered in pots or pans containing 25 or more blooms, invariably finds a ready and quite profitable sale, especially at such times as **Mothers' Day** (one Chicago grower having disposed of over 2000 pots last year in a wholesale and retail way.) Berlin-grown Pips, of which our "Supreme" Quality is a selected strain, can be flowered inside of **25 DAYS FROM TIME OF PLANTING**, and are of the **easiest culture**. Book your order now for a liberal supply of these high grade Berlin Pips, and we will express them to you in good season, so that you can produce blooms for sale on one of the most active Florists' Merchandising dates of the year and when pot plants are usually at a premium.

PRICE "SUPREME" QUALITY BERLIN PIPS	250 for.....	\$10.00
	500 for.....	15.00
	1000 for.....	28.00
	Case of 2500, per 1000,	\$26.00

Complete Lily of the Valley Circular Free on Request.

AMERICAN BULB CO.

162 North Wabash Avenue,

CHICAGO, ILL.

railroad to original starting point. This feature is proving quite a drawing card to many of the florists here, who otherwise would have remained at home.

NOTES.

C. E. Critchell is slowly but surely regaining his strength and it is thought it will not be long until he is back on the job again. This establishment is receiving some very good sweet peas from Ben. Reidel and good carnations from O. B. Murphy, both of Price Hill.

We regret to report that Wm. Taylor, Price Hill, had the misfortune of losing a lot of stock through a fire last week. The fire started in the shed, burning out that building and stock in two greenhouses.

The Wm. Murphy Co. is receiving some very good snapdragons from Chas. F. Murphy, of Price Hill, and a nice variety of bulbous stock from the Schuman & Wahlers Co., Highlands.

L. H. Kyrk reports large sales in green goods, of which he handles quantities. He states that Mrs. Kyrk's condition is very much improved.

Ray Lindsey, of the Sunnyside Greenhouses, Hartwell, is seen on the market daily, which means good business at that place.

H. W. Sheppard has been exceedingly busy with funeral work and booked many decorations for store spring openings.

Fred Gear, Vine street, reports a good week in plant sales and has added a new Dodge truck to his delivery department.

Miss Dorothy Baer, of the Avondale Floral Co., is back to her position again

after three weeks' illness with the grippe.

Peter Weiland is receiving some very fancy Murillo tulips and daffodils from his greenhouses at New Castle, Ind.

E. A. Forter, of West Fourth street, reports a good week in wedding orders and plants.

Peter Herb, Mt. Healthy, is shipping in some very exceptional pansies and callas.

Irvin Gebhardt, of the Trome Flower Shop, states that business is excellent.

G. K.

St. Louis, Mo.

DYED FLOWERS POPULAR ST. PATRICK'S DAY.

A good St. Patrick's Day business was enjoyed by the florists, dyed carnations being in good demand at \$1.50 per dozen, retail. Dyed sweet peas did not move so well. White Killarney roses, colored green, were very popular, retailing at 25 to 50 cents per bloom. The market has improved considerably the past week and not all on account of St. Patrick's Day either. Narcissi has just about completed a very good season, only a few inferior blooms being now obtainable. The same is true of freesias. Roses still lead as the staple stock, Premier and Mrs. Chas. Russell leading and have brought as high as \$30 per 100. There has been a quantity of poor rose stock arriving, due it is said to the spring-like weather we have had the past two weeks. Columbia was popular at \$6 to \$15 per 100. Butterfly, Ophelia and Sunburst were in only fair demand, while Crusader and Ward were scarce. All kinds of carnations met a good demand, especially white for dye-

ing purposes. Laddie brought as high as \$12 per 100, while other varieties averaged \$6. Cypridium were scarce and cattleyas had little call. Lily of the valley was shipped in from the east, moving briskly at \$5 to \$6 per 100. Excellent Darwin tulips with stems 30 inches long, went rapidly, colors ranging from deep red to light magenta. Victoria jonquils have been sold at \$6 per 100. Violets are on the downgrade, both as to supply and quality but sweet peas show great improvement, the best bringing \$20 per 1,000. Spanish iris, shipped in from nearby points, scarcely moved. Easter and calla lilies are very hard to sell, although some very fine stock has been arriving. All pot stock, including roses and pansies meet a good demand. Greens move well, good ferns selling at \$3.50 per 1,000. Huckleberry and leucothoe are still arriving.

NOTES.

Grimm & Gorly enjoyed a very good St. Patrick's Day business, cleaning up completely. Yellow is the predominating color in their most attractive windows, one of them having as a background, a spider web made of yellow maiche ribbon.

The Ayres Floral Co. displayed some fine red carnations which were sold last Saturday as a special at \$2 per two dozen blooms. Pot roses, lilacs and pansies move well.

Spring stock, including jonquils, hyacinths, pot roses, cut and pot tulips, lilacs and hydrangeas are headliners with Mullanphy, Florists, Inc.

An exceptionally good week was reported by the St. Louis Wholesale Cut Flower Co.

J. K. M.

CRAIG'S Quality Easter Plants

WILL BREAK YOUR RECORD IN EASTER SALES

Business is reviving, more flowers have been handled this season than ever before. The recent New York Flower Show broke all records in attendances. Prepare for this great event the largest in the history of the trade. Our Easter stock in

Rambler Roses, Hydrangeas, Easter Lilies, Genistas

is the best we have ever offered.

FOLIAGE PLANTS AND FERNS IN SPECIMENS

and smaller stock for basket work is the largest in the country.

We cordially invite you to our new home at Norwood Station, Delaware County, Pa., easily reached by the Pennsylvania R. R. to Norwood Station, and Baltimore & Ohio R. R. to Holmes Station, or by trolley. Those having their own green-houses or conservatories would do well to have shipments made during the last two weeks in March.

HYDRANGEAS

We have the largest and finest stock of Hydrangeas ever offered to the trade at Easter. Our stock includes over 10,000 of the new French varieties. The plants have all been grown cool and are well hardened off, insuring satisfaction to the buyer.

THE NEW FRENCH HYDRANGEAS

All of the varieties here offered have been tested by us under ordinary conditions as for their adaptability to forcing for Easter.

4-inch pots, \$6 per dozen.
5-inch pots, 6-inch pots and 7-inch pots, heavily flowered, \$9, \$12, \$15, \$18, \$24, \$30, \$36, \$42 and \$48 per dozen.

8-inch pots, \$4 and \$5 each.
April delivery, 2½-inch pots, Hydrangea Otaksa, strong plants, \$8 per 100, \$75 per 1,000.

April delivery, assorted French Hydrangeas, 2½-inch pots, strong plants, \$8 per 100, \$75 per 1,000.

ROSES

We desire to make special mention of our large stock of Roses, growing upwards of 10,000 plants in the following varieties. We have no hesitation in saying we are the largest growers of forcing Roses for Easter in America. We are positive our stock will please the most critical buyers, as the quality was never better. It has all been grown cool and will prove very satisfactory.

LADY GAY

In grand condition, trained into fan, globular, and pyramidal shapes, \$2.50, \$3, \$3.50, \$4, \$5, \$6 and \$7.50 each.

Special ball shapes, \$2.50, \$3, \$4, \$5 and \$7.50 each.

Baskets, \$7.50, \$10 and \$12.50 each.

Umbrellas, \$6, \$7.50 and \$10 each.

TAUSENDSCHOEN (THOUSAND BEAUTIES)

This was our finest and most popular Climber last year, and this year our stock is large and the plants are much finer.

Trained plants, fans, globular and pyramidal shapes, \$1.50, \$2, \$2.50, \$3, \$3.50, \$4, \$5, \$6, \$7.50, \$10 and \$12 each.

Baskets, \$10 and \$12.50 each.

Umbrellas, \$6, \$7.50 and \$10 each.

ROSIERE (NEW)

Dark sport of Tausendschoen. Very beautiful.

A great improvement on the popular Thousand Beauties (Tausendschoen) and consequently, a welcome addition to this section. While it has the same habit of growth and general characteristics as Thousand Beauties, the color is superior, a deeper and more even shade of cerise-pink or carmine.

Trained plants, fans, globular, and pyramidal shapes, \$2, \$2.50, \$3, \$3.50, \$4, \$5, \$6, \$7.50 and \$10 each.

Baskets, \$10, \$12 and \$15 each.

Umbrellas, \$6, \$7.50 and \$10 each.

In addition to the above trained Roses, we have also trained some very special designs, such as Aeroplanes, Crosses, Chairs, Pergolas, etc., at \$10, \$12.50, \$15, \$20, \$25 and \$30 each.

BABY RAMBLERS, ORLEANS

Exceptionally fine.
5½ and 6-inch pots, \$15, \$18 and \$24 per dozen.

EXCELSA, NEW CLIMBING ROSE

This variety is known as the Red Dorothy Perkins. The color is brilliant and it is bound to prove the most popular red Rambler.

We offer splendid plants in 6-inch, 7-inch and 8-inch pots, \$1.50, \$2, \$2.50, \$3.50, \$4, \$5, \$6, \$7.50, \$10, \$12 and \$15 each.

Baskets of Excelsa, \$10 and \$12.50 each.

Umbrellas, \$6, \$7.50 and \$10 each.

PAUL'S SCARLET CLIMBER

One of the most promising climbing Roses yet sent out. Vivid scarlet, semi-double flowers of medium size, produced in large clusters, and in great profusion. The color does not burn or fade. This Rose has been exhibited extensively in Europe and received numerous awards.

5 and 6-inch pots, trained plants, \$1.50, \$2, \$2.50 and \$3 each.

HYBRID ROSES

Including Columbia and Mrs. John Dunlop. Very fine plants in bud and flower for Easter sales.

6-inch pots at \$15 and \$18 per dozen.

MAGNA CHARTA

Exceptionally well grown and well flowered stock. Considered by all to be the very best Hybrid Rose for Easter sales.

5½, 6 and 7-inch pots at \$18, \$24, \$30 and \$36 per dozen.

Miscellaneous Easter Plants

AZALEA HINODIGIRI

Bright red in color and one of the finest and best keeping Azaleas ever sent out. We have never been able to meet the demand at Easter. The variety has the added advantage over Indica Azaleas that it is absolutely hardy.

5-inch pots, fine for baskets, \$18 and \$24 per dozen.

5½-inch pots, \$2.50 and \$3 each.

6 and 7-inch pots, fine plants, \$3.50, \$4 and \$5 each.

8 and 10-inch pots, \$6 and \$7.50 each.

GOLDEN CALLAS

6-inch pots, \$1.25 each.

GENISTA RACEMOSA

The finest stock of Genistas ever offered. Every plant grown cool, exceptionally well flowered and shapely.

6-inch pots, \$12 and \$15 per dozen.

7-inch pots, \$18 and \$24 per dozen.

Also some very good standard and bush forms in larger sizes at \$2.50, \$3 and \$4 each.

TERMS

CASH WITH ORDER: Kindly send sufficient to cover the entire bill. We do not make shipments C. O. D. unless remittance has been made on account to guarantee acceptance. This does not apply to regular customers.

REMITTANCE: Remittances should be made by money order or New York drafts. If money is sent, letter should be registered. All prices quoted in this list are strictly net.

SHIPPING INSTRUCTIONS: Give your name, post office, county and state and the name of your nearest express office to which shipment is to be made. We have always made it prominent in our printed terms that our goods are sold F. O. B. cars at the point of shipment and are at the purchaser's risk while in transit. Because of the present unsettled conditions we wish to emphasize still further that we do not guarantee safe delivery. The ownership of all goods sold by us passes to the purchaser on delivery by us to the carrier, and the issuing of the receipt by the carrier ends our responsibility. Any claims for damage should be made promptly to the agent at the point of delivery.

CORRESPONDENCE: We endeavor to answer all correspondence promptly, but owing to the pressure of business we ask that all requests be clearly and concisely stated. **ERRORS:** Keep a copy of your order. We aim to have our orders correctly filled. When we are at fault we shall make satisfactory correction.

LILIUM GIGANTEUM

We have the largest and finest stock of Lilies ever offered by us for Easter sales. Suggest placing orders early to avoid disappointment, such as was experienced last year.

6-inch pots, with from 4 to 10 flowers.
8-inch pans, with from 12 to 25 flowers.
Cut Lilies. All of the above are 25c per flower and bud.

CINERARIAS

Largest and finest stock ever offered by us.

6-inch pots, \$9 and \$12 per dozen.

7-inch pots, \$15 per dozen.

SPIRAEAS

GLADSTONE AND QUEEN ALEXANDRA

We are very fortunate to obtain stock, as Spiraeas will be almost an unknown quantity this year.

6-inch pots, \$18 per dozen.

8-inch pots, \$36 per dozen.

LILY OF THE VALLEY

5-inch pots, \$15 per dozen.

PRIMULA OBCONICA

Well flowered plants.

6-inch pots, \$12 per dozen.

7-inch pots, \$18 per dozen.

PELARGONIUM EASTER GREETING

One of the best Easter flowering plants.

5-inch pots, \$12 per dozen.

OTAHEITE ORANGES

Stock that is free of all disease. Strong plants.

2½-inch pots, \$15 per 100, \$125 per 1,000.

4-inch pots, in flower, \$75 per 100.

6-inch pots, in flower, \$24, \$30 and \$36 per dozen.

6, 7 and 8-inch pots, with fruit at \$2, \$2.50, \$3 and \$4 each.

ASPARAGUS PLUMOSUS

2½-inch pots, \$5 per 100, \$45 per 1,000.

3-inch pots, \$12 per 100, \$110 per 1,000.

PANDANUS VEITCHII

Well colored plants.

6-inch pots, \$18 and \$24 per dozen.

7-inch pots, \$4 each.

8-inch pots, \$5 and \$6 each.

10-inch pots, specimens, \$10 each.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in the price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases.....\$1.50 each
Three-quarter size cases.....1.25 each
Small size cases......50 each
Half size boxes.....1.00 each

Robert Craig Co., Norwood Station, Delaware Co., Pa.

Popular Prices FOR HIGH-GRADE

ROSES

We grow all the Roses we handle and you
will find it pays to buy Direct of the Grower.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

STOCK IS IN GOOD DEMAND.

Stock is in good demand and the market is well cleaned up at this writing. Roses are none too plentiful and find ready buyers in the short and medium grades. Fancy roses need some pushing to move them but there is seldom a surplus. Carnations are good property and the returns the past week, owing to the heavy demand for St. Patrick's Day, were surprisingly large. Single and double violets are in good supply and in fair demand. Sweet peas are not as plentiful and command higher prices. Lilies are seen in large quantities at some of the stores, but are not selling as well as they might. Callas are quite a factor in the market but appear to be holding their own. Stocks of splendid quality are obtainable at some of the stores and a few of the houses are featuring splendid snapdragons. Daisies are more plentiful. Mignonette is obtainable. Calendulas and pansies are on the list of offerings. Freesias are in good supply, especially the colored varieties, including a new purple, which is attracting much attention. Tulips are to be had in good sized quantities and the same is true of jonquils. Southern jonquils from the Carbondale district made their appearance last week, but the demand for them has been rather slow. Lily of the valley, orchids and gardenias are included in the offerings. Greens are in good supply. Pussy willows are plentiful. This vicinity will be well represented at the Indianapolis show next week, especially as far as the market is concerned. The West-Town exposition opens next week and there promises to be quite an exhibition of cut flowers and plants. Business is gradually showing signs of improvement and all the dealers are devoting their attention to the Easter trade.

NOTES.

Otto Goerisch, formerly with the A. L. Randall Co., has taken an interest in the firm of Zech & Mann and is now on the job at this establishment. Mr. Goerisch has spent a large number of years in the local wholesale cut flower market and his many friends wish him every success in his new undertaking.

Wietor Bros. are cutting heavily in Premier roses of splendid quality which clean up at an early hour each day. The demand for young rose stock is exceptionally heavy at this establishment, not to mention the call for carnation and chrysanthemum cuttings.

Chas. Erne, of Erne & Co., received an unlooked for present for St. Patrick's Day in the shape of a brick all bound with a green ribbon. It is on exhibition at the store, but so far the sender has concealed his identity.

George Goebel, of the Chicago Flower Growers' Association, has the sympathy of the trade in the loss of his mother-in-law, whose death occurred last week. Mrs. Goebel was at one time in the employ of Bassett & Washburn.

Howard A. Muir, successor to the Washington Park Flower Shop, 558 East Sixty-third street, has a good catch phrase on his business card. It starts off with "Don't Think for Hours—Say it With Flowers."

Vaughan's Greenhouses are having a liberal demand for fancy leaved caladium bulbs. At the nursery, spring shipments are well begun. Mail and counter trade is on with a rush at both city stores.

Ronsley had a large number of orders for the Law funeral last week, including those of the Royal Insurance Co., amounting to a nice sum in itself.

George Ball's many friends are pleased to know that he has recovered sufficiently from his recent operation to be about again.

Kirchen Bros., dealers in artificial flowers burned out in the \$8,000,000 fire here last week. They are now at 1606 Ansie street.

William Langhout has returned from a western business trip for A. Henderson & Co., with a book full of orders.

Johan A. Ebberts left for San Francisco, Calif., March 18, where he will embark for Japan.

Louis Finnerman, with Joseph Ziska & Sons, started out on a southern trip this week.

The John Kruchten Co. received its first shipment of southern jonquils, March 14.

Miss Esther Kostel, of the E. C. Am-ling office force, was married last week.

Valley For Easter

CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18.00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS

3032-42 W. Madison St., Chicago, Ill.

The E. F. Winterson Co. is unpacking a large shipment of magnolia leaves.

Frank Ayres and wife celebrated their tenth wedding anniversary March 20.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Violets, Calendulas, Sweet Peas, Easter Lilies,
Rainbow Freesias, Jonquils.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

The Bergman Decorating Co. will manufacture frieze wreaths for the trade for Christmas and is already hooking orders for future delivery. This firm has built up a wonderful business in its products purely upon the high quality of their goods and have the leading retailers of the country carrying their line of stock. Mr. Bergman

was formerly in the retail business and his knowledge of the everyday needs of the florist is probably responsible for the splendid color combinations in all of his firm's offerings.

The Kanst Black Earth Co., 208 South La Salle street, has been incorporated, capital, \$20,000, to deal in fuel, building materials, etc. The incorporators are

D. M. Greenshields, Edwin A. Kanst, and Guy G. Woodkin.

Robert Miller, of the Miller Floral Co., Salt Lake City and Farmington, Utah, is a visitor this week, enroute to the Indianapolis Flower Show.

A. Henderson's & Co.'s counter trade is opening up very satisfactorily.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Among those who have signified their intention of attending the Fifth National Flower Show are the following: C. L. Washburn and wife, A. J. Zech, A. Henderson, A. Miller, L. Hoeckner and wife, Miss Nettie Parker, John Michelsen, Ove Gnat, George Asmus, Fred. Henoch, T. E. Waters, Miss Olga Tonner, Hilmer V. Swenson, Miss M. C. Gunterberg, W. J. Keimel, Michael Barker, Irving Stein, Joseph Kohout, Victor Bergmann, Simon Dernison, George Mohn, James Morton, W. F. Duntelman, John P. Degnan, Guy French, I. Rosnosky, Allan Humason, Paul Kling-sporn, Fred. Schramm, Ed. Meuret, Fred. Stielow, M. Tyler, Bob Leicht, Harvey Larsen, Fred. Lautenschlager, J. C. Vaughan, Peter Duris, Fred. Longren, W. S. Puffer, M. A. Fiersten, George Tomlinson, Ed. Goldenstein, H. B. Howard, R. E. Osborn, Homer Lange.

The Wholesale Cut Flower Association met at the Hotel Randolph, March 16, when the question of advertising was discussed. The market was well represented and those present were in favor of paying one of 15 per cent of the gross sales in the local publicity fund. The Commercial Flower Growers' Association also held a meeting at the same date in the same hotel, when the greater part of the evening was devoted to the identical question. It is expected that favorable action will be taken in the near future.

Chris. Pederson is pleased with his new location and reports an increase in business since moving. It is an ideal location and his window displays can be seen from Michigan avenue, Wabash avenue, the elevated station, the passengers on all the cars that make the alley loop besides the regular East Randolph street crowds. He believes in volume and turns over a large supply of cut flowers and plants each day.

The home of the late John Poehlmann at 4728 Beacon street is being torn down to probably make room for an apartment building. It was well known to many in the trade who had the pleasure of being the guest of the highly respected wholesaler who will never be forgotten.

Our obituary columns record the death of three local florists this week, H. C. Mulder and Henry R. Singler, both of whom died from injuries in auto accidents, and John Leshyn, who was found dead in bed.

W. J. Vesey, Jr., formerly of Ft. Wayne, Ind., and wife, visited friends here this week. They are now located at Oklahoma City, Okla., where Mr. Vesey is identified with a firm selling oil leases.

The Central Floral Co. has secured basement space under its North State street store which will give them more room to handle the increasing trade. A stairway will be built this week.

Chas. Edgar, representing the McCallum Co., Pittsburgh, Pa., called on the trade here this week before leaving for Indianapolis, Ind., to attend the Fifth National Flower Show.

E. F. Winterson, who was on the sick list a few days, is back on the job again as good as new and says his mid-Lent business is all that could be desired.

Henry Wittbold & Son are conducting a special advertising campaign on the billboards. It is classy copy and commands immediate attention.

Tim Cunneen formerly with Tipton & Hurst, Little Rock, Ark., is again in the employ of Percy Jones, Inc.

Frank Schramm and wife are at Long Beach, Calif., where they are the guests of Mr. and Mrs. Dunbar.

Bassett & Washburn report a strong demand for roses which they are cutting in good supply.

C. S. Claussen, the gladiolus man, and wife, are leaving this week on a California trip.

A. L. Vaughan & Co. are moving a large quantity of southern jonquils.

The American Bulb Co. reports good business in lily of the valley pips.

Joseph Foerster is serving on the jury.

Chicago Day at Indianapolis.

MONDAY, MARCH 27.

The management of the National Flower Show, of the Society of American Florists, to be held at Indianapolis, Ind., March 25-April 1, has designated Monday, March 27, "Chicago Day," and the Chicago Florists' Club members are sparing no effort to make this the banner day of the show in point of attendance and enthusiasm. Everyone is cordially invited to join the Chicago party, including all in the trade from the north, west and south.

The Chicago, Indianapolis & Louisville railroad (Monon route) has been chosen for the trip. The party will leave Dearborn station, Polk and Dearborn streets, at 5:30 p. m., Sunday, March 26, due Indianapolis the same evening at 10:30 o'clock.

REDUCED RAILROAD RATES.

A rate of a fare and one-half, on the certificate plan, has been authorized, making the round-trip \$9.93. Tickets should be purchased on the going trip at the regular one-way rate and a certificate requested of the agent. Upon reaching Indianapolis the certificate should be signed and stamped by the railway representative at the show which will entitle the bearer to a reduction of one-half the regular fare returning. This arrangement also applies to members of the families of delegates. Certificates will be issued March 22-28, inclusive, and will be validated March 25-April 5, inclusive, owner of return ticket to reach original starting point not later than midnight, April 5. Everyone going must have a certificate to secure the reduced rate returning.

The one way rate is \$6.62. Pullman fares are: Parlor car seat, \$1.13; lower berth, \$3.75; upper berth \$3.

Z M E A C & N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3263
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

DAISIES

PANSIES

TULIPS

JONQUILS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

Out-Of-Town Buyers

will find it to their advantage to place their regular orders with us. Our line of Cut Flowers and Greens is complete in every respect and the service we are rendering is so satisfactory that it is entitled to a trial.

Other trains for those unable to accompany the party are given below:

MONON ROUTE.

Leave Chicago.	Due Indianapolis.
9:20 a. m.	2:20 p. m.
12:00 noon	5:00 p. m.
12:01 midnight	6:00 a. m.

BIG FOUR RAILROAD.

The Cincinnati Express, leaving Illinois Central station at 8:55 a. m., due Indianapolis the same day at 2:55 p. m.; the Queen City Special, departing at 1 p. m., due the same afternoon at 6:05 o'clock and the Cincinnati Night Special, leaving at 11:40 p. m., due Indianapolis the following morning at 4:55 a. m.

PENNSYLVANIA RAILROAD

The Pennsylvania railroad has two trains departing from the Union station, Canal and Adams streets, at 9:30 a. m. and 9:50 p. m., due Indianapolis, 3 p. m., and 3:55 a. m., respectively. The Pullman sleepers attached to the train due in Indianapolis at 3:55 a. m., may be occupied until 8 a. m.

To join the Chicago party, see that tickets read via the Chicago, Indianapolis & Louisville railroad (Monon route), making all necessary reservations with Herbert Wiley, general agent passenger department, Chicago, Indianapolis & Louisville railroad, 606 Merchants' Loan & Trust building, 112 West Adams street, Chicago, telephone Harrison 3309.

Illinois State Florists' Association.

URBANA CONVENTION, MARCH 14-15.

The annual convention of the Illinois State Florists' Association, full account of the opening day of which appeared in our issue of March 18, page 417, was most successful, not only in the many instructive addresses presented, but in the large number of florists present.

A LIVE SELLER

COSTS \$2.50 SELLS FOR \$5.00

Greatest line of stock ever offered. Leading retailers everywhere recognize our prepared goods as the leader and recommend it to their neighbor florists. Send \$2.50 for a sample box today. Place it on display and watch the orders come in.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

Mention the American Florist when writing.

Wednesday morning's session opened at 9:30 a. m., President Kohout in the chair. Dr. P. A. Lehenbauer presented an able address on "What the Florist Should Know," emphasizing the necessity of soil fertility and methods for combating insect pests. Secretary Hey, of Maywood, was elected to represent the association in the better community campaign, and Dr. R. E. Hieronymus told of the need of the florists in actively co-operating in the better community movement.

Carnation Betty Jane, exhibited by August Jablonsky, Olivette, Mo., was awarded a certificate of merit.

The afternoon session consisted of an open forum in the university greenhouses. Dr. Lehenbauer, Prof. Dornier, and others led in the discussions, which were of interest to all. Experiments being conducted by the department of floriculture, seeking the selection of high producing strains within varieties, produced much interest among the members. The meeting then adjourned.

D. W. G.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

EVERYTHING SEASONABLE IN CUT FLOWERS AND GREENS.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

Columbus, O.

BUSINESS IS FAIRLY ACTIVE.

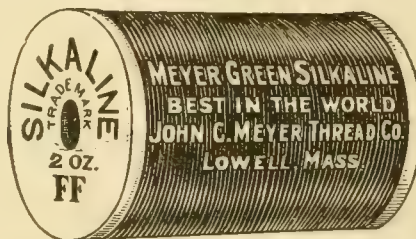
Business is fairly active. Buying is generally for smaller orders than in past years but what is lost in size of orders is partly at least made up in the greater number. The public apparently is economizing on its flowers and plants, the same as in other lines. The supply of flowers is good and the quality as a rule excellent. Roses, carnations, snapdragons, sweet peas, violets and bulbous flowers are quantity items. Roses retail from \$3 to \$8 per dozen. Columbians, Ward, Premier and Butterfly leading. Carnations are priced at \$2 per dozen and the same figures hold true for jonquils. Sweet peas are plentiful at \$1 to \$1.50 per bunch. Snapdragons are now on the market and prove popular. Funeral work has been quiet but there is sufficient to help out to make the volume of business nearly normal. Active preparations are being made for the Easter trade which it is thought will be better than usual. The lateness of the date insures a larger variety of flowers and assurances are given that the offerings will be adequate. Plants are selling well as a rule, with primroses in the lead. Hyacinths are also in good demand.

OHIO HORTICULTURAL SOCIETY.

W. H. Phipps, state director of commerce, who is recognized as a foremost grower of gladioli and peonies, was the principal speaker at the quarterly meeting of the Ohio Horticultural Society which was held at the Horticultural building, Ohio State university, March 18. The public was invited to the meeting which was exceptionally well attended.

NOTES.

The Beautification Association has asked residents that when they thin out their flowers and shrubbery this autumn not to throw away the parts not wanted but to notify the association and it will look after giving the slips and roots to others who might use them. Miss Neva Collins, president of the organization, will personally look after the distribution of such flowers, vines and shrubbery. The association can place every plant and bulb available.



The John C. Meyer Thread Co.,

LOWELL, MASS., U. S. A.
DEPT. XYZ.

Mention the American Florist when writing.

A slight reorganization of the Munk Floral Co., following the death of the late H. N. Munk, the treasurer, has been made by the election of I. W. Munk to fill that position. The Munk company has been rather busy selling both plants and cut flowers. In flowers the call is running largely to Easter lilies, callas, carnations, sweet peas and gladioli. Pot plants are selling better than usual.

James McKellar, 35 West Broad street, was confined to his home for a few days about the middle of March because of an attack of the grippe, but he is recovering nicely. His store is selling a good variety of flowers, with roses the headliner. Some demand for green carnations was reported St. Patrick's Day.

The sororities council at the Ohio State university has voted to abolish flowers at their formal events during the remainder of the school year. This action followed that of the men's organizations of the institution.

The S. F. Stephens & Son Co., has been rather busy disposing of bulbous stock, which is one of its specialties. Demand has been good and the result is that stocks are pretty well cleaned up at all times.

J. W. L.

FINDLAY, O.—Brighan's Flower Shop is the name of a new establishment opened recently by Miss Mary Mercer, formerly of Bowling Green, O.

Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

LOWELL, MASS., U. S. A.
DEPT. XYZ.

Boston, Mass.

GRADUAL IMPROVEMENT NOTED.

Business was not particularly brisk at the opening of the week and stock accumulated for a few days. From midweek on the market had quite a brisk tone and prices picked up again so that at the close stock was selling at prices better than before. White carnations went at a premium for dyeing purposes, but they seem to have been overdone, as all the stores had a considerable stock of green carnations left on their hands. Spring flowers have not progressed as well as roses and carnations during the readjustment of prices, though they clean up well, which is considered good owing to the heavy shipments coming in at present. There is a very light call for corsage flowers. Violets, sweet peas and other similar stock used principally in corsage work are sold only with great urging on the part of the salesmen. The market ought to open strong next week as the shipping trade has been very brisk. Then the wholesalers will have to replenish their stocks and they really are the best prop for the market.

At the meeting of the directors of both markets, March 12, it was voted to consolidate and buy or build a place that will be large enough for any growth the business might make for the next 10 years. Nothing definite has been decided upon at the present writing.

E. F. S.

Quality Cut Flowers

The best Roses, Valley, Carnations, Sweet Peas, Lilies, Callas, Violets, Orchids, Freesias, Jonquils, Stocks, Mignonette, Tulips, Iris, Calendulas, Daisies, Lupines, Etc. **GREENS.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Wholesale Commission Florists

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

Fort Wayne, Ind.

SUPPLY OF STOCK INSUFFICIENT.

There was a shortening up in the supply of roses the first of the week, and carnations also have been none too plentiful. Bulbous stock such as jonquils, tulips, and cut hyacinths, have taken the lead, and sweet peas and snapdragons have also been big factors. Poeticus narcissi is being offered, the first of the season. Some single violets are seen but the demand for them is not very keen. Old fashioned bouquets are being featured by some of the retailers, using bulbous stock calendulas and stocks. The call has been very encouraging all week, in fact, one retailer remarked that business was so good, it seemed like old times. Not only has there been a heavy demand for funeral work, but the general trade has been better than for months. There have been several parties and social events, in spite of the fact that the Lenten season is on, and these have created a fair demand for baskets and bowls of roses, spring flowers and corsages. Carnations are improving greatly in quality, and there is some fine Laddie. Freesias are being offered, but are short-stemmed. Lily of the valley moves slowly, also cattleyas. Preparations are under way for a record Easter season, and indications point to a large supply of good quality flowers, both in pots, and cut stock.

NOTES.

The opening of the new Dime Savings & Trust Co., created a heavy call for flowers, for not only were there numerous handsome floral offerings presented by the other banks and trust companies to the new bank, but 10,000 flowers were given to all callers on the opening day. Among the florists who had large orders for the bank were: Doswell Floral Co., Lanternier's, Blossom Floral Co., Flick's Floral Co., and E. Wenninghoff.

St. Patrick's Day created a heavy call for green carnations this year, in fact, there was a more universal observance of the day here, this year than ever before, due, no doubt, to the Irish freedom. A large banquet of 300 Irish-Americans was held here and the decorations were very elaborate, green carnations being the principal flower used.

Green roses and tulips as well as green carnations were featured by Lanternier's for the St. Patrick's Day trade, and met with a very good sale. This firm also had a special sale on blooming plants, March 18, and report splendid results.

A two-weeks' special sale on ferns has been held by the Flick Floral Co. with much success. This firm has moved approximately 1,000 ferns. Cut bulbous stock and roses have also been retailed at cut prices by this store.

The Blossom Floral Co. furnished the decorations of southern smilax, palms and ferns for the Fishman ready-to-

wear store for its spring opening during Style Show week, which was held March 20-25.

Knecht & Freese are cutting a large crop of Columbia and Ophelia roses and callas. This firm recently purchased a new Ford delivery car. H. K.

Fredericton, N. B.

TRADE IS QUIET.

Trade the past week has been rather quiet although February business was good in many respects. Stock is in good supply and prices as a rule are down to the pre-war level, although lilies have sold as high as 20 cents per flower. The trade is optimistic as Easter approaches, with an abundant supply of good flowers to supply all requirements.

The Fraser Floral Co., of Moncton, N. B., has 24,000 carnation plants in fine condition and is cutting nearly 1,000 per day. The firm has another house devoted to roses and a third mostly to sweet peas.

J. Bebbington recently planted three houses each to annuals, tomatoes and lettuce. J. B.

NEW BERN, N. C.—T. W. Carlisle, formerly of Goldsboro, N. C., and others are building greenhouses near this city. While the plant will not be finished for some time the firm opened for business, March 15.

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Southern Wild Smilax, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Pittsburgh, Pa.

STOCK CLEANING UP WELL.

Business has held up remarkably well. While there have been no records broken, in fact the volume is smaller than last year, still everything is cleaning up in good shape, and the loss in volume is due to lower prices and not to a smaller supply, as everything in season is arriving in quantity. While most stores made a showing of green carnations, St. Patrick's Day did not cause much more than a ripple in this market. The demand for white carnations was heavier than usual, but the supply was sufficient. Whites brought a little higher price than the colored varieties for this day. The weather has been ideal from a grower's standpoint; bright sunshiny days with frosty nights with the thermometer hovering between 25 and 40 degrees. The supply of American Beauty roses has increased, but the demand is light. Most of the retailers prefer the long Premier to the American Beauty at this season. Roses are in short supply, due to the fact that most growers are cropping for Easter. American Legion, Premier, Columbia, Butterfly, Ophelia, Pilgrim, Richmond, Sunburst, Hilda, Ward and Double White Killarney are the kinds. Carnations were never better, but the supply has been too large to realize top prices. The supply of Easter lilies is small and the market clears daily at list prices. Callas are good property and it is surprising this item has grown the last two or three years. Snapdragon is more plentiful and is as popular as ever, cleaning up daily with not enough to supply the demand. Sweet peas are still abundant and low in price, and at times hard to move. It seems strange, but when a certain flower gets plentiful and cheap, the public pass them up for something that is not so common and higher in price. Tulips and jonquils are not so plentiful and the price has advanced. Lily of the valley and orchids are holding their own, with just about enough to supply the demand. Other seasonable items include yellow daisies, calendula, iris, and baby primrose, all of which find their way to the retailer's ice box.

NOTES.

Joseph E. Bonsall, of Salem, O., was a recent visitor. Mr. Bonsall grows early asters and delphiniums for the local market. Although 73 years of age, he superintends the planting and takes

PREPARED CYCAS LEAVES

(Best Quality Cycas on the Market.)

To introduce our stock to new customers we will ship 100 assorted sizes, up to 36 in. long for the special price of.....\$6.00

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

an active part in all the work from the beginning of the season until the last flower is shipped.

Ira Harper, of the A. W. Smith Co., is back at his desk after an illness covering a period of about two months. Carl Voelker, formerly employed by the A. W. Smith Co., has accepted a position with Thos. Malbranc, of Johnstown, Pa. Mr. Voelker will take up his new position at once.

John Keil and John Dietz, of the John Keil Co., East Liverpool, O., were recent visitors. Mr. Keil reports business so good that they have been forced to move into larger and better quarters.

The McCallum Co. will be represented at the Fifth National Flower Show, by E. J. McCallum, Chas. F. Edgar, W. T. Usinger, R. E. Gay, M. Wagner, and H. G. Frey.

Edw. Swayne, of West Chester, Pa., stopped here for a few days on his way home from California. E. C. T.

FLORA, ILL.—A. J. Kernstein recently purchased the Flora Greenhouses from Geo. Van Dyke, who bought them from Mr. Kernstein two years ago.

NEOSHO, Mo.—The H. S. Ely & Co. greenhouses, on North Mill street, was recently purchased by J. S. Cornish, E. S. Cornish, Geo. Dorrance, E. E. Dorrance and Arthur Hawk.

ESTHERVILLE, IA.—The Estherville Greenhouses, Theo. Neimouth, proprietor, were seriously damaged by fire recently, including the boiler room and many plants in the houses.

DRY MILLS, ME.—Merle E. Verrill is placing his greenhouses in good condition, which have not been in use for several years and intends to embark in the florists' business at an early date.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Salt Lake City.

INCREASED SUPPLY OF STOCK.

The sun has been working full time the last few days, and the supply of cut flowers, especially roses, has increased considerably. The growers are now able to fill all orders, the first time since last December, but there is not an oversupply at present. The price of roses has been reduced from \$6.00 to \$20.00 per 100. Ophelia, Hoosier Beauty and Dunlop are the best sellers, although all varieties sell quite well. The supply of carnations is hardly equal to the demand, and the price of these has not been reduced. Bulbous stock is the big seller in the pot plant line. Greens were very much in evidence St. Patrick's Day, especially at the many socials and dances. Green carnations were entirely cleaned up.

Robert Miller, manager of the Miller Floral Co., left March 18 for Indianapolis, Ind., where he is to act as a judge at the National Flower Show, March 25-April 1. It is recalled here, that Mr. Miller also acted as judge at the Denver Flower Show, which was held in that city some time ago. All the florists here wish him an enjoyable trip.

The Salt Lake Floral Co. reports business as good. Its cut of carnations has increased considerably in the last few days.

J. W. W.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE 579 154 N. WABASH AVE. CHICAGO ILLINOIS

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Mention the American Florist when writing.

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY
Wholesale Commission Florists

163-5 NO. WABASH AVE., CHICAGO
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen
Roses Mrs. Chas. Russell	\$6.00 @ \$35.00
" Butterfly	4.00 @ 20.00
" Columbia	4.00 @ 20.00
" Dunlop	4.00 @ 20.00
" Premier	6.00 @ 35.00
" Hoosier Beauty	4.00 @ 25.00
" Killarney Brilliant	4.00 @ 15.00
" White Killarney	6.00 @ 20.00
" Mrs. Geo. Shawyer	6.00 @ 20.00
" Milady	4.00 @ 25.00
" Mrs. Aaron Ward	4.00 @ 20.00
" Sunburst	4.00 @ 20.00
" Ophelia	4.00 @ 20.00
" Dbl. W. Killarney	4.00 @ 20.00
" Cecile Bruner	3.00
" Our Selection	6.00
Calendulas	4.00 @ 6.00
Daisies	1.50 @ 2.00
Cattleyas, per doz.	12.00 @ 18.00
Valley	6.00 @ 8.00
Carnation	3.00 @ 5.00
Easter Lilies	25.00
Sweet Peas	1.50 @ 3.00
Paper Whites	3.00 @ 4.00
Violets	1.00 @ 2.50
Freesia	4.00 @ 6.00
Tulips	4.00 @ 8.00
Jonquils	4.00 @ 8.00
Iris, per doz.	5.00
Pansies, dozen bunches	2.00
Adiantum	.75 @ 1.50
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Leucothoe	1.00
Sprengerli, Plumous Sprays,	
per bunch	.50 @ .75
Mexican Ivy	1.00
Boxwood, 35c per lb., case	9.00
Southern Wild Smilax, per case	7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Enough for two quarts either pink or
yellow, for a Dollar.

MCCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

**Matthew
Crawford
AND
Dr.**
Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
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Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia,
Russell, Milady, White Killarney and Kil-
larny Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association
NATIONAL SERVICE
General Office: FEDERAL LIFE BUILDING
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

When You Need Gardenias Cattleyas Valley Lilac

You are absolutely sure of getting your orders filled on short notice, if you depend on us to supply you.

Telegraph your orders. We can ship immediately.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing.

Philadelphia, Pa.

MODERATE DEMAND REPORTED.

The market the past week has been fairly satisfactory, not that there has been much of an increase in the business, but just a moderately steady demand that with the shortening up of most stocks has kept the supply from accumulating. Carnations are ahead of the demand and do not bring the price their high quality warrants, good stock selling as low as three and four cents. St. Patrick's Day demand helped a lot as all the whites were cleaned up for the week at from six to eight cents. Flesh colored sorts were also in demand for the same dyeing purpose. White roses and white sweet peas were also used to some extent. Snapdragon is now seen at its best, the quality is fine and it is sure of a place in all the retail stocks. Roses have shortened up considerably, few being carried over from day to day. There is an abundance of daffodils, mostly Emperors, which sell too low to allow much margin for the grower. Even the splendid long-stemmed King Alfred, with its large flower hangs fire at six cents. There are plenty of tulips and still some paper whites. Stocks in various colors sell fairly well, many of the flowers being fine. Some of the best Delphinium belladonna ever seen in this market was offered the past week. The Easter lily supply is increasing, mostly all L. formosum. There are quantities of callas but they all appear to find buyers with the price holding up very well. Southern gladiol are coming in limited quantities, some of the stock being almost equal to that grown in the greenhouse. Cut lilacs were never better; selling well at a stated price.

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 22.		Per 100
Roses, American Beauty...	\$10.00 @	\$100.00
" Russell	8.00 @	16.00
" Dunlop	6.00 @	12.00
" Pilgrim	8.00 @	16.00
" Crusader	8.00 @	20.00
" White Killarney...	6.00 @	16.00
" Ward	6.00 @	12.00
" Maryland	6.00 @	10.00
" Hoosier Beauty...	8.00 @	16.00
" Columbia	8.00 @	16.00
" Hadley	8.00 @	20.00
" Premier	8.00 @	16.00
" Ophelia	8.00 @	16.00
" Butterfly	8.00 @	16.00
" Cecile Brunner...		3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50 @	1.00
Asparagus Strings, doz...		12.00
B. Buttons	2.00 @	3.00
Calendulas, per bunch...	.75 @	1.00
Carnations, fancy	8.00 @	10.00
Carnations, ordinary	4.00 @	6.00
Cattleyas, per doz.	9.00 @	12.00
Callas	2.50 @	3.00
Easter Lilies	25.00	
Lily of the Valley		8.00
Smilax, per dozen		6.00
Violet	1.00 @	1.25
Cyripedums, dozen	4.00 @	6.00
Sweet Peas	2.00 @	3.00
Freesia	6.00	
Jonquils	6.00	
Myrsotis, per bch.	.50 @	.75
Polticus		4.00
Marguerites	3.00 @	4.00

BUFFALO, Mar. 22.		Per 100
Roses, White Killarney...	6.00 @	\$12.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Milady	6.00 @	18.00
" Maryland	3.00 @	10.00
" Sunburst	5.00 @	12.00
" Columbia	6.00 @	25.00
" Ophelia	6.00 @	15.00
" Russell	8.00 @	15.00
" Premier	6.00 @	18.00
" Cecile Brunner	4.00 @	5.00
Calendulas	4.00 @	6.00
Carnations	3.00 @	5.00
Easter Lilies	20.00 @	25.00
Mignonette	3.00 @	5.00
Narcissus, Paper White...	3.00 @	4.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	6.00 @	10.00
Sweet Peas	.50 @	3.00
Violets	.75 @	1.00
Freerias	3.00 @	6.00
Daisies	2.00 @	3.00
Golden Spur	3.00 @	6.00
Tulips	4.00 @	6.00
Calla Lilies	15.00 @	25.00

PHILADELPHIA, Mar. 22.		Per 100
Roses, Beauty, special ...	\$75.00 @	\$100.00
" Butterfly		15.00
" Ophelia	6.00 @	12.00
" Columbia	6.00 @	20.00
" Mrs. Chas. Russell	10.00 @	25.00
" Dbl. Wt. Killarney	8.00 @	15.00
" Hadley	12.00 @	25.00
" Sunburst	8.00 @	15.00
" Wards	4.00 @	8.00
" Premier	6.00 @	20.00
Adiantum	1.00 @	1.50
Asparagus, bunches	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.00 @	3.00
Carnations	2.00 @	6.00
Cattleyas	75.00 @	100.00
Easter Lilies	15.00 @	25.00
Lily of the Valley	6.00 @	8.00
Smilax		.35
Snapdragons, per doz. ...	1.50 @	3.00
Sweet Peas	.50 @	3.00
Violets, single	.50 @	1.00
Violets, double	.75 @	1.00
Callas	15.00 @	20.00
Daffodils	3.00 @	6.00
Tulips	5.00 @	8.00
White Lilac, per bunch...	2.00 @	2.50

NEW YORK SPRING SHOW.

There was considerable interest shown in this city in the New York spring show quite a number of the craft going over to New York city to inspect the beautiful exhibition. All were unanimous in their praise and declared it to be the best of these annual

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No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets
and Carnations

Berger Bros.

The Choice of the Market In

EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

events. They were also unanimous in their opinion that such a display was possible here and will be forthcoming just as soon as a suitable building was erected in which to hold it. Among those who attended were Mark Mills, Wm. K. Harris, S. S. Pennock, H. F. Michell, Wm. Kleinheinz, John Kuhn, A. R. Jones, W. Atlee Burpee, David Burpee, George W. Kerr, Frank M. Ross, Chas. Henry Fox, A. M. Campbell, Jacob G. Eisele, and others.

NATIONAL FLOWER SHOW EXHIBITORS.

The Robert Craig Co. is shipping a carload of fine dracaenas, specimen ferns and crotons to the Fifth National Flower Show at Indianapolis. The date of the exhibition, March 25-April 1, is too near Easter for them to make the display they would like. Other exhibitors from this city are Henry A. Dreer, Florex Gardens, John Andre, W. Atlee Burpee Co., Jos. Heacock Co., S. S. Pennock Co., Jos. G. Neidenger Co., H. Bayersdorfer & Co., M. Rice Co., Myers & Samtman, Wm. Kleinheinz and C. U. Liggit.

FLORISTS' CLUB MEETING, APRIL 4.

The April 4 meeting of the Florists' Club will be featured with an exhibition of Easter stock by all the large growers around the city. Chas. Henry Fox is sparing no effort to make his lecture, illustrated with artistically arranged flowers, one of the best, particularly for the retailer, ever given before the club.

NOTES.

Alfred M. Campbell, accompanied by S. S. Pennock, motored to Lancaster, Pa., March 16, to attend the meeting of the Lancaster County Florists' Association, before which Mr. Pennock delivered the illustrated lecture on his experiences while in Europe last summer. A full report will be found elsewhere in this issue.

Jos. G. Neidenger has just returned from a very successful trip to Boston, Mass., where he did a record breaking business in wreaths for Memorial Day.

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 SUPPLIES
 MILWAUKEE, - WIS.

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The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

Mr. Neidenger sails for Europe, March 25, to secure stock for his rapidly increasing business.

Eugene Bernheimer is settled at last in his new store, 15 South Mole street, which with its large window has quite an imposing front. A large ice storage box is being erected in the yard which is being roofed over and connected with the store.

The Leo Niessen Co. offer very fine Larkspur belladonna, lilac and high grade carnations. The St. Patrick's Day demand cleaned up the white varieties at double the price of other colors. Fine snapdragon is also a feature.

Berger Bros. report a fair business for the week. Daffodil King Alfred and other choice bulbous stocks, Easter and calla lilies together with sweet peas in quantity are features here.

Edw. Reid is very strong on Ward carnations because he says they are the kind that sell best. Choice snapdragons, roses and sweet peas are also quantity items.

Edw. Dornheim is now a full fledged retailer, having given up his position with the Berger Bros. to devote his entire time to 60th street store.

Manager Lynch of the Philadelphia Growers' Cut Flower Market, reports roses shortening up with a good demand for all they can supply.

Wholesale Flower Markets

PITTSBURGH, Mar. 22.		Per 100
Roses, Beauty, spl., doz...	\$ 9.00	\$60.00
" " fcy., doz...	7.50	45.00
" " ex., doz...	6.00	25.00
" " No. 1, doz...	4.00	15.00
" American Legion...	8.00	25.00
" Killarney	6.00	15.00
" Maryland	6.00	15.00
" Sunburst	6.00	15.00
" Mrs. Aaron Ward...	6.00	15.00
" Russell	8.00	25.00
" Columbia	6.00	20.00
" Ophelia	6.00	15.00
" Hilda	6.00	15.00
" Premier	8.00	25.00
" Madam Butterfly...	8.00	20.00
Carnations	3.00	6.00
Calendulas	2.00	4.00
Calla Lilies, per doz...	2.50	3.00
Lilies	20.00	25.00
Valley	6.00	
Ferns, per 1,000	4.00	
Galax, per 1,000	2.00	
Plumous, per bunch...	.50	
Sprengerl, per bunch...	.60	
Smilax, per doz. strings...	3.00	
Sweet Peas	1.50	4.00
Violets	1.00	
Baby Primroses	.50	1.00
Narcissus, Paper Whites...	4.00	6.00
Jonquils	4.00	6.00
Tulips	4.00	8.00
Snapdragons, per doz...	.75	2.00
Pussy Willows	4.00	8.00
Acacia, bunch	2.50	
Iris	15.00	

MILWAUKEE, Mar. 22.		Per 100
Roses, Killarney, W. K'l'y.	4.00@	\$12.00
" Premier	8.00@	25.00
" Ophelia	4.00@	15.00
" Columbia	6.00@	20.00
" Ward	4.00@	12.00
" Hoosier Beauty	6.00@	20.00
" Butterfly	6.00@	18.00
Carnations	4.00@	6.00
Hyacinths	8.00@	12.00
Orchids, Cattleyas, doz...	9.00@	12.00
Strawflowers, bunch	.25@	.60
Sweet Peas	1.00@	2.00
Violets	.75@	1.00
Wild Smilax, per case...	7.50	
Fancy Ferns, per 1,000...	4.00	
Paper Whites	4.00@	6.00
Calendulas	4.00@	8.00
Galax, per 1,000	4.00@	6.00
Asparagus, per bunch...	.50@	.75
Valley	4.00@	6.00
Lilies, per doz	3.00	
Callas, per doz	2.50@	3.00

Macaw Bros., Norwood, have just added another five-ton truck to their fleet, the largest of which carries 15 tons.

K.

THE McCALLUM CO.

Manufacturers—Importers

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MINNEAPOLIS, MINN.**RICE BROTHERS**

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

ST. LOUIS, Mar. 22.		Per 100
Roses, Premier	\$4.00@	\$15.00
" White Killarney	3.00@	8.00
" Columbia	4.00@	15.00
" Crusader	5.00@	10.00
" Ophelia	4.00@	15.00
" Russell	4.00@	20.00
" Ward	3.00@	6.00
" Butterfly	5.00@	12.50
" Sunburst	5.00@	12.50
Carnations	4.00@	8.00
Valley	6.00	
Mignonette	8.00@	10.00
Sweet Peas	.40@	1.50
Violets	.30@	.60
Callas, per doz	10.00@	20.00
Lilies, per doz	20.00@	25.00
Leucothoe	.75	
Galax, green, per 1,000...	1.50	
Galax, bronze, per 1,000...	1.50	
Ferns, per 1,000	4.00	

CINCINNATI, Mar. 22.		Per 100
Roses, Premier	\$6.00@	\$20.00
" Russell	6.00@	20.00
" Columbia	6.00@	20.00
" Butterfly	6.00@	20.00
" Pink Killarney	6.00@	20.00
" White Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	20.00
" Ophelia	6.00@	20.00
" Baby Doll	3.00@	4.00
Daffodils	4.00@	6.00
Freelias	4.00@	6.00
Rubrum	4.00@	8.00
Calla	12.50@	15.00
Primulas	1.00	
Violets	1.00@	1.50
Ferns, per 1,000	3.00	
Galax, per 1,000	1.50	
Leucothoe	5.00	
Plumous (south) per bch...	.25	
Smilax, per string	.15@	.25
Hyacinths	4.00@	6.00
Coontie Leaves	2.00	
Mahonia Leaves	1.00	

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

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Phone Chelsea 8071.

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Price \$1.00 Postpaid

AMERICAN FLORIST CO.

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New York.

NO IMPROVEMENT IN BUSINESS.

The condition of business for the past week was much the same as reported for several preceding weeks. There was plenty of stock to supply all demands and as one wholesaler said: "We can keep it moving by selling cheap." The spring show was the outstanding feature of the week and there can be no doubt that ultimately these shows will be a great benefit to the business. In a good flower show the people get publicity first hand and in a manner that cannot be misunderstood. We will venture the assertion that the flower shows that have been held in the leading cities of this country in recent years have been greater helps in promoting business than all the combined "publicity campaigns."

March 20—Business is fairly active today, with tea roses somewhat firmer. Gardenias and sweet peas are in surplus, also heavy stocks of Easter lilies and callas. The clear and cool weather that continued through the past week was broken up last night by rain, which still continues.

SOUTH AMERICAN PLANTS.

An expedition that was headed by Dr. Henry H. Rusby, dean of the school of pharmacy of Columbia university, has returned after nine months spent in Bolivia and Brazil. It may be supposed that an expedition headed by an M. D. would be on the lookout for medicinal plants and such seems to have been the case, but it also had an eye for beauty. Dr. Rusby and his party found amaryllis that are said to run the gamut of colors. Their explorations were largely in Bolivia, where in addition to the amaryllis they found many kinds of catalpa, custard apples, which are something like Missouri's famous paw paws but larger, and other noteworthy fruits and flowers. They gathered many specimens that the natives use for drugs, but Dr. Rusby does not put great faith in them. He says that the much vaunted knowledge of savages as to the uses of herbs and roots for medicinal purposes is often merely superstition. This does not imply that Bolivia is exclusively inhabited by savages, but a book published about 20 years ago, listed as a part of the population: "Indians in a savage state, 240,000."

FLORISTS' CLUB BANQUET.

The annual dinner of the Florists' Club was held at the Hotel Biltmore, on the night of March 15. An interesting feature connected with the event was the presentation to Past President Hendrickson of a silver service by members of the club. A. M. Henshaw, also a former president, in a clever speech, presented the valuables. An appropriate reply in grateful acknowledgement of the gift, was made by Mr. Hendrickson. President Irwin, in behalf of the club, had previously extended a welcome to all present, the number being about 300. Aside from the foregoing ceremony there was no formal speechmaking. Dancing was indulged in between the dinner courses and after the banquet to a late hour. The prize for the best dancing was won by Mrs. G. E. M. Stumpp.

NOTES.

"The flower is coming into its own. The flower show is gradually supplant-

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ing the horse show in the hearts of society. The reason is simple; more people now possess rare flowers; than own blooded horses." So said Joseph A. Millang, the well known florist, to a reporter of a local newspaper in a recent interview.

E. J. Hession and P. J. McKenny, two well known retailers who have been ill for some weeks, are up and about again, we are pleased to state.

Frank McDonald, of Dalonsky & McDonald, Boston, visited the markets, March 20.

Eugene Dailedouze and wife returned from Florida, March 17.

A. F. F.

Allied Florists' Trade Association of N. Y.

A. M. Henshaw, president of the Allied Florists' Trade Association, in speaking of his recent trip abroad, the main object of which was to better the conditions for obtaining supplies, especially from England, says that he was entirely successful along these lines, and that in the future it will be much easier to procure all general florists' supplies. He found that the florists overseas were beginning to enjoy a real prosperity, after the slump of the last six or seven years. Among other interesting facts, he states that the Royal Horticultural Society stages a flower show at intervals of every two weeks, which is a grand medium of advertising, although costly to the florists taking part. Florists in England are intensely interested in our advertising campaigns, and are carefully watching us.

Due to the strike among the lithographers, thus delaying the receipt of the association's window-stickers, added to that caused by the holding of the National Flower Show at Indianapolis, the mass meeting has been postponed to be held during the week of April 3. The circular pamphlet containing the cuts of the proposed advertising, etc., is practically completed, in fact just awaiting the window-stickers. We hope to mail them out to the trade at an early date.

Lincoln Pierson, president of the Co-operative Rose Growers' Association, is still confined to his home, thus holding up their end of the work. This will explain to many rose growers why they have not received any notices, literature, etc.

AUBREY S. NASH, Sec'y.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society was held March 5, at Glen Cove, L. I. President William Miestead opened the meeting and Andrew Johnson of Roslyn, L. I., was elected to active membership. President Miestead appointed John F. John-



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son, Joseph Adler and George Answorth to judge the exhibits and their decisions were as follows:

Pot of tulips, Thos. Twigg, 1st; 12 roses, Thos. Twigg, 1st; 12 carnations, James Mc Carthy, 1st. The society will hold a tulip show again this year, the executive committee to draw up a schedule and make arrangements.

The exhibits for the April meeting will be 12 spikes of antirrhinums, three heads of cauliflower and three heads of lettuce. The society meets the second Wednesday of each month at 7 p. m. in Pembroke hall, Glen Cove, L. I.

ARTHUR COOK, Sec'y.

AMBOY, ILL.—Mrs. Clara W. Emery, owner of the Amboy Flower Shop, has associated her sister, Mrs. Anna E. Smith, formerly of Aurora, Ill., with her in the business.

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NEW YORK, Mar. 22. Per 100

Roses, Beauty	\$ 6.00 @	\$ 75.00
" Premier	4.00 @	25.00
" American Legion	4.00 @	25.00
" Crusader	6.00 @	35.00
" Golden Ophelia	3.00 @	8.00
" Columbia	3.00 @	20.00
" Pilgrim	3.00 @	12.00
" Hadley	4.00 @	35.00
" White Killarney	2.00 @	10.00
" Dbl. Wt. Killarney	3.00 @	20.00
" Dunlop	3.00 @	15.00
" Aaron Ward	4.00 @	10.00
" Ophelia	3.00 @	15.00
" Scott Key	8.00 @	50.00
" Sunburst	2.00 @	15.00
" Mdm. Butterfly	4.00 @	15.00

Adiantum Croweatum and Hybrid	1.00 @	1.50
Asp. Plumosus, per bch. ..	.25 @	.75
Carnations	1.50 @	4.00
Carnation Laddie	8.00 @	10.00
Cattleyas	15.00 @	75.00
Daisies, Yellow	1.00 @	6.00
Gardenias, per doz.	1.00 @	4.00
Iris, per doz.	2.00 @	3.00
L. Rubrum	8.00 @	15.00
Leucothoe, per 1,000	5.00 @	7.00
Lilies, White	12.00 @	15.00
Lily of the Valley	1.00 @	6.00
Mignonette, per doz.	.50 @	.75
Snappdragons, per doz.	.50 @	2.00
Smilax, doz. strings	1.25 @	2.00
Galax, green and bronze, per 1,000	1.50 @	2.50
Ferns, per 1,000	2.00 @	2.50
Violets	.15 @	.50
Sweet Peas	1.50 @	3.00
Callas, per doz.	1.50 @	3.00
Lilac, per bunch	1.00 @	1.50
Tulips, per doz.	.35 @	.40
" Darwins, per doz.	.75 @	1.00
Asp. Plumosus, per bunch, southern	.15 @	.50
Pansies, cut	.75 @	1.50
Narcissus, yellow	.35 @	.50
Hyacinths, cut, per doz. ..	.40 @	.50

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Between 26th and 27th Sts.

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Chas. H. Grakelow

Broad St., at Cumberland

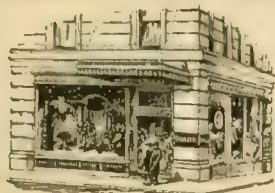
Central City Shop, 1908 Market St.

Member of Florists' Telegraph Delivery.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.



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341 Madison Ave.
Opp. Hotel Biltmore
New York

Fifty Years
Exacting
Fulfillment.



CHICAGO.

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Buckingham 1000

Send us your retail orders

We have the Best Facilities in the City
No Branch Stores. Established 1857

Member of Florists' Telegraph Delivery.

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

TERRE HAUTE, IND.

THINK OF HEINL'S

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

CHICAGO.



77-79 E. Madison Street

Milwaukee, Wis. ←

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery



FROM NEW YORK EXCEPT AS NOTED.

March 28.

Rochambeau, French Line (Havre).
FROM PHILADELPHIA, Lexington, Furness Lines (Liverpool).
FROM PHILADELPHIA, Stanmore, Furness Lines (Newcastle-Dundee).
FROM PHILADELPHIA, Maryland, I. M. M. Lines (Antwerp).

March 29.

FROM BALTIMORE, Manchester Mariner, Furness Lines (Manchester).
FROM HAMPTON ROADS, Mackinaw, I. M. M. Lines (Antwerp).
FROM BOSTON, Pakarian, I. M. M. Lines (Liverpool).

March 30.

FROM GALVESTON, Bolivian, I. M. M. Lines (Liverpool).
FROM GALVESTON, Naperian, I. M. M. Lines (Liverpool).

March 31.

Syria, Fabre Line (Marseille).
FROM HAMPTON ROADS, Maryland, I. M. M. Lines (London).

April 1.

Noordam, Holland-America Line (Rotterdam).
La Lorraine, French Line (Havre).
Montana, I. M. M. Lines (London).
Albania, Cunard-Anchor Line (Liverpool).
Tarantia, Cunard-Anchor Line (Glasgow).
Southwestern Miller, Furness Lines (London).
Colombo, Transatlantica Italiana (Genoa-Naples).
FROM PORTLAND, Regina, I. M. M. Lines (Liverpool).
FROM NEW ORLEANS, Maasdam, Holland-America Line (Rotterdam).
FROM WEST SAINT JOHN, Manchester Hero, Furness Lines (Manchester).
Celtic, I. M. M. Lines (Liverpool).
Montana, I. M. M. Lines (London).
Bovic, I. M. M. Lines (Manchester).
Kronland, I. M. M. Lines (Antwerp).
FROM PORTLAND, Canadian Ranger, Cunard-Anchor Line (London).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)



Bees Ltd
Bold Street

LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

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CHICAGO

75 E. Adams St.

Wittbold and Son

HENRY FLORAL FLORISTS
EVANSTON, ILL. 3025 Central St.

Member of Florists' Telegraph Delivery.

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ROCHESTER, N. Y.

J. B. KELLER SONS, FLORISTS

25 Clinton Avenue N

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.

We reach the whole of Utah and to Central part of Nevada and Idaho

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LITTLEFIELD, Florist WORCESTER, MASS.

Mention the American Florist when writing.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY, MISSOURI.

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

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CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

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Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

OMAHA, NEB.

Hess & Swoboda FLORISTS

1415 Farnum St.

PHONES
1501 and 11582

Member of Florists' Telegraph Delivery.

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NEW YORK.

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(Successor to Charles E. Grunewald)
FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists

Filling Telegraph Orders.

Albany, N. Y.—Danker's.
Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn, the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunne.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August K. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Seery.
Paterson, N. J.—Edward Seery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosalia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

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FOR ST. LOUIS

WIRE

Grimm & Gorly

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Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heintz & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
Rhineclander
107-420-775

Member of Florists' Telegraph Delivery.

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Bronx, New York City

Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK. Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G.E.M. Stumpff

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS

South Jefferson Street Dayton, O.
Elks' Building
Telegraph orders for Dayton will receive our immediate and careful attention.

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BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

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AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

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PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

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El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Albany, N. Y.

Dankier
FLORIST

The Best Service



Mention the American Florist when writing.

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

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NEW YORK

Chatmas Florists

CHATMAS BROS.

2726 Eighth Avenue

Bet. 144th and 145th Sts.

Telephone Audubon 6044.

Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

W.J. Barnes
FLORIST AND

Kansas and Western
Missouri.

Up-to-date Service.

F. T. D. Est. 1890

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Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing.

MICHIGAN.

Orders will be carefully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing.

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JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

Eleven Stores

Main Store—Lewis Ave. Cor. Hancock St

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

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WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing.

Randolph & McClements



5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing.

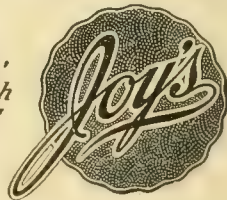
Orders in or around Washington, D.C.

Geo. C. Shaffer

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900 Fourteenth Street

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STORES
Chattanooga
and Atlanta

MEMBER
Florists'
Telegraph
Delivery



Mention the American Florist when writing.

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44 Carmine Street

Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago



Mention the American Florist when writing.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

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New York's

SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhineland 0202 and 0203

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Will be delivered for the tra. in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park Floral Co.B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.

WASHINGTON
D. C.**Gude's**GUDE BROS. CO.
FLORISTS
214 F ST NW
WASHINGTON D.C.

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

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Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

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ROANOKE, VA.

FALLON, Florist.

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Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.
167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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BROOKLYN, N. Y.

HUGO H. JAHN
—FLORIST—710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.
Every Flower in Season.

Mention the American Florist when writing.

New York. Telephone
Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Chicago, June 19-20, 1922.

ALBERT DICKINSON, Chicago, and wife were at Nassau, Bahamas, March 14.

VISITED CHICAGO: Robt. Fulton, of Yokohama, Japan, returning from the east.

M. VAN WAVEREN & SONS, LTD., Hille-gom, Holland, are celebrating the centenary of their firm this year.

ONION SETS in the Chicago district are reported scarce this week, whites and yellows, \$2.25, reds a trifle lower.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade March 22 were as follows: Timothy, \$4.25 to \$6.85 per 100 pounds; Red Clover, \$15 to \$21.

BAKERSFIELD, CALIF. had the first snowfall in its history March 17, the fall estimated at three inches, by local authorities, one inch remaining on the ground.

LEM W. BOWEN, of D. M. Ferry & Co., Detroit, Mich., and wife are sailing the Carribean sea, not the Mediterranean, as previously mentioned in these columns.

J. C. BROWN has succeeded the late B. F. Brown as president and manager of the Brown Bag Filling Machine Co., Fitchburg, Mass., Perry I. Wilson, assistant manager.

FORMER vice-president of Air Nitrates Corporation, says the \$88,000,000 nitrate plant at Muscle Shoals stands as a monumental failure of government effort in private enterprise.

AT Chicago counter trade in seeds has been poor all through March and this week extra bad, because of snow and cold wind with a night temperature below 30 degrees.

BOSTON, ENG.—Mr. and Mrs. Arthur Leslie Deal are rejoicing in the birth of a daughter March 2. Mr. Deal is well known to the American trade as a representative of W. W. Johnson & Son, Ltd., of this place.

In general, a heavy producing area of a particular kind of farm seed is also a heavy consuming area of that seed, and in most cases is the area in which relatively greater quantities are used than elsewhere, according to the government reporter.

PICTURE contests and like fake stunts feature the drives of several western mail order seed houses this season. Straight-forward seed and plant offers without trimmings are becoming scarce. Farmers and their families in their 1922 study of economics seem to be looking for prizes with all their purchases.

ROCKFORD, ILL.—The peak of the season is on here now in the mail order trade. R. H. Shumway is running over 2,500 orders a day, and booked nearly 100,000 orders to date, on a catalogue issue of less than 200,000.

It is reported that the senate finance committee has written into the seed paragraph of the tariff law now under consideration, the following: "All other seeds not especially provided for shall be dutiable at eight cents per pound."

New York seedsmen report that Assemblyman Witter, Tioga county, introduced a bill requiring that the country of origin of red clovers and alfalfa must be stated and every package of special mixture must be labeled regardless of the size of the package, while the present law has a limitation of eight ounces and over. This bill has passed as originally drawn. The governor has granted a hearing to the New York seedsmen in regard to it. This is Senator Ferris' bill 751.

Government Seeds.

Among the resolutions adopted at the recent London meeting of the International Chamber of Commerce was one which declared that "government control of or participation in industry and commerce discourages individual initiative and renders trade conditions uncertain and artificial." The resolution further set forth that government control of industry and commerce should be discouraged and private enterprise encouraged in all lines of industry and commerce.

[Some trade member of the International Chamber of Commerce should call its attention to the fact that our United States government continues to buy and give away common garden seeds as bribes to voters while permitting our disabled soldiers to beg on the public streets because of lack of government funds.—Ed.]

Hubam Clover Falls in Wisconsin.

The extravagant statements regarding Hubam, the annual white blossom sweet clover, and the big advantages claimed for the crop in the mass of propaganda circulated around the country has caused considerable unnecessary excitement among farmers, but

so far all the experimental work carried out at the Wisconsin Experiment station for three years fails to show any advantages over other crops that should warrant the high prices demanded for the seed, according to R. A. Moore, of the agronomy department of the University of Wisconsin. Similar results have also been obtained at Ohio, Missouri and North Dakota experiment stations in their tests.

During the three years at Wisconsin the crop was a failure with a nurse crop; gave a very poor crop when broadcasted because of the competition with weeds and wild grasses; gave a poorer quality of hay than the biennial white blossom variety; it did not increase the organic matter of the soil as much as other crops; it did not stand drought nor acid soil as well as such crops as alfalfa, red and alsike clover and the biennial white blossom sweet clover.

"Where the crop was grown as a cultivated crop under garden conditions in rows, five bushels of seed was obtained from an acre. When grown under these conditions the crop may prove of value to bee men as a honey crop. As long as farmers are willing to pay exorbitant prices for the seed it will pay to grow it for seed, but so far the experiments fail to show that it is a crop that can begin to compare with our common clovers and alfalfa as a forage crop. There is a possibility for it as an emergency hay crop, but its worth has not as yet been demonstrated in Wisconsin," said Mr. Moore.

Field Seeds—Retail Prices.

The retail prices of field seeds on March 1 were lower for many kinds than on the corresponding date last year, according to reports received by the United States Department of Agriculture. Outstanding exceptions to this are red clover, redtop and Kentucky bluegrass, which are selling at 17 per cent, 45 per cent and 55 per cent, respectively, higher prices than last year.

Among the items for which lower retail prices are reported and the approximate average percentage of reduction are the following: Alsike clover, 16 per cent; sweet clover, 26 per cent; alfalfa, seven per cent; timothy, 11 per cent, soy beans, 25 per cent, and seed corn, 18 per cent. The average price

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Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

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Alfred J. Brown Seed Co.

Growers of

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Grand Rapids, Mich.

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SALSIFY AND MIXED SWEET PEAS.

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Wholesale Seed Grower
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QUALITY—SERVICE

SPECIALTY

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomsdale
Farm

BRISTOL, PA.

of rape seed for planting purposes, both retail and wholesale, is the same as a year ago.

In the aggregate the spread between wholesale and retail prices of seeds this season appears to be less than in 1921. For example, the average retail price of red clover on March 1 was only about four per cent higher than the average wholesale selling price, while on or about the same date last year was 15 per cent higher. Sweet clover was 35 per cent higher in 1922 and 45 per cent higher in 1921; alfalfa 10 per cent higher in 1922 and 25 per cent in 1921, and timothy 20 per cent higher in 1922 and 35 per cent 1921.

The accompanying table shows the retail prices on March 1 for the various kinds of seeds by geographical divisions. The retail price of cotton seed for planting, not shown in the table, ranges \$3.90 to \$6.25 per 100 pounds, averaging \$4.55.

RETAIL PRICES GEOGRAPHIC DIVISION.

[In dollars per 100 pounds, except seed grains, which are per bushels.]

Kind of seed.	North and mid- dle Atlantic.	East central.	North central.	West central.	Southwestern.	North Pacific.
Clovers:						
Red clover.....	28.00	26.35	25.75	24.85	26.10	26.80
Alsike clover.....	23.60	22.15	23.35	22.20	23.50	24.15
White clover.....	49.90	46.55	51.25	50.55	59.00	56.10
Sweet clover.....	11.55	11.70	10.20	10.85	12.95	14.10
Alfalfa.....	22.30	21.90	23.00	19.10	19.95	22.45
Grasses:						
Timothy.....	9.10	8.90	7.90	8.00	8.35	11.10
Redtop.....	28.35	28.20	30.15	26.45	25.10	31.90
Kentucky blue grass.....	53.30	54.40	50.90	53.40	53.50	55.75
Orchard grass.....	24.00	22.55	24.00	23.65	25.50	28.15
Millet:						
Golden millet.....	4.20	3.95	3.80	2.85	3.15	5.85
Common millet.....	3.90	3.20	3.25	2.50	2.65	5.65
Siberian millet.....	4.30	4.20	3.50	2.45	3.30	5.45
Hungarian Millet.....	5.10	3.90	4.65	2.50		6.25
Japanese millet.....	6.80	7.25	7.50	4.85	6.80	7.60
Sorgos ("cane"):						
Amber sorgo.....	4.05	3.95	4.05	2.55	2.50	
Orange sorgo.....	4.70	3.65	4.00	2.45	2.40	
Sudan grass.....	8.30	6.80	6.20	5.15	4.30	11.40
Rape.....	11.50	11.25	11.30	11.10	13.20	11.55
Vetches:						
Hairy vetch.....	15.10	13.40	15.00	13.25		18.00
Common vetch.....	8.15	8.55	10.00	8.50		7.15
Cowpeas.....	5.30	4.90	6.25	5.20	4.60	5.40
Soy beans.....	4.90	4.30	7.10	5.45	5.00	
Seed potatoes.....	3.50	3.35	2.40	3.30	4.35	2.85
Seed grains:						
Seed corn.....	2.00	1.90	2.10	1.45	2.00	3.90
Seed wheat.....	2.70	2.05	1.80	1.50	1.95	1.60
Seed oats.....	.95	.70	.55	.50	.65	.65
Seed barley.....	1.95	1.25	.75	.95	.95	1.15
Seed rye.....	2.15	1.60	1.50	1.30	1.50	1.10
Seed buckwheat.....	2.10	1.85	1.70	1.70		

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KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; ¼ oz., 90c; ¼
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
¼ oz., \$1.30; 1 oz., \$5.00.



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HAVEN SEED CO.

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Catalogues Received.

Emmett Dove, Rockville, Md., dahlias;
Western Seed Co., Los Angeles, Calif.,
seeds, bulbs and plants; Metzner Floral
Co., Mountain View, Calif., gladioli;
McCallum Co., Pittsburgh, Pa., green-
house supplies; Pittsburgh Cut Flower
Co., Pittsburgh, Pa., florists' supplies;
R. Vincent, Jr. & Sons Co., White
Marsh, Md., florists' plants; B. Ham-
mond Tracy, Inc., Wenham, Mass.,
gladioli and dahlias.

Grass and Clover Seed Prices.

The following were the wholesale
prices in dollars per 100 pounds on
timothy, Kentucky blue grass, red top
and red clover at principal points of
distribution, March 4, 1922, as given
by the government reporter of March
11, 1922:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	\$7.50	\$51.00	\$24.00	\$25.00
Baltimore	7.25	49.50	23.00	26.00
Richmond	8.00	51.00	24.00	26.00
Buffalo	7.50	50.00	24.00	26.00
Toledo	7.05	48.00	25.00	26.75
Louisville	7.50	50.50	25.00	26.25
Chicago	7.35	51.50	25.00	26.50
Minneapolis	6.90	51.00	23.40	26.50
St. Louis	7.15	60.00	25.00	25.50
Kansas City	7.25	55.00	24.40	26.00
Denver	8.00	48.00	26.00	23.50
Salt Lake City	8.00		25.00	24.50
Average for the United States same date:				
1921	\$7.00	\$27.15	\$14.50	\$19.90

ASPARAGUS PLUMOSUS NANUS, NEW CROP

Price Per 1000 Seeds..... \$3.00
10,000 lots..... @ \$2.75 per 1000

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BAMBOO CANES, natural and dyed green
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RAFFIA, natural or colored, dependable
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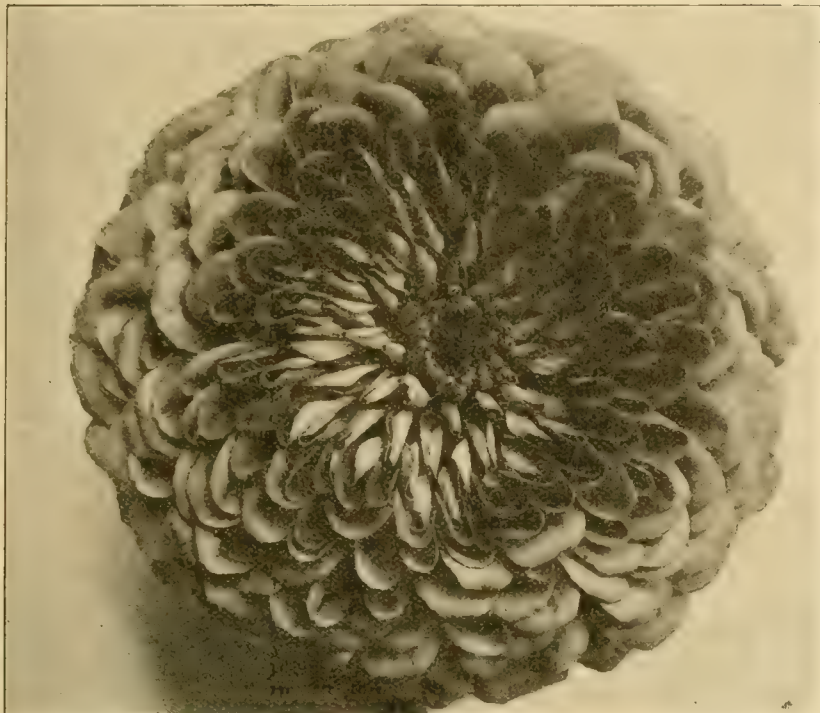
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are now being mailed to the trade' If you have not received a copy to date and are interested in securing really first-class stock, kindly write us.

We are offering this year:

Dahlia - Flowered Zinnias

in separate colors, as well as many other novelties in **Zinnias, Asters and Sweet Peas.**

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The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

At the recent exhibition of the Women's National Farm and Garden Association in the Art Institute, Chicago, Olmsted Bros., of Brookline, Mass., were represented by pictures of estates and gardens and Welles-Bosworth, of New York, garden plans.

Horticultural Service.

Prof. Frank A. Waugh, chief of the division of horticulture, Massachusetts Agricultural college, Amherst, at the recent conclusion of the nursery practice short course given by the college, account of which appeared in our issue of March 18, page 456, pointed out certain advantages enjoyed by eastern nurserymen and especially by those in New England. The nurseryman there is in close contact with his customers and can retain the same customer year after year, which stabilizes the business and reduces the cost of selling. Thus the nurseryman is able to give a considerable amount of personal service along with his stock, which in many cases is more valuable than the stock itself. This service, Prof. Waugh believed, should be charged and paid for at a uniform rate.

Although this class of work is often called landscape gardening, it really is horticultural service, for it also includes the trade in nursery stock. By giving immediate and practical assistance to customers in their problems ample opportunities for developing good business are opened up.

Spruces from Cuttings.

Referring to the propagation of blue spruce from cuttings by the D. Hill Nursery Co., Inc., of Dundee, Ill., mentioned in our issue of March 18, page 456, P. M. Koster, the well known blue spruce specialist, of Koster & Co., Bridgeton, N. J., writes as follows:

"Why, yes, *Picea pungens glauca* Koster can be grown from cuttings. We have done so often but we found that they are very little use as they grow exceedingly slowly. It takes years before they make a decent plant.

"I wonder why the Hill concern grows them from cuttings. They claim they have thousands and thousands of *Picea excelsa*, and when one has plenty of stocks, why not graft them? We have had stocks from different parties who claimed they had *Picea excelsa* which we denounced as such while other experts also agreed with us. We also had samples of *Picea excelsa* which were good plants, whereas the stock received was of such inferior quality that we had to return them all. Not all, we kept a few hundreds which all died. There are some difficulties, as you will see from this letter, to grow Koster's blue spruce.

"We also have difficulty in obtaining the true 'Koster.' Some people, with whom we never did any business, while yet in Holland claimed that they bought the original plants from us. Still we do not despair. The variety is too useful not to be grown."

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Dignified, Exclusive Profession not over-run with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information: it will open your eyes. Do it today.

American Landscape School, 15-J, Newark, New York

Apples in Oiled Wrappers.

Results during 1921 in preventing apple scald in stored apples by the use of oiled-paper wrappers have confirmed all previous reports that the trouble may be controlled in this way, if the oiled wrappers carry a sufficiently high percentage of oil. The United States Department of Agriculture has recommended that the wrappers should carry 15 to 20 per cent of oil if they are to be effective in preventing the development of scald. When wrappers carrying a low percentage of oil, in some cases as low as five per cent, have been used poorer results have been obtained.

The demand for the right type of oiled wrappers for apples has been so great that many of the orders from growers have not been filled. About 80,000 boxes of apples were packed in oiled wrappers at Wenatchee, Wash., last season, and a similar number at Yakima, Wash.

Scald is a transportation and storage disease that is produced by gases given off by the apples themselves. The disease is greatly favored by a warm storage and by delays in reaching storage. It is particularly serious on the York Imperial, Grimes, Arkansas (Mammoth Black Twig), Rome Beauty, Rhode Island Greening, Stayman Winesap, Wagener, and Baldwin varieties. In mild cases the apple is merely tinted with brown, but in more severe cases the entire skin layer is killed. The disease looks like an apple rot, but is rather a cause of rot. The gases which cause scald can be removed by ventilation or by absorbing them with oils. Apples scald far less in boxes, crates, or ventilated barrels than in the usual commercial barrels, but scald can be entirely prevented by storing the apples in oiled, not waxed, wrappers. This treatment has been found completely successful even when susceptible varieties have been placed in unventilated storage and held far beyond their usual storage season.

"Plan to Plant Another Tree" Week.

The Illinois State Nurserymen's Association, in its "Plan to Plant Another Tree" week, full account of which appeared in our issue of March 4, page 360, held March 12-19, has met with great success. Hundreds of organizations have held meetings during the week on this subject and 1,300 moving picture theatres throughout Illinois are running slides at every performance, entitled: "Plan to Plant Another Tree; Plan in March What to Plant in April."

More than 300 newspapers throughout the state are featuring various subjects pertinent to the industry, such as "Varieties of Fruit to Plant in Illinois;" "Twenty-five Best Shrubs for the State," and others. Prominent men and women of Illinois are interested in and working for the success of the movement.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

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WEST GROVE PENNA.
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	Per 100	1,000
50,000 2-in., Geraniums, Ricard Poitevine, Nutt, Montmort.		
Perkins, Viaud, Buchner, etc.	\$5.25	\$50.00
2 1/4-in., Heliotropes, 3 varieties.	4.00	38.00
2 1/4-in., Marguerites, 3 varieties.	5.00	45.00
2 1/4-in., Stocks, 2 varieties.	3.25	30.00
2 1/4-in., Calendula Orange King.	3.00	28.00
Also abundance of other stock. Liberal extras for early orders.		

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HARDY ENGLISH IVY

2 inch, \$2.75 per 100, \$25.00 per 1000.
3 inch, 3.75 per 100, 35.00 per 1000.

Good, bushy plants in 4-inch pots, tied up to 3-inch stakes, \$4.80 per doz., \$25.00 per 100.

HARDY

Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in our March price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scotti and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3-inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

March Price List Ready.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

HILL'S CHOICE NURSERY STOCK

FOR FLORISTS' TRADE

Transplanted Evergreens			Hill's Specimen Evergreens			Deciduous Lining Out Stock		
Strong, heavy and well rooted. Prices listed are 100 rate. Send for 1,000 rate prices.			Balled and Burlapped (B&B) Prices quoted apply to 5 or more of a single variety and size.			Shade Trees, Shrubs and Vines. Extra Choice Stock.		
	Inch	Each		Feet	Each		Inch	Each
1000 Abies (Fir)	6-8	\$0.13	75 Tsuga Canadensis	3-4	\$ 3.50	5000 Acer Platanoides	6-8	\$0.05
2000 Tsuga Canadensis	6-8	.18½	200 Juniperus Virginiana	2-3	2.50	2000 Berberis Thunbergii	4-6	.03½
Juniperus (Juniper)			100 Juniperus Glauca	2-3	3.50	200 Cornus Alternifolia	10-12	.05
1200 Canadensis	8-10	.20	250 Pinus Mugho Compacta	1-1½	2.00	500 Crataegus Punctata	6-10	.08½
750 Horizontalis	6-8	.32½	200 Thuya Pyramidalis	2-3	2.50	200 Forsythia Intermedia	10-12	.07
2000 Virginiana	12-18	.25	Transplanted Shrubs and Vines			4000 Juglans Nigra	12-18	.03
Picea (Spruce)				Feet	100	1000 Ligustrum Ibota	12-18	.05
2000 Excelsa	12-18	.17½	500 Berberis Thunbergii	1	\$17.50	500 Lirodendron Tulipifera	18-24	.05
Pungens	8-10	.16½	100 Cornus Alternifolia	2-3	20.00	500 Pachysandra Termin	4-6	.07
Pinus (Pine)			100 Cornus Paniculata	1½-2	20.00	2000 Prunus Americana	18-24	.03
500 Austriaca	8-10	.22½	150 Cotoneaster Acutifolia	2-3	32.50	700 Prunus Maritima	6-10	.04
250 Mugho	8-10	.50	500 Ligustrum Amurense	2-3	25.00	4000 Quercus Palustris	6-10	.07
900 Sylvestris	10-12	.20	125 Philadelphus Coronarius	2-3	25.00	8000 Quercus Rubra	10-12	.05½
Taxus (Yew)			100 Philadelphus Mt. Blanc	1½-2	25.00	2000 Rosa Canina	10-12	.01½
700 Cuspidata	6-8	.35	50 Spirea Anthony Waterer	1	25.00	5000 Spirea Van Houttei	6-12	.05½
Thuya (Arbor Vitae)			75 Spirea Froebelli	1-1½	25.00	5000 Spirea Van Houttei	12-18	.05
2000 Occidentalis	6-8	.07	50 Spirea Opulifolia	2-3	20.00	5000 Spirea Van Houttei	6-12	.04
1200 Occidentalis	12-18	.20	100 Spirea Van Houttei	1½-2	20.00	5000 Symphoricarpos Alba	12-18	.03
500 Siberica	10-12	.50	500 Spirea Van Houttei	2-3	25.00	500 Tilia Americana	12-18	.09
6000 Pyramidalis	10-12	.45				500 Viburnum Dentatum	10-12	.09

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2- and 3-Year-Old Plants	100	1000
Ophelia	\$12.00	\$115.00
White Killarney	12.00	100.00
Pink Killarney	12.00	115.00
Sunburst	12.00	115.00
Hoosier Beauty	12.00	115.00
Milady	15.00	140.00
Russell	16.00	140.00
Columbia	16.00	150.00
Premier	16.00	150.00
YOUNG ROSE PLANTS	100	1000
Sunburst, 2½-in.	\$12.50	\$115.00
Butterfly	14.00	135.00
Ophelia, 2½-in.	12.50	115.00
Richmond, 2½-in.	11.00	90.00
Columbia, 2½-in.	14.00	120.00
Mrs. Russell, 2½-in.	16.50	150.00

In ordering please state if we may sub-
stitute other varieties if necessary. Pack-
ing charges for 100 or less, \$1.00; for 1000
plants, \$6.50.

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Prices of Indoor Fruits and Vegetables.

Chicago, March 21.—Cucumbers, per crate, \$6 to \$8.50; head lettuce, per crate, \$4.50 to \$6; carrots, \$4 to \$5 per barrel; cabbage, \$2 to \$2.50 per crate.

New York, March 17.—Cucumbers, \$1.75 to \$2.50 per dozen; mushrooms, per three-pound basket, 80 cents to \$1.70; radishes, 100 bunches, \$3.50 to \$10; tomatoes, per pound, 35 to 40 cents; lettuce, per crate, \$2.25 to \$5.50; beets, per crate, \$1.75; rhubarb, \$1 to \$2 per dozen bunches.

Lettuce Mildew.

If we were asked what was the greatest enemy to lettuce under glass we would unhesitatingly say, mildew. Strange to say, mildew is one of those afflictions that never troubles some growers, while others can find no remedy. This proves at once that it is either the fault of the grower or his location.

If the fault of the grower, we know of some methods that are easily a factor in producing mildew. We will name them in about their order of destructiveness: Allowing temperatures to rise high in the morning and then opening wide, inducing cold draughts. Much might be said on this subject, but a few words to the wise should be enough—Never allow temperatures to mount without some ventilation, and if sometimes this does happen keep the house rather close the rest of the day and make no attempt to cool it off suddenly. The next trouble is no doubt frequent and excessive watering, especially in the afternoon or on cloudy days. Another may be poor soil drainage, as ground water will rise to the surface and produce dampness.

One of the experiment station scientists recently told the writer that 25 years ago when small, low houses were the rule, mildew was very common, while now in modern, large and high houses it is rarely seen. This proves that the sudden rise in temperature, followed by quick cooling off, is mainly responsible for mildew. In other words, mildew in a plant is similar to pneumonia in an animal. Lettuce thrives best in a cool, dry atmosphere and a fairly even temperature and these conditions must be supplied to produce good results.

As an exciting factor, overly rich soil might be mentioned, which induces quick growth. Sulphur or grape dusts are often recommended, but they are not effective in a low temperature. To get results we should close the houses on a sunny day and raise the temperature to nearly 90 degrees, which will induce the sulphur to destroy the mildew. But this high temperature is bad for lettuce. Where steam heat is used, sulphur can be painted on the steam pipes and evaporated more efficiently. Where hot water is utilized, this method is not so effective. However, we have found that by increasing the painted area in hot water heated houses, some very good results have been obtained. We have painted the entire heating area in a hot water

house, using one-half sulphur and one-half hydrated lime, which effectively stopped the mildew.

Mildew on lettuce seedlings, by killing the seed leaves, develops a disease known as pink spot, among growers. This will girdle the plant where the seed leaves were attached and eventually destroy the plant, no matter how large.

MARKETMAN.

GERANIUMS

Booked ahead at this time.

DRACAENA INDIVISA, extra strong plants ready for a shift, from 2-inch pots, \$4.00 per 100.

SMILAX, from 2-inch pots, \$3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

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Need room, sound strong 2-3 eye roots, true to name. Austria, Chas. Henderson, D. Harum, Egandale, Gladiator, Orange Bedder, Mad. Crozy, Niagara, Queen Charlotte, F. Vaughan, R. Wallace, etc., \$2.00 per 100, \$17.00 per 1000.

Allemania, Buttercup, Crimson Bedder, Wm. Saunders, Golden Gate, Wyoming, Wintzer's Colossal, \$2.50 per 100. Cash.

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Elmer D. Smith & Co.

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Chrysanthemum Specialists

Catalogue Free.

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SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
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Seedling Plumosis, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

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EASTER LILIES, 6-in. pots, 4 to 10 blooms, 25c per bud and bloom each.

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Begonia Gracilis Luminosa, **Prima Donna**, **Erfordia**, **Superba** and **Mignon**, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, **Argentea**, **Guttata**, **Sandersoni** and **Alba Picta**, 2 1/4 inch, \$8.00 per 100.

Rose Geranium, 2 1/4 inch, \$6.00 per 100.

Boston Fern and **Teddy, Jr.**, 2 1/4 inch, \$6.50 per 100, \$60.00 per 1000.

Plumbago Capensis and **Capensis Alba**, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.

English Ivy, heavy 4 inch pots, \$20.00 per 100; 2 1/4 inch, \$5.00 per 100.

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15 CENTS, NET, PER LINE

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ABELIA GRANDIFLORA. Strong, 2¼-in.,
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ACALYPHA LANDERII. 2¼-in. pots, per
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Adiantum. Hybridum, 4-inch, 25c; 5-inch,
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Asparagus plumosus and Sprengerii
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Asters. Dreer's Famous American stock.
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\$27.50 per 1,000; 3-in., \$6.00 per 100; \$50.00
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ors. Single, per doz., \$2.00; per 100, \$13.00;
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We have 100,000 plants ready now. A. E.
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Well rooted stock from sand. Now ready.
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Mrs. C. W. Ward.....\$3.50 \$30.00
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Orders filled in rotation as received.
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Perfection, Marigold, Sun Glow, Titanic,
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Chrysolora, Mrs. Fowley, Sunbeam, White
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Mrs. Totty, Betsy Ross, Glenview, White and
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Clean, healthy stock, ready for immediate
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Best new and standard varieties. Ask for
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Hardy Ferns at wholesale prices:

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Evergreen and Marsh shield ferns	\$1.00	\$ 8.00
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5-inch	\$0.40
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2 1/4-in. pot plants. Late summer propagation.

\$7.00 per 100; \$60.00 per 1000.
Avalanche, Baby Bimbinet, Gen. Vibrage, Souv. de Mad. Chautard, La France, La Lorraine, Lillie Mouillere, Mme. E. Mouillere, Bouquet Rose, Radiant, E. G. Hill, Mousseline, Mme. A. Nonin.

The following newer sorts, at \$12.00 per 100: Etincelant, Satinet, Trophee.

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Hyacinths. Home of world's best. Special prices and terms on demand. Guidemond & Son, Tisse, Holland.

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Field-grown, one-year old, in the following varieties and sizes

Henry Lambert, Wm. Pfitzer, Lilly Mouillere, Mme. Petrick and Mme. Riveraine.
3 to 6 branches.....35c each
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IRISES.
Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

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Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1000; 3-in., \$3.75 per 100; \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

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LANTANAS. Comte de Biencourt, pink; Alba Perfecta, white; M. Schmidt and Teo Dex, orange scarlet; Jacob Schultz, crimson; Radiation, orange red. Per 100, \$5.00; per 1000, \$45.00.

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LEMON PONDEROSA. 2 1/4-in., per 100, \$7.00; per 1000, \$65.00.

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Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

Lily of the Valley Pips. Will produce a pot-plant "par-excellence." 250, \$10.00; 500, \$15.00; 1,000, \$28.00. American Bulb Co., 162 N. Wabash Avenue, Chicago.

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Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape Vines, 1 and 2-year; Spirea Von Houtel, 12-18 in., 18-24 in., 2-3 feet., 3-4 feet. Write for prices. T. W. RICE, Geneva, N. Y.

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HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

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ORANGE, OTAHEITE. 2 1/4-in., per 100, \$6.50; per 1000, \$60.00.

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Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. HILL-CREST GARDENS, Albert Lee, Minn.

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HARDY SCOTCH PINKS. 5 named sorts, 2 1/4-in. pots, per 100, \$4.50; per 1000, \$40.00.

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California Privet, 18-24-in., per 100, \$3.00. Amoor River South Privet, 18-24 seedlings, per 100, \$2.00. We have an assortment of tree seedlings and shrubs. Send for spring trade list, now ready. FOREST NURSERY CO., McMinnville, Tenn.

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PRIMULAS.

Primula obconica, 2 1/2-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 6-inch at 50c; 6-inch at 75c; Malacoides, 2 1/2-inch, \$5.00 per 100.
HENRY SMITH FLORAL CO., INC., Mich.
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Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

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Dreers "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

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Charles, Harry, New York.
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Mackie, William, New York.
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Vol. LVIII.

CHICAGO AND NEW YORK, APRIL 1, 1922.

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The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held
at Indianapolis, Ind., March 25 to April 1, 1922.

SPECIAL SPRING NUMBER

TO BE ISSUED

NEXT WEEK

Please Send Special
Advertisements Now.

American Florist Co.

440 S. Dearborn Street, CHICAGO

Fifth National Flower Show.

Indianapolis, Ind., March 25 to April 1.

Hoosiers Present Fine Exhibition.

The Fifth National Flower Show, of the Society of American Florists, co-operating with the American Rose Society, and the American Carnation Society, held in the Manufacturers' building, Indianapolis, was a wonderful exhibition exceeding all previous events in the number and high quality of its exhibits. This great floricultural event of the year, to which so many of the best men in the business have given their time and attention the past year and particularly for two months prior to the opening, March 25, grew and grew and finally blossomed out into the greatest floral exhibition ever held in this country. The building in which the show was staged is the best constructed, well lighted and most commodious in the country. The floor space on the ground level is 220 x 360 feet and in the center is a depressed area two feet below the level of the side floors. This area is 100 feet in width and 240 feet long without columns to break the view.

In the lower levels was displayed all the important plant decorative effects, the rose gardens, the central acacia exhibit, the Florists' Telegraph Delivery "Temple of Flora," fancy bedding of the Indianapolis park department, Dutch bulb gardens and other important entries. The 60 feet around the central depression, both at the ends and side afforded abundant space for the retail booths, all the smaller classes of exhibits and the decorated areas of the retail florists of Indianapolis as well as the daily competitive flower displays. In addition there was ample room for wide avenues, so that visitors could move freely about and view the show with comfort and rest at will on the convenient chairs and listen to the music and enjoy the solo singing every afternoon and evening.

Arthur Herrington, of New York, stated there was about the same floor space as in the Grand Central palace of that city, but the advantage at In-

dianapolis was in having it all on one floor and in a building without the obstruction of pillars to break the vista. The lighting during the day was ample and at night greatly enhanced the beauty of the scene. Mr. Herrington laid out the floor space, while in New York, from the plans furnished him and did not have to make a single change in the arrangements when he arrived at the exhibition.

The outstanding feature of the show was the acacia exhibit made by Thomas Roland, Nahant, Mass., of over 100 plants, a number of them standing eight feet in height covered with their misty, yellow blossoms. This wonderful display, occupying the center space, was always in view from all parts of the hall. The rose gardens of A. N. Pierson, Inc., the State Florists Association of Indiana and Merkel Bros., were very well arranged and greatly added to the beauty of the exhibition. The "Temple of Flora," staged by the Florists' Telegraph Delivery Association, was Secretary Albert Pochelon's best work so far in his untiring efforts for that organization. Against a large, blue background, 25 feet square, was a heroic winged Mercury standing on a rose decked pedestal which rested on a hemisphere of the globe. The figure in his outstretched hand, held a one cross section of a telegraph pole from which wires stretched in graceful lines to all parts of the background, with a bunch of miniature roses where the wires touched. "Flowers Delivered to all Parts of the World Within Two Hours," and other inscriptions, together with several miniature flower shops at the base and a border of spring blooming plants made a most conspicuous display that was a feature of the extreme end of the depressed garden.

Although the show was ready for visitors at noon, Saturday, it was officially opened by President Harding at 2 p. m., at the White House, in Washington, who, pressing a button, rang an electric gong for fully a minute. Later in the

afternoon there were addresses by President S. S. Pennock, of the Society of American Florists; Colonel Reynolds and President Iles, of the Indianapolis Chamber of Commerce, who spoke of the immensity of the undertaking and the great number of national flower organizations that had worked so hard to make this the greatest floral exhibition ever staged in the United States. When one considers the magnitude of the undertaking, the great number of exhibits, the long distance from which many of them were brought, the work entailed in setting them up and the fact that the show was fully completed and opened on time reflected great credit on the management and exhibitors alike and was truly a great achievement.

Central Competitive Exhibits.

The special features of the show, the F. T. D. exhibit, the acacias, the rose gardens, bulb gardens and groups of foliage and flowering plants arranged for effect, were all staged in the depressed area in the center of the building. There was high class finish to all these exhibits, each being worthy of a place in this greatest of flower shows.

One of the strong features of the show was the exhibit of acacias made by Thomas Roland, Nahant, Mass. Although coming so far they had carried in perfect shape and were in a state of great perfection. Carrying clouds of blossoms, which while all yellow in color, were very different in their feathery sprays of tufted blossoms and lace-like foliage. There were over 100 plants comprising 30 varieties. They varied in age from seven to 15 year old specimens, some of which stood 10 feet in height. These had the place of honor in the center of the hall, arranged in semi-circles around the electric fountain. The longifolia varieties, *Macrantha*, *Magnifica* and *M. Lowii* were especially beautiful, as were specimen plants of *A. pubescens* and *A. longifolia*. This group of plants was undoubtedly the most admired in the entire hall.

A. N. Pierson, Inc., of Cromwell, Conn., made a wonderful contribution to the exhibition staging 42 entries, covering almost every section of the premium list. Considering the distance their plants, flowers and garden furniture had to be transported and the great quantities and excellence of the stock exhibited it was really an achievement and had so much to do with the success of the national show that the whole trade is indebted to this firm's enterprise. Their rose garden covering 500 square feet, the space enclosed in a low, white open railing fence, heavily entwined with *Tausendschoen* and *Hiawatha* roses, was wonderful. An arched pergola with seats was the central feature, a wide graveled walk leading from it to the rear of the space. Beds cut into the grassy lawn, were filled with baby rambler roses very full of bloom. Tall *Hiawatha* roses hedged the rear fence and carried their wealth of bloom over the pergola. It was indeed a most beautiful garden. Flanking the garden on either side were staged entries for the baby rambler and tea rose classes, which, with their sod-lined borders added to the general effect.

The Pierson firm's grouping of ornamental plants, arranged for effect, was a most artistic setting. The features were *cibotiums*, *adiantum*s, *Lemkesii*, a species of the *Farleyense* fern, *dracaenas* in variety and a number of stove plants, all selected for their highly colored foliage. The grouping divided into four parts, separated by narrow graveled paths, was very artistic and

showed a finished effect that could hardly be improved upon. Their rose arbor covered with tall plants of *Hiawatha* and *Dorothy Perkins*, hedged in with tall cedars, relieved at the back with a stone garden seat was very effective. *Bougainvilleas*, specimen glory of *adiantum*, *Lemkesii*, bird's nest, stag horn ferns and stove plants in variety, with magnificent specimen rambler roses, were entries in the various classes.

The rose garden of the State Florists' Association of Indiana was beautiful. It covered 500 square feet of space and two entrances arched with pergolas on which were large plants of *Excelsa*, clouded with blossoms, presented a very pleasing picture. A garden seat covered with a pergola of the same roses and an arch opposite, with white and pink *Dorothy Perkins* roses and a large, low, white sun dial in the center surrounded with *Excelsa* roses, were the special features. The four elaborate groups in the corners of the garden, consisted of high *Tausendschoen* and a

banking of hybrids, hybrid tea and baby rambler roses which bordered the paths. The low, white, open fence enclosure was thickly entwined with *Dorothy Perkins* roses, making in all an ideal garden.

A very pretty grouping of rambler roses in pots was staged by Merkel Bros., Mentor, O. Well flowered specimens, on their grassy, lawn ground-work made a fine showing.

Bertermann Bros. Co., of Indianapolis, featured a bulb garden, bordered on three sides with a thick cedar hedge, which was planted in its well arranged center beds with *Darwin* tulips and bordered on the sides with daffodils. *Phlox subulata* edged the gravel walks along the front. The beds were cut out of a fine grassy sod, which, with the stone garden seats, added much to the effect.

A Dutch bulb garden occupying 500 square feet, enclosed in a neat, white pale fence, thickly bordered with *Darwin* tulips, presenting a harlequin of color was shown by A. Wiegand & Sons'



FIFTH NATIONAL FLOWER SHOW.
Florists' Telegraph Delivery Temple



FIFTH NATIONAL FLOWER SHOW.
A. N. Pierson's Group of Foliage Plants.

Co., Indianapolis. A central fountain was encircled with early Dutch tulips. Four beds of tulips and hyacinths filled in the center of the rectangular space, all of which was set off with fine grass sod. It was a finished and most beautiful garden. In another space the company exhibited an artistic grouping of flowering and foliage plants in which *Cineraria stellata* and *Primula obconica* were prominent.

A 500 square foot plot staged by the Indianapolis city park department was a replica of a section of Garfield park in that city and in its perfection of detail looked as beautiful as if grown under the July sun. The green sod was perfect and the coleus, alternantheas and centureas all worked into a beautiful design that attracted a great deal of attention.

Bertermann Bros. Co., arranged a garden effect with foliage and flowering plants. A gazing globe in the center was most effective and attracted much interest. Dark blue hydrangeas were also a feature of this group. The same firm also covered 50 square feet with a display of growing lily of the valley, arranged in an irregular formation of tuffa rock, that was most attractive.

The Robert Craig Co., Norwood Station, Pa., beautifully arranged a group of crotons, flanked on either side with specimen dracaenas in large sizes and upwards of 15 kinds, which were a center of attraction at all times. The vigorous health of these plants was exceedingly fine. *Dracaena tricolor*, *D. Lord Woolesey*, *D. striata* and a handsome specimen of *D. Victoria* were splendidly colored.

Ferns in great variety, excellent types, were staged by F. R. Pierson, Tarrytown, N. Y. There were 25 dif-

ferent varieties, prominent amongst them being the new *Nephrolepis aurea*, its light green foliage giving a golden glow and a kind not yet named, having a very hard, lasting frond, a sport of *N. elegantissima*. The arrangement was most artistic.

E. E. Temperly, of Indianapolis, whose exhibit covered 200 square feet, showed doves in flight held by ribbons from a life sized kewpie doll, which was surrounded by Easter lilies. Above a large group of spring flowering stock, over which the doves were flying, was a background of tall cedars, with borders on each side of the space. Groups, in rockwork, of cinerarias and primulas, with ferns, made altogether a very striking display.

At the left of the main entrance, John Rieman, Indianapolis, showed a fine group of spring flowering plants in 200 square feet. A center bed was of *Azalea amoenus*, with *Pandanus Veitchii* mixed throughout, which gave a good color contrast.

A. Wiegand & Sons Co., in their display of well flowered French hydrangeas, with fern border and a handsome specimen *otaska* in the center was a much admired group. The plants as a whole showed great vigor.

A very artistic decoration of cut spray orchids arranged by Bertermann Bros. Co., in concealed vases, hanging from a cork covered tree, arising from a rockwork in which there were also cattleyas growing apparently from the crevices of the stone.

There were four entries in the competition for the best 25 pots of Easter lilies which were grouped at either side of the rear of the hall, in front of the collections of conifers, all of which gave a pleasing decorative effect.

The Riverside Station, Ind., Conservatories made a display of hardy greenhouse plants, of which aspidistras, cyrtomiums and *Sandersonias* were features.

C. H. Schwonerper, Indianapolis, had a very well arranged bed of begonias of the Vernon type covering 50 square feet.

A group of hydrangeas arranged for effect, by L. Anderson, Rocky River, O., contained handsome specimens in whites blues and pinks and all were remarkably well flowered.

A. L. Miller, of Jamaica, L. I., featured a group of well flowered heathers, bougainvilleas and begonias. Exceptionally well developed Easter lilies formed the center of this collection. Mr. Miller's heathers, *Azalea hino digiri* and *chorizemas* were placed in two of the entrance groups where they attracted great attention.

John H. Dunlop & Sons, Ltd., of Toronto, Ont., staged several vases of their rose, Frank W. Dunlop, and Golden Ophelia. The flowers of each kind were very fine in spite of the fact that they were cut three days previous to the opening of the exhibition.

The Daisy Hills Farms, of Chagrin Falls, O., had a splendid lot of pot roses, including hybrids and hybrid teas.

Lars Anderson made a fine showing of hydrangeas in six to 10-inch pots, all splendidly flowered. These covered 150 square feet and justly won first prize. A handsome specimen blue hydrangea, four feet in diameter also was awarded a first.

Along the west side of the hall were the various exhibits of polyantha and baby rambler roses, hyacinths, cinerarias, azaleas and Dutch bulbs, all

showing high quality. Prominent in this section was the display of the Friedley Co., of Cleveland, O., whose collection of Darwin and Cottage tulips was much admired.

On the opposite side of the hall the display of Easter lily plants, occupying 50 square feet by the Roepke Floral Co., of Indianapolis, won first prize, while adjoining was a very pretty grouping from the conservatories of Mrs. Hugh Mc K. Landon, of the same city.

In the same section of the hall was displayed entries in the various classes of flowering plants, prominent among these being an exhibit of shrubby cinerarias of fine type, very well flowered, entered by John Heidenreich, Indianapolis. A large group of fine plants of Pandanus Veitchii shown by the park board of that city was attractively arranged.

The alligator pond of A. Wiegand & Sons Co., at the further end of the hall was an interesting spot for visitors. There were six alligators in all, one being over five feet in length.

The Grassyfor Fisheries, of Martinville, Ind., made a wonderful display of fancy gold fish, Japanese fantails, and Chinese telescopes.

The fish and game division of the Indiana department of conservation exhibited specimens of native fish in illuminated tanks. A large collection of butterflies by the same department, was a feature.

One of the features of the show was the exhibits of Kurume azaleas made by Henry A. Dreer, Inc., Philadelphia, Pa. There were only a dozen plants, but in their proficiency of bloom and range of color they showed the possibilities of this new type of hardy azaleas. One called Pink Pearl, the same shade as the Pink Pearl rhododendron, was exceptionally well flowered. The plants were in from eight to 10-inch tubs and pots. This firm also staged the new bougainvillea, Crimson Lake, which will be a wonderful Easter plant when it becomes more plentiful. In color it is a brilliant crimson. They were represented by James Cairns.

Indianapolis Retail Florists' Exhibits.

The decorated spaces, 10x20 feet, or 200 square feet, not competitive, but exhibited by the various firms to show their good will and interest in the show, were, for the most part very decorative and beautiful. These were staged in the center of the south end of the hall and added much to the attractiveness of the exhibition.

The Roepke Floral Co., arranged a background of palms, relieved with baskets of cut flowers and two very large flats of white hyacinths.

The Pahud Floral Co., gave their decorated space a garden effect, with corner groups of spring blooming plants and ferns and a center mound of Cineraria stellata, the whole presenting of finished appearance.

The pergola of the Circle Flower Store, was artistically decorated with garden furniture and huge vases filled with choice, long stemmed roses. Large flats of daffodils and pot rambler roses were added features.

M. Brandlein covered his floor space with green denim, on which was grouped ferns, pandanuses and pots of cinerarias.

Easy chairs with vases of snapdragons and handle baskets filled with choice spring flowers were the features of the display of the Marer Flower Shop.

Green's Flower Shop bordered their space with hydrangeas in jardinières. A large floor vase filled with long stemmed Premier roses was most striking. A feature was the dollar plant, each branch of which blossoms out a dollar bill. This was a stove plant and was confined in a glass case.

Before a magnificent grouping of cibotiums in a bed of adiantums stood a large marble slab, supported on winged lions. In the center of this stood an enormous vase filled with long stemmed American Beauty roses. Vases of cat-tleas, violets and lily of the valley added to the effect. Large bowls of daffodils were used at each corner of the space. This was Bertermann Bros. Co.'s exhibit and stood in a class by itself.

H. W. Rieman's Sons featured an illuminated electric fountain, encircling

which were jardiniere baskets handsomely filled with spring flowering plants Cinerarias, daisies and azaleas with a background of palms gave a very good finish to this display.

A Wiegand & Sons Co. had a very artistic exhibit. Four large white wicker bowls on standards containing roses and ferns were prominent cover pieces. Jardiniere baskets of begonias bordered the bed of ferns that covered the floor space, in which was placed tall handled vase baskets of long stemmed roses. Garlands of asparagus added to this very effectively.

Choice ferns and artistic reed furniture decorated the space of E. E. Temperley's. A center table contained an elaborate basket of spring flowers.

Cut Rose Display.

Monday, March 27, was rose day, which judging from the number of famous rose growers who exhibited, must have been a marked period on their calendar for some time. New England, New York, Philadelphia, Pa., Chicago, St. Louis, Mo., and a number of Indiana experts made numerous entries. Unfortunately the express companies fell down. The 1,100 flowers of the A. N. Pierson, Inc., Cromwell, Conn., did not arrive until late Monday night and the large collections of the Florex Gardens, North Wales, Pa., and of John Andre, Doylestown, Pa., did not reach the hall until the judges had awarded the prizes. These collections were unusually fine and it was generally conceded that the awards would have the vases were placed about added very materially to the beauty of the show. Several huge hundreds of Double White Killarney made a wonderful showing. been differently made had these been in place. All the stock in the various classes was unusually fine which, when Premier and Columbia were seen at their best.

Spectacular vases were the 100 Hadley of the Jos. Heacock Co., Anders Rasmussen's, Hoosier Beauty in the same quantity, and the 100 Celestial, a light pink sport of Premier staged by Myers & Samtman, Philadelphia, Pa.,



FIFTH NATIONAL FLOWER SHOW.
Partial View of Thos. Rloand's Acacias.



FIFTH NATIONAL FLOWER SHOW.

F. R. Pierson's Group of Nephrolepis.

each a winner in its class and wonderfully fine.

F. R. Pierson's large vase of Francis Scott Key was also greatly admired.

In the competition for 12 blooms of any rose not disseminated, Celestial the pink sport of Premier won out over Hill's America and Montgomery's dark pink seedling 9,199, which caused great surprise. Both the latter kinds were however awarded the American Rose Society's silver medals for the best new rose not disseminated that scored over 85 points. Of the newer roses Golden Ophelia of the Jos. H. Hill Co. and the Florex Gardens was the most striking.

The E. G. Hill Co., staged a handsome large vase basket filled with Hill's America in a velvet lined booth. Vases of Premier and Columbia were also features here. This space was electrically lighted with a fine portrait of E. G. Hill in the background.

Two very elaborate displays, mostly of roses, were made by the E. C. Amling Co., Chicago, and the Chicago Flower Growers' Association, both of which contained over 50 vases of commercial cut flowers. A collection of colored freesias in the Amling group was a striking feature.

The exhibit of the Chicago Flower Growers' Association contained a wonderful assortment of commercial cut flowers including in addition a large display of roses. Every standard flower in the market was seen and all of splendid quality. Manager Paul R. Klingsporn showed great enterprise in making this great display.

In the bridal bouquets arranged by members of the Ladies' Society of American Florists, there were three entries. Miss Amelia Gude won first prize for a very graceful shower bunch of lily of the valley and gardenias. Mrs. Lewis Pahud Augspurger, of Indianapolis, and Miss M. C. Gunterberg, Chicago, entered artistically made bunches with shower effects.

In the competition for baskets of spring flowers four classes were entered, Bertermann Bros. Co., winning the blue ribbon with lupines, daffodils and tulips in very artistic arrangement. Four entries were also made in the six tumbler basket class. Fred H. Lemon & Co., was awarded first prize, with Bertermann Bros. Co., second.

Tuesday, March 28, was Carnation Day and right nobly did the carnation men of the country respond, as there were over 70 vases entered, more than half of them of 100 flowers each. There were eight entries of Laddie in the 50 and 100 classes all of which vases made a wonderful showing. Rosalia and Red Rosalia were sensational in their superb flowers and were exhibited by Baur & Steinkamp, Indianapolis, as was a very fine vase of Ruth Baur.

The three vases entered in the undisseminated class were Hartje & Elders' No. 16, a splendid bright pink, which won first prize; Betty Jane, second and F. Dorner's & Sons' light pink carnation, enough like Laddie to be called Laddie, Jr., third. Belle Washburn and Aviator with Red Rosalia were the best in their color. Mrs. C. W. Ward held its own in the bright pinks with several vases of fine flowers, Bertermann Bros. winning a blue ribbon in this class.

White Delight won first place for white, with Matchless, second. Mrs. Thos. C. Joy, a spotless white with a fringed edge was also exhibited. Cottage Maid won in flesh pinks, and superb flowers they were. Other kinds that stood out prominently were Red Matchless, Sensation, Whatcher, a perfectly formed, large, quite double flower, medium pink in color and F. Dorner & Son's deep pink seedling of fine form.

The carnation stocks all appeared to have come through on time. Strouts, Inc., Biddeford, Me.; S. J. Goddard, Framingham, Mass., and W. D. Howard, Milford, Mass., brought large shipments through without delay. Chicago, Kansas

City, Mo., and Milwaukee, Wis., also had entries with Indiana growers, showing up well. The flowers were all exhibited in the vases of the American Rose Society and staged after being judged in a large group in the rear of the hall.

Retail Trade Exhibitors.

The trade exhibitors who also sold to the general public had spaces next to the outer wall of the Manufacturers' building, in which commodious area their goods were all displayed to advantage.

The exhibit on the right, next to the executive offices was a section of curved eave rafter iron frame greenhouses, fitted with tables filled with plants, erected by the Lord & Burnham Co., New York and Chicago. An inviting space fitted up with chairs and tables, decorated with cut flowers, was for the use of visitors. Photographs and literature were features. M. C. Wright, and H. M. Berner were representatives.

The T. J. Callahan Co., Dayton, O., had a section of a greenhouse showing easy splice V joint, ventilating apparatus and roller bearing hangers. H. G. Miller, the company's Indianapolis representative was in charge.

Indianapolis Public Library made a display showing garden literature and books on flowers. Chas. E. Rush, librarian, in charge.

Kroeschell Bros. Co., Chicago, represented by Fred Lautenschlager, made an exhibit of photographs of boilers and refrigerating apparatus, also a line of illustrated literature on their specialties.

The supply department of the Henshaw Floral Co., New York, displayed a lot of pottery lustreware, vases, flower bowls, chiffoons and a line of Saynor cutlery. Maurice Schoenholz greeted visitors.

Richmond Cedar Works, Richmond, Va., exhibited a line of their cedar tubs. They were represented by John S. Parrish.

The Moto-Mower Co., Detroit, Mich., exhibited samples of motor mowers with literature.

The Standard Oil Co., of Indiana, had candles of all sizes and colors. F. A. Wood and Miss P. Kline in charge.

Bush's Seed Store, Indianapolis, displayed cut flowers of annuals and sold seeds and bulbs of same. S. D. Bush in charge.

A. T. De La Mare, New York, made a display of books and literature on plants and flowers.

B. Hammond Tracy, Inc., Wenham, Mass., showed cut flower vases and bulbs of gladioli and dahlias, also literature. Mrs. Tracy greeted the visitors.

The sweet peas exhibit of the W. Atlee Burpee Co., Philadelphia, Pa., was most elaborate, consisting of 60 vases and large standards in which were displayed 60 varieties, a number of them for the first time. Six of these were certificated by the judges: Spokane, orange; Milkmaid, a black seeded white; Quaker Maid, deep lavender; Robin Hood, maroon crimson; Lady Fair, rich cream pink, and Chevalier, soft rose. The arrangement with a black velvet background decorated with asparagus sprays and smilax and artistic arrangement of the flowers made a very beautiful exhibit. W. Atlee Burpee, Jr., and G. W. Kerr were the representatives.

Hitchings & Co., Elizabeth, N. J., exhibited a line of photographs of greenhouses, blue prints of same and literature. John N. McArthur, representative.

Midwest Engine Co., Indianapolis, showed machines of their utility power cultivators and literature.

The W. F. Kasting Co., Buffalo, N. Y.,

exhibited their sowing, pulverizing, spraying, pot cleaning and grinding combination machine and sample gladiolus bulbs. S. A. Kost, representative.

The American Greenhouse Manufacturing Co., Chicago, had a decorated space with literature and photographs. P. L. McKee was in charge with S. R. McKee, J. A. Breituish and J. P. Robinson assistants.

John A. Evans Co., Richmond, Ind., showed sections of greenhouse framework, featuring their ventilating appliances. J. A. Porter was in charge.

The Skinner Irrigation Co., Troy, O., had sample sections of their irrigating pipe and appliance for turning same; also literature.

The Vail Hines Co., Dayton, O., exhibited a line of pipe valves for greenhouse heating systems and pipe threaders.

J. W. Davis Co., Terre Haute, Ind., wholesale plant growers, displayed florists' plant stock, consisting of ferns, hydrangeas, roses, etc., all in fine condition.

Roman J. Irwin, New York, exhibited samples of florists' plant in 2½-in. pots, also a vase of Carnation Betty June.

The Zane Pottery Co., South Zanesville, O., had flower pots, ornamental jars, an assortment of cut flowers, vases and bowls.

Henry A. Dreer, Inc., had a fine grouping of palms, phoenix, arecas, kentias and sample plants of pandanuses, dracaenas, *Dracaena tricolor* and other florists' stock. A plant of Paul's Scarlet Climber in flower was a feature.

F. R. Pierson, displayed ferns in variety, very well grown florists' stock.

J. T. Frerillian was the representative.

The Charles H. Totty Co., had bulbous stock in flower and vases of cut roses, with catalogues and other literature. Chas. H. Totty himself in charge.

The Jos. H. Hill Co., Richmond, Ind., had a fine display of young pot roses; also large vases of long-stemmed cut roses. Julian D. Smith greeted visitors.

Carbone, Inc., Boston, Mass., importing florist, had a varied display of imported fancy pottery for plants, and flower bowls and vases for cut flowers. It was high class stock in every particular.

The Dennison Manufacturing Co., Framingham, Mass., showed tags in great variety and tag envelopes. F. W. Strohm was the representative.

Vaughan's Seed Store, Chicago and New York, had their large booth well stocked with ferns, pandanuses and pot bulbous stock in flower. Vases of cut gladiolus and bulbs of the same and other summer flowering stock were features. Walter Puffer and M. A. Fiersten were representatives.

Trade Exhibits.

The wholesale florist supply men had in the Woman's building a show room that could not be excelled. Situated on the first floor with floods of light, the goods were shown to the best possible advantage. A very good cafeteria in the half basement furnished meals at all times. As it was but a few minutes' walk from the main exhibition hall, practically every visiting florist interested spent some time with his favorite supply dealer as all of any prominence in this line were represented. Exhibitors were as follows:



FIFTH NATIONAL FLOWER SHOW.
Rose Display of Merkel Bros., Mentor, O.



FIFTH NATIONAL FLOWER SHOW.

Dutch Bulb Garden of Bertermann Bros. Co., Indianapolis, Ind.

S. S. Pennock Co., Philadelphia, Pa., covered 250 square feet of space with an elaborate display of ribbons, chiffons, corsage pins and a line of cut flower baskets with embossed plastic flower decorations. E. J. Fancourt and Robert Greenlaw, representatives.

Ionia Pottery Co., Ionia, Mich., had a line of terre hanging baskets, flower pots and lawn vases. H. F. Hacker in charge.

American Bulb Co., Chicago, displayed a line of gladiolus bulbs, caladiums and canna roots, and Japanese lilies, also a line of artificial flowers, chiffons and other florists' supplies. I. Rosnosky and Guy French were in attendance.

The Poehlmann Bros. Co., Chicago, covered 460 square feet in the center of the hall. Their extensive exhibit included cut flower and plant baskets, ribbons, chiffons, artificial flowers, made-up prepared magnolia wreaths, decorated fancy bouquet papers, feather corsage shields and a general line of supplies. Also a collection of palms, ferns and azaleas. A very nicely arranged display. Representatives were M. N. Tyler, Gus Martial, Owen C. Johns, Edwin Westman, Wm. Snyder and Fred Wustenhoff.

Liquid leaf mould and plants showing its energizing effect was displayed by the Liquid Leaf Fertilizer Co. Dayton, O. Samples of leaves and finished product were observed. Louis D. Poock in charge.

Wertheimer Bros. Co., New York, exhibited a good line of ribbons, chiffons, vanity corsage shield with powder puff, pocket and glass, with a very large line of corsage ribbons and rainbow metallic effects for basket work; also hand embroidered ribbons in colors. Saul M.

Rosenfeld, Julius Dilloff and Herbert A. Hecht were on hand.

The Pittsburgh Cut Flower Co., Pittsburgh, Pa., showed a large line of plant and cut flower baskets, ribbons, chiffons, corsage pins, artificial flowers and other supplies. H. J. Hook, A. S. Sawyer, G. W. Hoffman met their customers.

The H. Bayersdorfer Co., Philadelphia, Pa., staged florists' supplies in great variety, a stock of plant and cut flower baskets being a feature. Fancy Austrian imperial flower holders and fern dishes, chiffons, ribbons, bouquet papers and other supplies. I. M. Bayersdorfer was in charge.

The Garland Co., Cleveland, O., offered their glazing compound, permanite, also gun-filling machine. Garlandite, a liquid putty that does not harden, was a feature. L. Gellman in charge.

The A. L. Randall Co.'s model flower shop covering 612 square feet was the feature of the trade display. A large aquarium, electric fountain, with colored, changeable lights, was a central fixture. A silver bound flower case refrigerator was roomy and very ornamental. Their work cabinet or makeup table, also silver bound, was a feature. A large line of florists' baskets, ribbons, chiffons, madeup wreaths and pottery, were arranged about this novel flower shop. The space was enclosed in an ivory white structure having a pergola effect, that was most striking. C. O. Wilcox, Indiana representative; Wm. Jacobs, Wm. Abrahamson and Wm. Reid were in charge.

Hammond Paint & Slug Shot Works, Peacon, N. Y., exhibited a line of their insecticides, greenhouse white paint and pottery. Walter Mott was the representative.

Bergman & Koropp Co., Chicago, staged an extensive display of "Wild Flowers Tamed," seed pods, weeds and grasses, arranged in baskets and box assortments. George Kaspar, representative.

Wm. T. Usinger, Pittsburgh, Pa., offered a line of fancy glass bowls in colors; also etched cylinders and colored candlesticks, all for florists' use. A large line of candles was a feature. W. Usinger in charge.

The Indianapolis Florists' Supply Co., Hartje & Elder proprietors, exhibited the Aurora light sign of changeable lights which will show through any desired sign, and a line of florists' baskets. H. W. House and E. Riewan were in charge.

A. Henderson & Co., Chicago, showed a general line of florists' bulbs. Cut blooms of sweet peas and Iris filifolia, sample plants of florists' stock. Joseph Marks greeted customers.

Buchbinder Bros., Chicago, exhibited an elegant florists' show refrigerator, 10 feet in height, with illuminated colored glass rose sprays in the corner panels. The color of the case was a pearl gray. Cut glass mirrors formed the front of the ice chamber. A dark marble base gave a fine floor finish. The representative was Sydney Buchbinder.

Mono Service Co., of Newark, N. Y., exhibited a line of fibre ware in pot covers and flower vases. Designs and colorings were very unique. J. T. Metzger and Frank Mathews were representatives.

Ove Gnatt Co., La Porte, Ind., exhibited a large line of their prepared ruscus, magnolia and foliage and a varied line of madeup wreaths. W. B. Huddleson and M. Schilz were in charge.

The thoro mix soil shredder was displayed by L. C. Stroh & Sons, Batavia, N. Y. Sample machines and literature. N. J. Kemp greeted visitors.

The Pulverized Poultry Manure Co., Chicago, had sample manure and was represented by C. O. Bergmeier.

The display of the Jos. G. Neidinger Co., Philadelphia, Pa., contained a good line of vase and plant baskets. L. J. Seiger was in charge.

Morris H. Levine, New York, made a good display with ribbons, chiffons and novelties in corsage ties. Chiffon net was a feature. Mr. Levine met the trade.

The Basket Shop, Bellefonte, Pa., exhibited a line of all reed baskets, vases for flowers in novel colors. The representative was John A. Lane.

The Sefton Manufacturing Corporation, Anderson, Ind., had a line of folding cut flower boxes and samples of corrugated board boxes for shipping. J. H. Mock in charge.

The McCallum Co., Pittsburgh, Pa., exhibited ribbons, chiffons, feather shields, Florentine vases for cut flowers and general florists' supplies. The McCallum universal stand was a feature. Representatives were F. J. McCallum, M. Wagner, C. I. Edgar and R. E. Gay.

Smith & Young, Indianapolis, Ind., displayed florists' baskets, fancy rose bowls and vases and general line of supplies, with Oscar Carlstadt in charge.

Duro Paper Products Co., Chicago, had paper boxes for cut flowers in marbled coverings of various shades. S. Treud was their representative.

W. C. Redmond & Sons Co., Peru, Ind., exhibited a line of florists' baskets and

jardinieres, many filled with growing plants. R. R. Rooney greeted visitors.

Knotwood pots, vases and baskets showed by R. G. Bock, Hamilton, O., were quite unique in their wood-like exterior and coloring. Mr. Bock himself was the representative.

The M. Rice Co., Philadelphia, staged a fine line of cut flower and plant baskets. Large exhibition vase stands were a feature. There was a fine finish to the whole line. They were represented by H. C. Heilman.

Schloss Bros. Ribbons, Inc., New York, exhibited ribbons, chiffons and novelties. A gorgeous, striped, wide ribbon was a feature. A June bride's scarf was one of the novelties. George Taffel was the representative.

The Winona cemetery bouquet holder is a novel reversible cup for holding flowers for grave decoration which when empty is turned down flat with the ground. O. A. Kanouer in charge.

DeWitt Sisters, Battle Creek, Mich., exhibited a line of feather flowers in very gaudy colors.

A fine exhibit of tin ware, vases and baskets for cut flowers was made by the Irving Stein Co., Chicago.

The S. & S. Tin Specialty Co., showed galvanized liners for cut flower vases. Irving Stein was in charge here.

A line of ribbons, chiffons and corsage pins was seen at the booth of Cohen & Hiller, New York.

The Indianapolis Reed Co., Indianapolis, Ind., exhibited an extensive line of cut flower baskets and jardinieres for plants, all of reed. A. L. Kugelman was the representative.

A tasty display of baskets in variety, prepared sprays and artificial flowers

was made by the S. Hanfling Co., of New York.

The R. H. Hoover Laboratories, Inc., Freeport, Ill., had samples of Hoover's "plant life" fertilizers. Mr. Hoover greeted visitors.

Ventilating appliances and literature were seen at the booth of the Advance Co., Richmond, Ind. R. E. Jones and J. E. Jones were representatives.

Johnson & Johnson, of Chicago, staged samples of their fertilizers. L. E. Horton and Chas. F. Larson in charge.

Vases of the new carnations, Natalie, Thos. C. Joy and Betty Jane were staged by S. S. Skidelsky & Co. Mr. Skidelsky was on hand to greet visitors.

Tobacco By Products & Chemical Corporation, of Louisville, Ky., exhibited samples of nico-fume paper for fumigating.

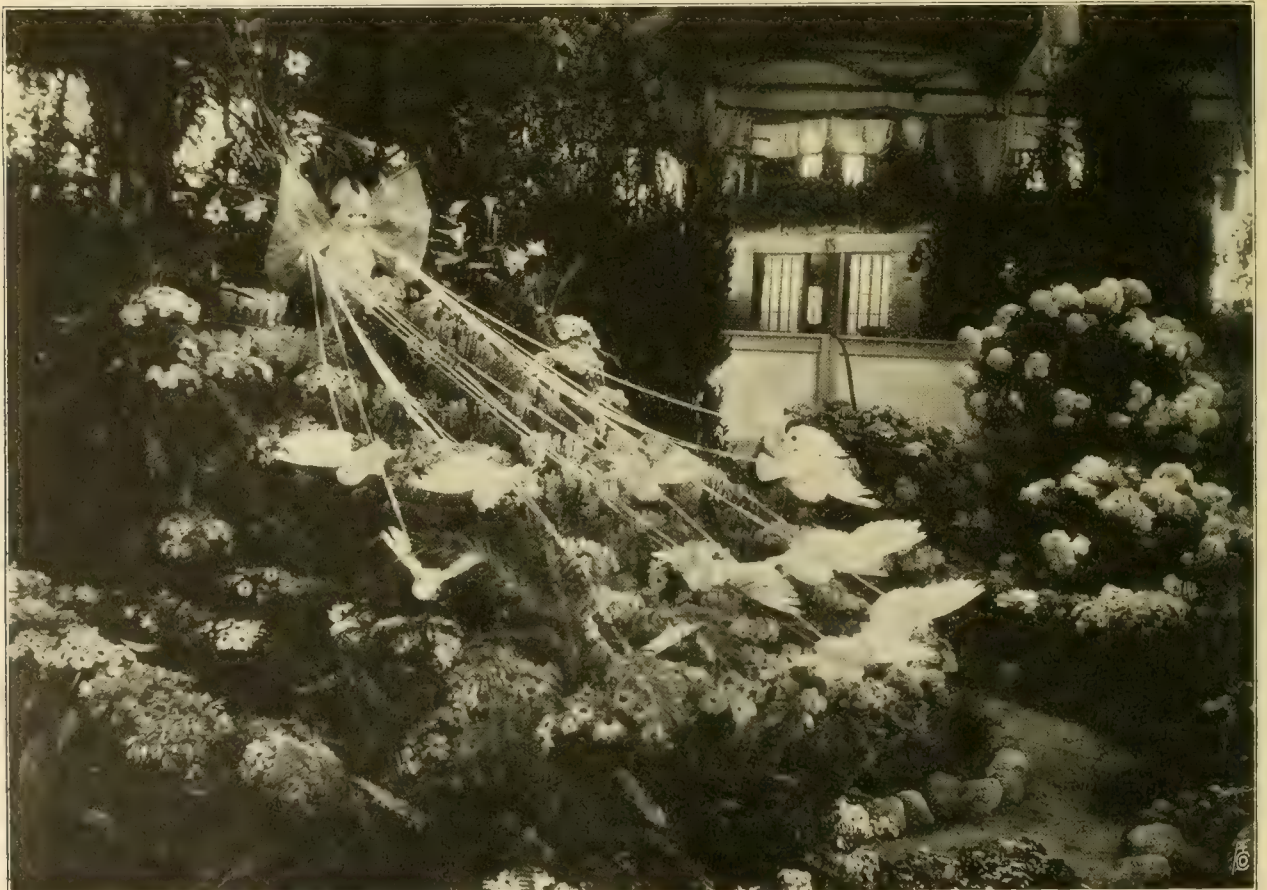
The Bolen power hoe was the feature of the exhibit made by the Gilson Manufacturing Co., of Port Washington, Wis. G. L. Seltzer was the representative.

The Western Union Telegraph Co., and the Postal Telegraph Co., had booths for sending and receiving messages.

Carter Art Stone Co., Elwood, Ind., had samples of concrete and steel flower boxes with self-watering device. Mr. Carter was in charge.

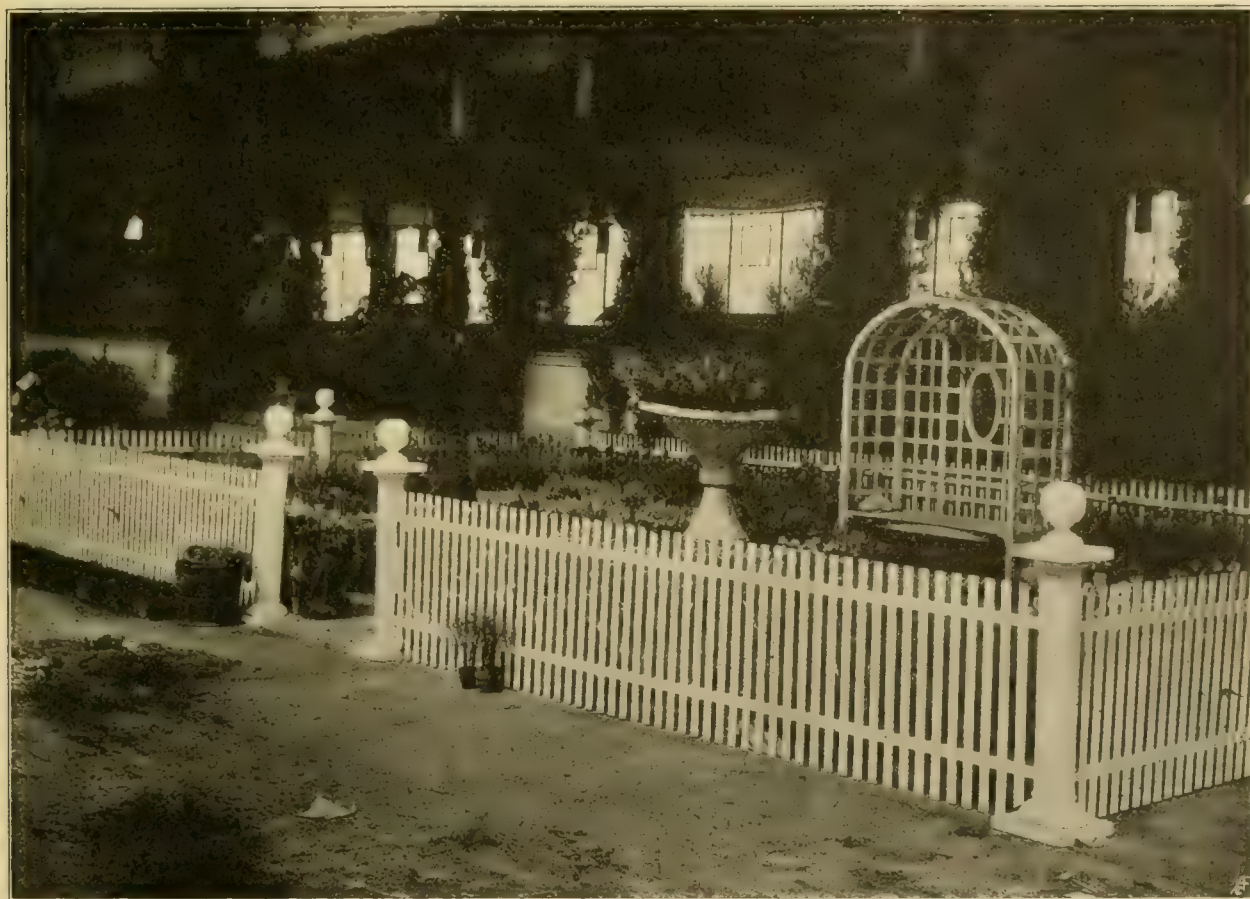
C. U. Liggit, Philadelphia, had a booth with vases of Carnations Natalie, Betty Jane and Surprise, also literature. Mr. Liggit personally greeted visitors.

The American Rose Society and Nature Study Club showed books on nature in all its phases and copies of the Rose Annual. Elliot R. Tibbets was in charge.



FIFTH NATIONAL FLOWER SHOW.

Decorative Display of Temperly Florists, Indianapolis, Ind.



FIFTH NATIONAL FLOWER SHOP.

Dutch Bulb Garden of A. Wiegand & Sons Co., Indianapolis, Ind.

Notes of the Show.

The publicity features or the persistence with which the show was kept on the front page of the newspapers had much to do with its success. The large eight page supplement of the Indianapolis Star entirely devoted to the show published on the opening day was a winner. Each day following, show news was front page stuff illustrated with exhibition photos on the inside pages.

One of the greatest features of the exhibition was the finish to every display which gave a perfection to the whole, that has seldom been equaled. A sod border enclosed every exhibit that was not otherwise ornamented. The wide cement aisles at least 10 feet in width, were kept spotlessly clean and in wider spaces were groups of chairs where the visitors could rest while listening to the music.

The wide foyer inside the entrance contained a number of mounds, edged with touffa rock, planted with flowering bulbous stock and plants. The central bed had the plaster figures of a life-sized strong young girl with an ear of corn in one hand striving with all her might to pull a goat which she had lassoed by the horns. Roman J. Irwin said this represented Indianapolis getting Cleveland's goat.

The attendance has been good from the opening, there being great throngs afternoon and evenings. There were over 30,000 trade tickets sold, with 4,400 50 cent admissions at the gate on Monday.

Although the paths in all parts of the building are so wide, policemen had to keep the crowds going in one direction to enable them to get around without congestion.

The various retail trade exhibitors appeared to have a throng about them at

all times and were quite satisfied with the business prospects.

Secretary Pochelon of the Florists' Telegraph Delivery Association, pulled off one of his greatest publicity efforts to celebrate the opening of the show. Over a week before March 25 he sent a circular letter to all members of the F. T. D. requesting that they send, March 25, something in plants or flowers from their store to the mayor of their city, with the card of the mayor of Indianapolis as coming to them from the great National Flower Show, through the F. T. D. service. They were to charge this expense to publicity and see that it was noticed in the columns of their newspapers. By Tuesday night, March 28, Mayor Lewis Shank had received over 600 replies from mayors all over the United States, thanking him for the gifts and wishing success to the great show. This is undoubtedly the greatest publicity stunt ever accomplished, at least by the craft in this country, and all hats are off to Secretary Pochelon for his clever work.

The J. W. Davis Co., Terre Haute, Ind., showed some choice florists' plant stock in very healthy condition.

The Jos. H. Hill Co., gave out 5,000 cut roses as souvenirs, Monday, and 5,000 2½-in. pot rose plants, Tuesday.

Frank Stuppy, St. Joseph, Mo., staged a vase of their new rose, a double sport of Ophelia, a fine full flower, which they have named Freida Hemple.

W. A. Rowe, Kirkwood, Mo., exhibited Tuesday, seven vases of Dutch irises in variety, very fine flowers.

Baur's Flower Shop, Tucson, Ariz., filled a table with sample cactus.

Edward Towill, Roslyn, Pa., made an exhibit of his new rose, Loyal Legion, that attracted much admiration.

The Dale Estate's cattleyas, arranged in the rock work at the F. T. D. exhibit were a pleasing feature.

A telegraph instrument in the F. T. D. flower show was ticking away all the time receiving and sending out messages and orders.

A. N. Pierson, Inc., captured 16 firsts, two seconds and a gold medal out of 13 entries on the first day. A clean sweep!

Vice-President Samuel Murray, of Kansas City, became suddenly ill Tuesday and left for home that night.

The Kansas City delegation including Messrs. Murray, Rock, Bohannon and W. J. Barnes, reinforced by Chas. P. Mueller, of Wichita, Kan., arrived Monday.

Thomas Roland's genista group was greatly admired by many local amateurs.

A fine tinted portrait of E. G. Hill was hung in the canopy over his display of roses, with America in the center.

The Indianapolis morning newspapers the opening day, carried several pages of local and out-of-town advertisements of both seedsmen and florists, the A. Wiegand & Sons Co., using a full page.

Saturday, the opening day of the flower show, was flower day in Indianapolis. Thousands of roses, carnations, sweet peas and tulips were given away by a score of pretty girls stationed at the main downtown street corners at noon, announcing the opening of the National Flower Show in the Manufacturers' building at the Indiana State Fairgrounds.

Early Awards.

Heliotrope, standards, three plants—Miss Belle and Prudence Sheridan, Willoughby, O., 1st.

Kentia Forsteriana, specimen—Wm. Kleinheinz, Elkins Park, Pa., 1st.

Lilies, 12 spikes, any white—Roepke Floral Co., Indianapolis, Ind., 1st.

Lilies, 12 spikes, any pink—Roepke Floral Co., 1st.
 One hundred pansies—Roepke Floral Co., 1st.
 Antirrhinum, 12 spikes, pink—Baur & Steinkamp, Indianapolis, Ind., 1st.
 Antirrhinum, 12 spikes, white—Baur & Steinkamp, 1st.
 Calendulas, 25 flowers—E. E. Temperley, Indianapolis, Ind., 1st; E. H. Rieman, Indianapolis, Ind., 2nd.
 Callas, 12 flowers, white—E. E. Temperley, 1st; Fred E. Holland, Highland, Ill., 2nd.
 Primula, 24 plants in variety—Daisy Hill Farms, Chagrin Falls, O., 1st; E. H. Keimen, 2nd.
 Hyacinths, white, six 10-inch pots or pans—E. E. Temperley, 1st; Bertermann Bros. Co., Indianapolis, Ind., 2nd.
 Hyacinths, pink or red, six 10-inch pots or pans—Bertermann Bros. Co., 1st; E. E. Temperley, 2nd.
 Hyacinths, light blue, six 10-inch pots or pans—E. E. Temperley, 1st; Bertermann Bros. Co., 2nd.
 Hyacinths, dark blue or purple, six 10-inch pots or pans—Bertermann Bros. Co., 1st.
 Lilies, 25 pots, other foliage plants may be introduced—Bertermann Bros. Co., 1st; L. Anderson, Rocky River, O., 2nd; Roepke Floral Co., 3rd.
 Lily of the valley, 12 10-inch pans—Bertermann Bros. Co., 1st.
 Display of lily of the valley, arranged for effect, growing plants, covering 50 square feet—Bertermann Bros. Co., 1st.
 Narcissus, 12 10-inch pans, six or more varieties—Bertermann Bros. Co., 1st.
 Tulips, Darwin, 12 10-inch pans, six or more varieties—Friedley Co., E. Cleveland, O., 1st; Wayside Gardens Co., Mentor, O., 2nd; Bertermann Bros. Co., 3rd.
 Tulips, early single, 12 10-inch pans, six or more varieties—Wayside Gardens Co., 1st; Friedley Co., Cleveland O., 2nd; Bertermann Bros. Co., 3rd.
 Tulips, double, 12 10-inch pans, six varieties—Bertermann Bros. Co., 1st; Friedley Co., 2nd; Wayside Gardens Co., 3rd.
 Best pen of Darwin Tulip Bartigon—Friedley Co., 1st; Bertermann Bros. Co., 2nd; Wayside Gardens Co., 3rd.
 Display of bulbs, etc., arranged as a bulb garden, covering 500 square feet. Appropriate accessories permitted. Quality of bloom, artistic arrangement and general effect to be considered in making award—A. Wiegand Sons Co., Indianapolis, Ind., 1st; Wayside Gardens Co., 2nd.

Ferns

Cibotium Schiedei, specimen, not less than 10 feet spread—F. R. Pierson, Tarrytown, N. Y., 1st.
 Ferns, 12 plants, not less than six varieties, nor less than 10-inch pots—F. R. Pierson, 1st.
 Nephrolepis Exaltata Bostoniensis, specimen—F. R. Pierson, 1st; E. H. Rieman, Indianapolis, Ind., 2nd.
 Nephrolepis, any other variety, specimen—F. R. Pierson, 1st; Robt. Craig Co., Norwood Station, Pa., 2nd.
 Collection of Nephrolepis in variety, covering 100 square feet—F. R. Pierson, 1st.
 Stag's Horn fern, three plants in variety—A. N. Pierson, Inc., Cromwell, Conn., 1st.
 Fern, specimen, any other variety, not otherwise specified, not less than 10-inch pot or tub—A. N. Pierson, Inc., 1st; F. R. Pierson, 2nd.

Palms, Foliage Plants—Commercial Growers

Areca lutescens, specimen—H. W. Reiman Sons, 1st; Robt. Craig Co., 2nd.
 Kentia Belmoreana, specimen—A. Wiegand & Sons Co., 1st; H. W. Reiman Sons, 2nd.
 Kentia Forsteriana, specimen—Bertermann Bros. Co., 1st; A. Wiegand Sons Co., 2nd.
 Phoenix Roebelenii, specimen—F. R. Pierson, 1st; H. W. Reiman Sons, 2nd.
 Palm, specimen, other than above—H. W. Reiman Sons, 1st.
 Bay trees, two plants, standard—H. W. Reiman Sons, 1st; A. Wiegand Sons Co., 2nd.
 Bay trees, two plants, columnar—H. W. Reiman Sons, 1st.
 Box trees, two plants, standard—H. W. Reiman Sons, 1st.
 Crotons, group covering 100 square feet, arranged for effect—Robt. Craig Co., 1st.
 Dracaena, 12 plants, six or more varieties—Robt. Craig Co., 1st; A. N. Pierson, Inc., 2nd.
 Dracaena, specimen, any variety—A. N. Pierson, Inc., 1st; Robt. Craig Co., 2nd.
 Ficus pandurata, specimen—H. W. Reiman Sons, 1st.
 Stove and greenhouse foliage plants, specimens distinct, six plants, exclusive of palms—Robt. Craig Co., 1st; A. N. Pierson, Inc., 2nd.

Roses, Pots and Tubs—Comm. Growers

Display of rose plants, arranged as a rose garden, any or all classes, covering 500 square feet. Appropriate accessories permitted—A. N. Pierson, Inc., 1st; State Florists Association Indiana, 2nd; Merkel & Son, W. Mentor, O., 3rd.
 Display of rose plants, any or all classes, arranged for effect as a rose border. To cover 100 square feet of space, 5x20 feet—A. N. Pierson, Inc., 1st and gold medal.
 Six climbing or rambler roses, three or more varieties—A. N. Pierson, Inc., 1st.
 Hiawatha, specimen—A. N. Pierson, 1st.
 Excelsa, specimen—A. N. Pierson, Inc., 1st.
 Mrs. M. H. Walsh or White Dorothy Per-

kins, specimen—A. N. Pierson, Inc., 1st.

Any other single-flowered variety, specimen—A. N. Pierson, Inc., 1st.
 Any other double or semi-double-flowered variety—A. N. Pierson, Inc., 1st.
 Twenty-five plants hybrid perpetuals, not less than six varieties—Daisy Hill Farms, Chagrin Falls, O., 1st.
 Twenty-five plants Dwarf Polyantha, not less than six varieties—Bertermann Bros. Co., 1st.
 Twelve plants, dwarf Polyantha, not less than three varieties—Bertermann Bros. Co., 1st.
 Arch arrangement of climbing roses—A. N. Pierson, Inc., 1st.
 Collection of hybrid teas in bloom, covering 100 square feet, arranged as a rose bed—A. N. Pierson, Inc., 1st; Daisy Hill Farms, 2nd.

Cut Roses—Commercial Growers

One hundred Mrs. Chas. Russell—Poehlmann Bros. Co., Morton Grove, Ill., 1st.
 One hundred Hadley—Joseph Heacock Co., Wyncote, Pa., 1st.
 One hundred Francis Scott Key—F. R. Pierson, 1st.
 One hundred Columbia—Jos. H. Hill Co., Richmond, Ind., 1st; Poehlmann Bros. Co., 2nd.
 One hundred Premier—E. G. Hill Co., Richmond, Ind., 1st; Poehlmann Bros. Co., 2nd.
 One hundred Mme. Butterfly—Jos. H. Hill Co., 1st; Poehlmann Bros. Co., 2nd.
 One hundred any disseminated white—Bedford Floral Co., Bedford Hills, N. Y., 1st.
 Fifty American Beauty—Gude Bros. Co., Washington, D. C., 1st; Myers & Samtman, Philadelphia, Pa., 2nd.
 Fifty Francis Scott Key—F. R. Pierson, Tarrytown, N. Y., 1st.
 Fifty Columbia—Jos. Heacock Co., 1st; F. R. Pierson, 2nd.
 Fifty Premier—Jos. H. Hill Co., 1st; Poehlmann Bros. Co., Morton Grove, 2nd.
 Fifty Mme. Butterfly—Joseph Heacock Co., 1st; E. G. Hill Co., Richmond, Ind., 2nd.
 Fifty Crusader—Jos. Heacock Co., 1st; Bedford Flower Co., 2nd.
 Fifty any disseminated white—Jos. Hill Co., 1st; John H. Dunlop & Son, Ltd., Richmond Hill, Ont., 2nd.
 Fifty Ophelia—Jos. Heacock Co., 1st; John Welsh Young, Germantown, Philadelphia, Pa., 2nd.
 Fifty Pilgrim—Jos. Heacock Co., 1st; John Welsh Young, 2nd.
 Fifty any disseminated red—Myers & Samtman, 1st; Anders Rasmussen, New Albany, Ind., 2nd.
 Fifty any disseminated yellow—Jos. H. Hill Co., 1st.
 Fifty any disseminated pink—Jos. H. Hill Co., 1st; John H. Dunlop & Son, 2nd.
 Twenty-five Premier—Jos. H. Hill Co., 1st.
 Twenty-five Mme. Butterfly—Jos. H. Hill Co., 1st.
 Twenty-five any disseminated white—Jos. Heacock Co., 1st; John H. Dunlop & Son, 2nd.
 Twenty-five Columbia—Jos. H. Hill Co., 1st; Bedford Flower Co., 2nd.
 Twenty-five Ophelia—John Welsh Young, 1st.
 Twenty-five any disseminated yellow—Jos. H. Hill Co., 1st.
 Twenty-five any other disseminated red—Anders Rasmussen, 1st.
 Twenty-five any other disseminated pink—John Welsh Young, 1st; J. F. Ammann Co., Edwardsville, Ill., 2nd.
 Twenty-five blooms each of recent Hill introductions—Columbia, Premier, and Mme. Butterfly—Jos. H. Hill Co., 1st.
 Twelve any rose not disseminated—Myers & Samtman, 1st; E. G. Hill Co., 2nd.

Carnations—Commercial Growers.

One hundred blooms, any undissiminated variety, shown in one vase—Hartje & Elder, 1st; A. Jablonsky, Olivette, Mo., 2nd; F. Dorner & Son, LaFayette, Ind., 3rd.
 One hundred blooms, Laddie, shown in one vase—W. A. Rowe, Kirkwood, Mo., 1st; S. J. Goddard, Framingham, Mass., 2nd.
 Fifty blooms, Laddie, in one vase—S. J. Goddard, 1st; W. Frank & Son, Portland, Ind., 2nd.
 Vase, 100 blooms, one kind, white—Strouts, Inc., Biddeford, Me., 1st; Poehlmann Bros. Co., Chicago, 2nd.
 Vase, 100 blooms, one variety flesh pink, being those shades of pink or salmon color, Laddie barred—W. D. Howard, Milford, Mass., 1st; W. D. Howard, 2nd.
 Vase, 100 blooms, one variety light pink, being those shades of pink verging on the true pink and not lighter than Gloriosa nor darker than Winsor—Baur & Steinkamp, 1st.
 Vase, 100 blooms, one variety medium pink, including any variety darker than Winsor and not darker than Mrs. C. W. Ward—Poehlmann Bros. Co., 1st; W. D. Howard, 2nd.
 Vase, 100 blooms, one kind dark pink, being darker than Mrs. C. W. Ward and including all so-called cerise not dark enough to be classed as red—S. J. Goddard, 1st; F. Dorner & Son, 2nd.
 Vase, 100 blooms, one kind red or scarlet, to include all varieties generally included in those colors—Baur & Steinkamp, 1st; Poehlmann Bros. Co., 2nd.
 Vase, 100 blooms, one variety, yellow or yellow variegated—Strouts, Inc., 1st.
 Vase, 100 blooms, one variety, flaked—Strouts, Inc., 1st.
 Vase 50 blooms, one variety, white—Woodlawn Gardens, Edwardsville, Ill., 1st; C. C. Pollworth Co., Milwaukee, Wis., 2nd.
 Vase 50 blooms, one variety, flesh pink—Woodlawn Gardens, 1st; A. Jablonsky, 2nd.
 Vase 50 blooms, one variety, medium pink—C. C. Pollworth Co., 1st; W. D. Howard, 2nd.
 Vase 50 blooms, one variety, dark pink—Baur & Steinkamp, 1st; J. Steidle, Clayton, Mo., 2nd.
 Vase 50 blooms, one variety, red or scarlet—C. C. Pollworth Co., 1st; Baur & Steinkamp, 2nd.
 Vase 50 blooms, one variety, crimson—Richmond Greenhouse Co., Richmond, Ind., 1st; W. D. Howard, 2nd.
 Vase 50 blooms, one variety, yellow or yellow variegated—Strouts, Inc., 1st.
 Vase 50 blooms, one variety, white variegated—Richmond Greenhouse Co., 1st; C. C. Pollworth Co., 2nd.
 Vase 50 blooms, one variety, flaked—Strouts, Inc., 1st.
 Vase 50 blooms, one variety, any other color—Hartje & Elder, 1st.

Special Classes

Best bridal bouquet arranged by a member of the Ladies' Society of American Florists—Miss Amelia Gude, Washington, D. C., 1st.
 Best table decoration by a member of the Ladies' Society of American Florists—Miss B. Hammond Tracy, Wenham, Mass., 1st.
 Six tumbler baskets, filled with any variety of flower, or combination, with the following exceptions: Only one basket to contain lily of the valley alone, or in combination; and orchids may be used only in one basket or combination—Fred H. Lemon & Co., Richmond, Ind., 1st; Bertermann Bros. Co., 2nd; A. Wiegand Sons Co., 3rd.
 Best basket of spring flowers—Fred H. Lemon & Co., 1st; A. Wiegand Sons Co., 2nd.
 Best basket of mixed flowers—Bertermann Bros. Co., 1st.



FIFTH NATIONAL FLOWER SHOW.

F. T. D. Baskets of Flowers Sent by the Mayor of Indianapolis, With National Flower Show Greetings, to the Mayor of Chicago, Supplied by A. Lange, Schiller, L. R. Bohannon, W. J. Smyth and Others.



H. N. BRUNS' DISPLAY AT THE WEST TOWN EXPOSITION, CHICAGO.

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Bertermann Bros. Co., Indianapolis, Ind.
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John Childs, Inc., Flowerfield, N. Y.
Cleveland Florists' Club, Cleveland, O.
Cleveland-McCallum Co., Cleveland, O.
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Jackson & Perkins, Newark, N. Y.
William O. Jahn, East Bridgewater, Mass.
E. James, Oakland, Calif.
W. J. Johnston, Baltimore, Md.
Joy Floral Co., Nashville, Tenn.
Wm. F. Kasting Co., Buffalo, N. Y.
B. Katzwinkel, Mendota, Ill.
Knoble Bros. Co., Cleveland, O.
Joseph Kohout, Libertyville, Ill.
William F. Kruger, Toledo, O.
F. Lautenschlager, Chicago.
W. G. Lehr, Brooklyn, Md.
Fred F. Lewis, Lockport, N. Y.
Madsen & Christensen, Wood Ridge, N. J.
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H. Overeynde, Lodi, O.
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E. Allan Peirce, Waltham, Mass.
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Pittsburgh Cut Flower Co., Pittsburgh, Pa.
H. Plath, San Francisco, Calif.
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Anders Rassmussen, New Albany, Ind.
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Wm. L. Rock Flower Co., Kansas City, Mo.
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Thomas Roland, Nahant, Mass.
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P. C. Weber, St. Louis, Mo.
Patrick Welch, Boston, Mass.
Wendland & Keimel Co., Elmhurst, Ill.
Witthuhn's Flower Shop, Cleveland, O.
R. Witterstaetter, Cincinnati, O.
John Young, New York.
Rolf Zetlitz Co., Lima, O.

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Bash's Seed Store, Indianapolis, Ind.
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De LaMare Printing Co., New York.
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Duro Paper Products Co., Chicago.
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Florists' Supply House, Indianapolis, Ind.
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E. G. Hill Co., Richmond, Ind.
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Hitchings & Co., Elizabeth, N. J.
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Indianapolis Reed Co., Indianapolis, Ind.
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S. S. Pennock Co., Philadelphia, Pa.
A. N. Pierson, Inc., Cromwell, Conn.
F. R. Pierson, Tarrytown, N. Y.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pulverized Poultry Manure Co., Chicago.
A. J. Randall Co., Chicago.
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Schloss Bros. Ribbons, Inc., New York.
S. S. Skidelsky & Co., New York.
Skinner Irrigation Co., Troy, O.
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Storrs & Harrison Co., Painesville, O.
L. C. Stroh, Batavia, N. Y.
Tobacco Bv-Pr. & Chem. Corp., Louisville.
C. H. Totty Co., Madison, N. J.
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William T. Usinger, Pittsburgh, Pa.
Vaughan's Seed Store, Chicago-New York.
Zane Pottery Co., South Zanesville, O.

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Cleveland Florists' Club, Cleveland, O.
Robert Craig Co., Norwood Sta., Pa.
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 Wm. Abrahamson, Chicago.
 J. Aldous, Iowa City, Ia.
 J. F. Ammann, Edwardsville, Ill.
 O. H. Amling, Maywood, Ill.
 A. W. Anderson, Chicago.
 O. G. Anderson, Terre Haute, Ind.
 F. T. Anderson, Xenia, O.
 W. A. Ankline, Powell, O.
 Leon H. Archias, Sedalia, Mo.
 Julius Baer, Cincinnati, O.
 George Ball, Glen Ellyn, Ill.
 M. Barker, Chicago.
 W. J. Barnes, Kansas City, Mo.
 G. W. Bartolomew, Dayton, O.
 F. J. Baum, Buffalo, N. Y.
 R. L. Baum, Knoxville, Tenn.
 I. M. Bayersdorfer, Philadelphia, Pa.
 A. C. Beal, Ithaca, N. Y.
 Victor Bergmann, Chicago.
 O. C. Bergmier, Chicago.
 Henry Berning, St. Louis, Mo.
 Fred J. Berry, Chicago.
 H. A. Bertoli, Chicago.
 V. Bezdek, Gross Point, Ill.
 G. H. Blackman, Evansville, Ind.
 J. Boehner, Dayton, O.
 A. J. Boehringer, Bay City, Mich.
 L. R. Bohannon, Kansas City, Mo.
 S. Bowslog, Celina, O.
 Philip Breitmeyer, Detroit, Mich.
 H. H. Broschens, Roslyn, Pa.
 Fred Bruenig, St. Louis, Mo.
 W. Atlee Burpee, Jr., Philadelphia, Pa.
 W. G. Burrel, Columbus, O.
 W. G. Cahill, Dorchester, Mass.
 A. J. Caldwell, Lansing, Mich.
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 M. C. Clemensen, Chicago.
 P. O. Coblentz, New Madison, O.
 H. T. Coffman, Huntington, W. Va.
 S. W. Corgan, Battle Creek, Mich.
 M. M. Cohen, New York.
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 George Crissman, Punxsutawney, Pa.
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 C. A. Cynea, Dayton, O.
 Philip Daut, Decatur, Ill.
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 Simon Denison, Chicago.
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 J. V. Doerr, Newark, O.
 O. P. Dowell, Lawrenceville, Ill.
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 W. F. Duntemann, Chicago.
 Peter Duris, Chicago.
 S. Edelman, New York.
 C. F. Edgar, Philadelphia, Pa.
 Robt. C. Ellis, Bloomington, Ind.
 R. C. Ellsworth, Downers Grove, Ill.
 J. M. Elzinga, Benton Harbor, Mich.
 B. Encil, Lawrenceville, Ill.
 C. L. Erickson, Princeton, Ill.
 James Erwin, Dayton, O.
 John A. Evans, Richmond, Ind.
 Robert Evans, Richmond, Ind.
 E. J. Fancourt, Philadelphia, Pa.
 M. A. Fiersten, Chicago.
 J. T. Fitzgerald, Beaver, Pa.
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 L. A. Geiger, Philadelphia, Pa.
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 Geo. M. Geraghty, Toronto, Ont.
 John Gipner, Niles, Mich.
 Emil Glauber, Denver, Colo.
 Ove Gnatt, LaPorte, Ind.
 J. T. Goodline, Zanesville, O.
 Robt. L. Graham, Baltimore, Md.
 A. S. Gray, Chickasha, Okla.
 Robert Greenlaw, Philadelphia, Pa.
 C. M. Grossman, Petoskey, Mich.
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 Walter Hamilton, Manitowoc, Wis.
 Arthur Hansen, Chicago.
 William Hansen, Chicago.
 Walter Hardesty, Columbus, O.
 W. H. Harold, Elkhart, Ind.
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 Harry Heint, Toledo, O.
 H. B. Henley, Terre Haute, Ind.
 Fred Henoch, LaPorte, Ind.
 H. P. Herman, Ionia, Mich.
 A. Herrington, Madison, N. J.
 Jos. Herzstam, Dayton, O.
 J. J. Hess, Omaha, Neb.
 L. E. Hitz, Madison, Ind.
 L. Hoeckner, Chicago.
 Fred Hoekstra, Grand Rapids, Mich.
 G. W. Hoffman, Pittsburgh, Pa.
 J. A. Hoke, Richmond, Ind.



The Late Harry A. Barnard.

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 J. D. Hooper, Richmond, Va.
 L. E. Horton, Chicago.
 A. C. Hottes, Columbus, O.
 R. B. Howe, Chicago.
 A. Hubbard, Topeka, Kan.
 W. B. Huddleson, Columbus, Pa.
 C. T. Hughes, Hillsdale, Mich.
 Allen Humason, Chicago.
 C. D. Humason, Chicago.
 Simon Humfield, Muncie, Ind.
 H. E. Humiston, Chicago.
 A. H. Hummert, St. Louis, Mo.
 Joseph Imholte, Cincinnati, O.
 J. D. Imlay, Zanesville, O.
 A. Jablonsky, Olivette, Mo.
 P. B. Jablonsky, Olivette, Mo.
 Chas. Jack, Crawfordsville, Ind.
 A. G. Jensen, St. Louis, Mo.
 L. P. Jensen, St. Louis, Mo.
 C. J. Jones, Cincinnati, O.
 R. E. Jones, Richmond, Ind.
 O. C. Johns, Louisville, Ky.
 Frank Johnson, Chicago.
 T. H. Joy, Nashville, Tenn.
 J. J. Karins, Philadelphia, Pa.
 G. J. Kaspar, Cicero, Ill.
 M. C. Kent, Newark, O.
 George Kerr, Philadelphia, Pa.
 H. E. Kiddin, Ionia, Mich.
 Robert Kilt, Philadelphia, Pa.
 H. Kiger, Marietta, O.
 F. R. Kilner, Chicago.
 Herman Kleinstark, Louisville, Ky.
 H. R. Kleinstark, Louisville, Ky.
 Paul Klingsporn, Chicago.
 W. E. Klus, Anderson, Ind.
 William Klus, Anderson, Ind.
 Joseph Kohout, Libertyville, Ill.
 L. J. Korlage, Shively, Ky.
 G. A. Kuhl, Pekin, Ill.
 R. Kuhn, Cincinnati, O.
 L. L. Lamborn, Alliance, O.
 Homer Lange, Chicago.
 C. J. Lanternier, Fort Wayne, Ind.
 E. J. Lanternier, Fort Wayne, Ind.
 C. F. Larsen, Chicago.
 Harvey Larsen, Chicago.
 Ralph Latham, Minneapolis, Minn.
 A. F. T. Lauritzen, Eau Claire, Wis.
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 Robert Leicht, Chicago.
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 George Mohn, Chicago.
 Peter Morgen, Huntington, Ind.
 F. S. Morris, Santa Ana, Calif.
 James Morton, Chicago.
 Walter Mott, Beacon, N. Y.
 C. P. Mueller, Wichita, Kan.
 L. O. Mulder, Grand Rapids, Mich.
 Dr. B. W. Murphy, St. Joseph, Mo.
 Wm. Murphy, Cincinnati, O.
 Samuel Murray, Kansas City, Mo.
 R. E. Neal, Lawrenceville, Ill.
 A. H. Nehrling, Ithaca, N. Y.
 H. C. Neubrand, N. Tarrytown, N. Y.
 Robert Newcomb, Los Angeles, Calif.
 Bert Nicholas, Sioux City, Ia.
 J. C. Nielsen, Chicago.
 W. Norburg, Grand Rapids, Mich.
 Leo L. Novee, New Albany, Ind.
 O. B. Oakes, Portsmouth, O.
 A. O. Okanauer, Winona Lake, Ind.
 O. Olson, St. Paul, Minn.
 R. E. Osborn, Chicago.
 H. W. Palmer, Fairlawn, O.
 Glen Parker, Kansas City, Mo.
 J. S. Parrish, Cornelia, Ga.
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 S. S. Pennock, Philadelphia, Pa.
 F. S. Peterson, Rockford, Ill.
 F. R. Pierson, Tarrytown, N. Y.
 Wallace R. Pierson, Cromwell, Conn.
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 Adolph Poehlmann, Chicago.
 August Poehlmann, Chicago.
 Earl Poehlmann, Chicago.
 Roland Poehlmann, Chicago.
 Walter Poehlmann, Chicago.
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 H. B. Ruppert, S. Weymouth, Mass.
 J. C. Rutenschroer, Cincinnati, O.
 A. S. Sawyer, Pittsburgh, Pa.
 M. Schiltz, Chicago.
 Frank M. Schramm, Toledo, O.
 Fred Schramm, Park Ridge, Ill.
 Roswell Schupp, Chicago.
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 S. P. Skilcher, Anderson, Ind.
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 Thos. Shoosmith, Utica, O.
 E. V. Siebrecht, Monon, Ind.
 P. J. Smith, Zanesville, O.
 W. J. Smyth, Chicago.
 John Steidle, Olivette, Mo.
 Irving Stein, Chicago.
 J. C. Steinhouser, Pittsburgh, Pa.
 Fred Stielow, Niles Center, Ill.
 Henry J. Stockmans, Chicago.
 W. M. Strobel, Batavia, N. Y.
 F. E. Stuart, Anderson, Ind.
 Frank X. Stuppy, St. Joseph, Mo.
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 M. Tyler, Chicago.
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 J. C. Vaughan, Chicago.
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 E. W. Vinica, Millerton, Mass.
 M. Wagner, Pittsburgh, Pa.
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 J. C. Walley, Pittsburgh, Pa.
 W. J. Warrick, Washington, Pa.
 C. L. Washburn, Chicago.
 Frank L. Washburn, Bloomington, Ill.
 Wm. Wasserman, Muskegon, Mich.
 Arthur Weatherwax, Chicago.
 Paul E. Weiss, Maywood, Ill.
 W. K. Weston, New York.
 L. E. White, Columbus, O.
 W. C. Whitene, Danville, Ill.
 H. L. Wiegand, Indianapolis, Ind.
 Everett Williams, Chicago.

J. C. Wilson, Chicago.
A. G. Wise, Marion, Ind.
M. C. Wright, Chicago.
Gust Wustenhoff, Chicago.
F. S. Yosick, Shelby, O.
John Young, New York.
J. F. Young, Dayton, O.
E. Yunker, Louisville, Ky.
A. J. Zech, Chicago.

The Ladies.

Mrs. C. E. Barton, Norwalk, O.
Mrs. F. J. Baum, Buffalo, N. Y.
Mrs. Emma Baumer, Louisville, Ky.
Mrs. Henry Berning, St. Louis, Mo.
Miss Charlotte Black, Birmingham, Ala.
Mrs. G. H. Blackman, Evansville, Ind.
Mrs. J. A. Bolden, Louisville, Ky.
Mrs. A. L. Brooks, Louisville, Ky.
Miss Martha J. Carr, Frankfort, Ind.
Mrs. S. P. Cossart, Shelbyville, Ind.
Miss Mildred Davis, Decatur, Ill.
Mrs. Philip Daut, Decatur, Ill.
Mrs. Chas. DeClerg, Green Bay, Wis.
Mrs. Wm. Dittman, New Castle, Ind.
Mrs. John A. Evans, Richmond, Ind.
Miss Hattie Edelstein, Bucyrus, O.
Mrs. C. F. Edgar, Philadelphia, Pa.
Mrs. M. A. Flerston, Chicago.
Mrs. P. J. Foley, Chicago.
Miss M. V. Gaines, Birmingham, Ala.
Mrs. Robt. L. Graham, Baltimore, Md.
Miss M. C. Gunterberg, Chicago.
Mrs. H. Heini, Toledo, O.
Mrs. H. B. Henley, Terre Haute, Ind.
Miss Flora L. Hess, Columbus, O.
Miss Viola Hirshberg, Louisville, Ky.
Mrs. L. Hoeckner, Chicago.
Miss Anna Humfield, Muncie, Ind.
Miss Lula Humfield, Muncie, Ind.
Mrs. E. S. Irving, Louisville, Ky.
Mrs. L. E. Jablonsky, Olivette, Mo.
Mrs. H. E. Kidden, Ionia, Mich.
Mrs. H. Kiger, Marietta, O.
Mrs. H. R. Kleinstark, Louisville, Ky.
Miss A. M. Koelker, Toledo, O.
Miss Anna Lanternier, Fort Wayne, Ind.
Mrs. E. Lanternier, Fort Wayne, Ind.
Miss M. S. Newton, Shelbyville, Ind.
Mrs. T. E. Noble, Cleveland, O.
Miss Nettie Parker, Chicago.
Miss G. Robinson, Grand Rapids, Mich.
Miss B. T. Steidle, Olivette, Mo.
Mrs. G. C. Switzer, Frankfort, Ind.
Miss Olga Tonner, Chicago.
Mrs. J. C. Vaughan, Chicago.
Mrs. Richard Vincent, White Marsh, Md.
Mrs. C. L. Washburn, Chicago.
Mrs. Percy Waters, Toronto, Ont.
Mrs. E. M. Welmars, Grand Rapids, Mich.
Mrs. H. K. Wilson, Columbus, O.
Mrs. J. C. Wilson, Chicago.
Mrs. F. S. Yosick, Shelby, O.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Boston, Mass., April 4, 8 p. m.—Retail Florists' Association of Boston at Gould Hall. W. J. Thurston, Boston, secretary.

Buffalo, N. Y., April 5, 8 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, Alexander, N. Y., secretary.

Chicago, April 6, 8 p. m.—Chicago Florists' Club at Hotel Randolph. Fred Lautenschlager, 462 West Erie street, Chicago, secretary.

Cleveland, O., April 3, 8 p. m.—Cleveland Florists' Club at Hollenden hotel. Chas. T. Bastian, 13,918 Lake Shore boulevard, Cleveland, secretary.

Grand Rapids, Mich., April 3, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at members' offices. Edw. Freyling, 891 Wealthy avenue, Grand Rapids, secretary.

Milwaukee, Wis., April 4, 8 p. m.—Milwaukee Florists' Club at Kurtz Bros., Eleventh and Prairie streets. E. Oestreich, 5630 North avenue, Milwaukee, secretary.

Minneapolis, Minn., April 4, 8 p. m.—Minneapolis Florists' club at 218 North Fifth street. Harry Philpott, Minneapolis, secretary.

Montreal, Que., April 3, 8 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catharines street, West. W. H. Horobin, 283 Marquette street, Montreal street, secretary.

New York, April 8, 2:30 p. m.—Horticultural Society of New York at American Museum of Natural History. Mrs. George V. Nash, 2789 Valentine avenue, New York, secretary.

Philadelphia, Pa., April 4, 8 p. m.—Florists' Club of Philadelphia at Adelphia hotel. Robt Kift, 4044 Haverford avenue, Philadelphia, secretary.

Pittsburgh, Pa., April 4, 8 p. m.—Pittsburgh Gardeners' and Florists' Club at Allegheny Carnegie Music hall. Carl Becherer, Blawnox, Pa., secretary.

San Francisco, Calif., April 5, 8 p. m.—San Francisco Retail Florists' Association at Native Sons' Hall. James T. Lynch, San Francisco, secretary.

Toledo, O., April 4, 8 p. m.—Toledo Florists' Club at 424 Superior street. S. N. Peck, 424 Superior street, Toledo, secretary.

Washington, D. C., April 4, 8 p. m.—Florists' Club of Washington at Schmid's hall, 712 Twelfth street, N. E. G. V. Schultz, Care Leo Niessen, Washington, secretary.

OBITUARY.

Charles M. Loring.

Charles M. Loring, founder of the great park system of Minneapolis, Minn., and public benefactor, died at his home in that city, March 18. Death came suddenly to the man who has often been called the best beloved citizen of Minneapolis. Mr. Loring was in the sixty-second year of his citizenship in the community whose commercial and esthetic development he had so much influence in promoting. He had been in constantly failing health for many months and had grown accustomed to speaking to his friends and relatives of the end that was coming. He was 89 years old.

Mr. Loring was one of the early Maine emigrants to Minneapolis, who helped to stamp the growing town with the sturdy virtues and high cultural ideals of their



The Late Charles M. Loring.

native New England. He died leaving his name proudly enshrined, not only in the annals of the civic and commercial development of Minneapolis from its earliest village days, but also on such monuments as he helped to construct to the city's permanent beauty. Loring park, the first to be laid out in the Minneapolis park system, the Loring cascade in Glenwood park a gift of the Lorings to the city and the new Victory Memorial drive, which Minneapolis owes largely to the vision and loyalty of Mr. Loring, are among the symbols of the Loring tradition which he bequeathed to the city he loved.

Charles Morgridge Loring, who was of a family long resident in New England and eminent in professional life, should have been a sailor. He was born in a coast town, Portland, Me., on November 13, 1832, and a love of the sea and of the tree-lined streets of his native town was one of his prime heritages. He used to say that he was born under the beautiful trees of Portland, and that was one reason his love for them had persisted all his life.

Harry A. Barnard.

The death is announced of Harry A. Barnard, well known to the American trade as representative of Stuart, Low & Co., of London, Eng. Mr. Barnard was a genuine cockney, having been born within sound of Bow Bells, and was practically all his life in the service of the Low family. He had a wide knowledge of garden plants, especially orchids,

and was highly esteemed by all who knew him. We received one of his very interesting letters February 27, recording some of the things he saw at the previous exhibition of the Royal Horticultural Society, and the particulars there given would indicate he was then in his usual health.

Alexander Waldbart.

Alexander Waldbart, of St. Louis, Mo., died at his home in that city, March 14, age 77 years. Mr. Waldbart was born in Haden, Germany and came to St. Louis in 1866, and early engaged in the florist business. Six years later he built a range of seven greenhouses at Grand and Lawton avenues. Due to increasing business Mr. Waldbart moved his establishment to Horton place and Hamilton avenue, where it was continued until the time of his death.

Mr. Waldbart was active in the early formation of the Society of American Florists and was one of its charter members. He also helped to form the St. Louis Florists' Club, of which he was the first treasurer and later president for two terms. As one of the pioneer florists of that section his death is sincerely mourned by the trade of St. Louis.

The funeral services were held from the late home, burial being in Calvary cemetery, March 17. Mr. Waldbart is survived by three sons, Alexander F., Eugene J., and Lee A. Waldbart, who will continue the business; two daughters, Emilie and Anna and a brother, Geo. Waldbart.

COLUMBIA, Mo.—The annual Farmers' Fair, of the College of Agriculture, will be held here April 7.

TERRE HAUTE, IND.—J. W. Davis and family, will return April 2 from their winter vacation in Florida.

GLEN FALLS, N. Y.—A. J. Binley's greenhouses were recently damaged by fire to the extent of \$2,500.

ST. JOSEPH, Mo.—Frank X. Stuppy and Dr. Murphy, of the Stucky Floral Co., spent the first days of the week at the Indianapolis show.

CAMP POINT, ILL.—Arthur Little recently erected greenhouses here and will engage in both the retail and wholesale trade.

FREMONT, NEB.—Plans are being developed to make a playground for the children of this city in the near future, with landscape features.

DAYTON, O.—Under the title of "Men Who Have Made Good," the Sunday News of March 5 of this city, devotes the front page of its magazine section to Rolf Zeltitz with portrait.

BINGHAMPTON, N. Y.—Stanley G. Barnes has opened his second flower shop in this city at 17 Main street. His other establishment is in the Chamber of Commerce building.

TOPEKA, KANS.—One of the greenhouses of the C. E. Hubbard range was totally destroyed by fire recently and a quantity of glass in another one was cracked. The loss to the plants was small.

CANTON, O.—The referee in bankruptcy in the matter of Fred G. Geltz, bankrupt, reports that the assets are about \$150 and the liabilities about \$8,000. There will be nothing left for the general creditors after payment of the costs of administration.

OKLAHOMA CITY, OKLA.—A meeting of the creditors of the Stiles Floral Co., bankrupt, will be held at Room 309, Baum building this city, at 10 a. m., April 1, to consider sale of the property, etc. So far, \$12,000 have been bid. April 1 looks like a dangerous day for creditors.

THE AMERICAN FLORIST

ESTABLISHED 1885

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST
440 S. Dearborn St., CHICAGO

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The gate receipts at the New York Spring Show, March 13-19, amounted to \$48,000.

Personal.

Professor Arno Nehrling, of the department of floriculture, Cornell University, Ithaca, N. Y. will make an extended European tour the coming summer.

The many friends of Patrick Welch, Boston, Mass., former president of the Society of American Florists, will learn with regret of his illness.

Mrs. J. J. Hess and family of Omaha, Neb., have the sympathy of many friends in the recent death of her father.

Dr. L. H. Bailey, of Ithaca, N. Y., is in Bermuda, pursuing his studies of palms.

American Iris Society.

A meeting of the New York exhibition committee of the American Iris Society was held March 15. Arrangements were made to hold the iris show in the Museum building, New York Botanical gardens, Bronx park, New York city, Saturday and Sunday, June 3-4, from 9 a. m. to 5 p. m.

The schedule of classes for the exhibition is now being prepared and may be secured after April 15 from R. S. Sturtevant, Wellesley Farms, Mass., or Mrs. George V. Nash, New York Botanical gardens, Bronx Park, New York. Prizes amounting to more than \$200 have been donated by the Horticultural Society of New York and the New York Botanical gardens. All flowers will be staged June 2, and judging will begin promptly at 3 p. m.

ANNUAL MEETING.

The annual meeting of the American Iris Society will be held June 3 at the New York Botanical gardens. The morning session will be devoted to inspecting the iris show and after luncheon at 12:30 p. m., the business meeting will be called to order at 2 p. m. The reports of the officers and committees will be heard, followed by the election of officers and discussions. After adjournment the members will inspect the iris test gardens from 3 p. m. to 7 p. m. R. S. STURTEVANT, Sec'y.

Iris Tingitana.

In answer to a recent inquiry, Dr. D. Lumsden of the Federal Horticultural Board, writes as follows:

"As a suggestion to the growers of this plant, I would state that *Iris tingitana* detests deep planting. It seems to be at its best when planted close to the surface of the ground and revels in the baking it receives after its growth has been completed.

"The matter of flowering *I. tingitana* is largely one of cultural requirements and I have every confidence that many of our American growers will be able to produce flowering bulbs in quantities greater than has ever been produced in Europe of this iris in much less time than was taken by the European growers in the initial stages of its cultural requirements necessary to successfully flower it.

"I feel confident as heretofore stated in my letter that in a very short time proper cultural directions followed by both the producer and the grower who undertakes to force bulbs of *I. tingitana* will demonstrate that this iris, 100 per cent American, can be entitled to the brand X. L. C. R."

[It would be interesting to practical growers, who have lost their entire time, cost and space on California *I. tingitana* this season to have the above general data so "boiled down" that they would know how to treat the bulbs on arrival, just how deep to plant them and how to continue their cultivation. —Ed.]

Fifth National Flower Show.

The Fifth National Flower Show, in progress at Indianapolis, Ind., this week, March 25-April 1, is a credit to everyone concerned. The outstanding features the first two opening days were Burpee's sweet peas, Roland's acacias, the rose gardens of A. N. Pierson, Inc., and others. Dreer's Kurume azaleas, F. R. Pierson's superb specimen *nephrolepis*, and the booths of the local florists. The attendance was light the opening day, but good the second day, Sunday, although the weather was wet and chilly.

The principal exhibits are housed in the Manufacturers' building on the state fair grounds, in many respects a model structure for flower shows.

National Flower Show Appreciation.

A show such as is staged here in Indianapolis, wonderful in every way, with exhibits from near and far, small and large, every kind of flower known to horticulture, would not have been possible, had we not had the loyal and unselfish support of so many growers, trade exhibitors, the Cleveland and Indianapolis florists, who realized that to make the show a success they must exert every effort to exhibit, and that is what they did and most splendidly they came across, giving us the finest show ever staged by the national society.

On behalf of the National Flower Show management, I want to express through the trade press their warmest thanks and appreciation for this splendid backing. S. S. PENNOCK, Pres., Society of American Florists.

Sweet Peas at Indianapolis.

Wednesday was sweet pea day at the Fifth National Flower Show and a large showing of this beautiful flower was made. The W. Atlee Burpee Co., Philadelphia, Pa., and Peter Wendland of Evanston, Ill., each had entries in 100 square feet. There were also a number of exhibits in the separate color classes.

The decorative displays of 1,000 cut roses were also made on that day, there being three entries, each of which was elaborate and beautifully arranged. The Poehlmann Bros. Co., Chicago; Fred H. Lemon & Co., Richmond, Ind., and A. N. Pierson, Inc., Cromwell, Conn., were the exhibitors.

The attendance has been wonderful and most satisfying since Saturday, there being 30,000 admissions up to and including Tuesday night, March 28, over \$6,000 being taken in at the box office on that day.

Official Catalogue of Plant Names.

EXTENSION OF TIME.

The pre-publication price of \$3.50 (\$3.75 west of the Mississippi river, in Canada and abroad), is good on all orders accompanied by cash and received by May 1, 1922, for the official catalogue of plant names.

This extension of time was made necessary as it was found impossible to get the prospectuses to organizations in time for their members to avail of the special pre-publication price.

HARLAN P. KELSEY, Sec'y.

American Joint Committee,
Horticultural Nomenclature.

American Rose Annual.

The members of the American Rose Society are entitled to a copy of the society's splendid new annual just received. This is a handsome book, beautifully bound and well filled with valuable information about roses. Dues for annual members and a copy of the book are \$3.00 and should be addressed to Secretary John C. Wister, 606 Finance building, Philadelphia, Pa. We hope to give a more extended notice of this book in a later issue.

Cutting Bench Notes.

Brick, the common unglazed kind, according to some highly successful propagators, is the best material for the bottom of propagating benches.

Poinsettias cuttings are usually given too much shade, an expert grower says. Shade is necessary only the first two or three days. Wilting after that time does not harm them.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Ads., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Experienced saleslady for loop retail flower store. State full particulars in first letter or call personally. M. Poletsos, 35 East Adams street, Chicago.

Help Wanted—Experienced man for retail store. Answer by letter stating all particulars. Address

La Rochelle Florist,
North Avenue New Rochelle, N. Y.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,

Key 830 Care American Florist.

Situation Wanted.—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to

Key 825, care American Florist.

Situation Wanted—By young man of 24 years' experience in most branches of landscape gardening and horticulture; preferably on private estate. Address,

Wm. Bolliger, 905 S. Orchard St., Urbana, Ill.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address

G. J. CARJANES,
2094 Eighth Ave. New York

Situation Wanted

GROWER

Single, 25 years' experience. Address

Key 827, care American Florist.

Situation Wanted

Experienced salesman and designer capable of taking charge of retail store. Ready to start work immediately.

M. L.
4707 Dover Street, CHICAGO
Phone Edgewater 9353

SALESMEN

We are placing on the market a brand new line of vases, jardiniers, linings for baskets and other specialties made from artistically lithographed metal. We desire men who will represent us exclusively in large centers on commission basis. Write specifying territory you cover and furnish references. Only high grade men considered.

American Stamping Co., Elizabeth, N. J.

HELP WANTED

A good grower, including roses, man with family, looking for a permanent place.

This is a country town, fine people.

C. C. WONNEMAN & SONS
MEXICO, MO.

FOR SALE Old established nursery, fully equipped, in one of the largest cities on the Pacific Coast, seed store can also be obtained if desired. For full particulars address

Key 829, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

FOR SALE

20-40 ft. lots about (2 1/4 acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltheim, Forest, Woodlawn and others. Address

E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

FOR SALE

Range of ten greenhouses all stocked with potted plants and a ready market for same. Modern residence and plenty of land. Big bargain and death of proprietor only reason for selling. Reasonable terms to right party.

MRS LESHYN
5329 South Rockwell St., Chicago

Help Wanted

At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.

The Elizabeth Nursery Co.
Box 35, ELIZABETH, N. J.

HELP WANTED

Good all around single man for general pot plants and landscape work. Permanent position for good willing workman. German or Scandinavian preferred. Good board and room on place. State when you can begin work. Place near Pittsburgh, Pa.

EMIL JAHNIG
R. F. D. No. 3. BRIDGEVILLE, PA.

HELP WANTED

Experienced Chrysanthemum grower, one with experience in South preferred. State salary expected. Address

HARRY PAPWORTH
METAIRE RIDGE NURSERY
135 Carondelet St., :: NEW ORLEANS, LA.

WANTED

Young lady for flower shop in Drake Hotel. Apply

MANGEL FLORIST,
17 East Monroe street, Chicago.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street, Chicago, Illinois

VAUGHAN'S ASTERS

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Soft Pink	Dark Blue	Pink	White
Crimson	Light Blue	Lavender Pink	Pale
Silvery Lilac	Terra Cotta	Trade Pkt.	35c. Trade pkt. Oz.
Any of above, except where noted.	1/4 oz.	40c.	\$0.25 \$1.40
Mixed, all colors	1/4 oz.	35c.	.25 1.20

AMERICAN BEAUTY

Similar in type of flower and growth to the well known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth.

Carmine Rose	1/4 oz.	40c.	.25 1.40
Purple	1/4 oz.	40c.	.25 1.40
Lavender	1/4 oz.	45c.	.25 1.60
September Pink	1/4 oz.	45c.	.25 1.60
Rose (New)	1/4 oz.		.50

QUEEN OF THE MARKET

The Standard Early Flowering Type

White	Crimson	Lavender	Pink	Purple
Dark Blue	Scarlet	Flesh	Light Blue	
Any of above	1 lb.	\$12.00; 1/4 oz.	30c.	.15 1.00
Mixed, all colors	1 lb.	10.00; 1/4 oz.	25c.	.10 .80

GIANT BRANCHING

White	Lavender	Rose Pink	Crimson	Pur
Deep Violet	Peach Blossom	Azure	Blue	Daybreak
Any of above	1 lb.	\$12.00; 1/4 oz.	30c.	.15 1.00
Mixed, all colors	1 lb.	10.00; 1/4 oz.	25c.	.10 .80

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double length of the older varieties and are twisted and curled into a very fluffy effect.

White	Crimson	Dark Pink	Lavender
Purple	Shell Pink	Dark Blue	
Any of the above	1/4 oz.	35c.	.25 1.20
Mixed, all colors	1/4 oz.	30c.	.20 1.00

FOR OTHER FLOWER SEEDS SEE OUR "BOOK FOR FLORISTS."

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

THE ROYAL—Early-Flowering Branching

White, Shell Pink, Rose Pink, Lavender, Purple.

Any of the above	1/4 oz.	35c.	.20 1.20
Mixed, all colors	1/4 oz.	30c.	.15 1.00

THE KING—The Quilled Aster

Rose, Pink, Violet, White, Crimson, Lavender.

Any of the above	1/4 oz.	40c.	.25 1.40
Mixed, all colors	1/4 oz.	35c.	.25 1.20

OTHER AMERICAN ASTERS

Sensation. Dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long. 1/4 oz., 35c. \$0.20 \$1.20

BALL'S WHITE ASTER

The seed of this splendid Giant Aster of the Late Branching Type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—was offered in 1921 for the first time.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctly centered blossoms, ideally formed for long distance shipping. The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in 1/4-ounce packets, containing about 4000 seeds at 1/4 oz., 75c; 1/2 oz., \$1.35; 1 oz., \$5.00.

ASTERS IN MIXTURES

Vaughan's Florists' Mixture	1/4 oz.	40c.	\$0.25 \$1.40
White Tall Varieties, Mixed	1/4 oz.	40c.	.25 1.40
Vaughan's Excelsior Mixture, Tall Asters.			
This is a mixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Branching and other desirable sorts, includes many kinds separately purchased for this mixture. 1/4 oz., 45c. .25 1.60			

Mention the American Florist when writing.

Boston, Mass.

EXCELLENT CALL FOR STOCK.

The market opened up with a good show of strength this past week and held it throughout. Roses, carnations and lilies are mostly in demand as the bulk of the business at present seems to be funeral work and the shorter grades of roses are what sell best. There has been an extraordinary call for red roses and red carnations for church work, both in town and for the shipping trade. Carnations still continue to sell well and at fine prices for this season but the past few weeks there has been a very noticeable shortage of them at the week end. Lilies have been more plentiful than for several months past though the heavy supply was quickly absorbed at \$20 and \$25 per 100. Bulbs do not fluctuate to any extent, the supply and demand being about normal. Sweet peas of inferior quality still continue to arrive. Good stock is not overplentiful and will likely sell better from now on as the violets are about done for this year. Orchids and lily of the valley are cleaning up well, much better than was expected during Lent. The weather has turned suddenly warm in New England being like summer, which will likely force prices down this coming week.

SPRING BULB SHOW.

The spring bulb show opened March 23 in Horticultural hall. The show was not as large as in former years but was an exceptionally fine exhibition. The principal feature was a bulb garden by Allan J. Jenkins, of Shrewsbury, Mass. All classes were represented with extra fine varieties well grown. The most conspicuous were those of E. S. Webster, group of foliage and flowering plants; L. D. Towle, Pink Pearl

rhodoendron and acacia plants; R. M. Saltonstall, cineraria and schizanthus. W. W. Edgar had a fine group of lilies and roses; Wm. Walke, amaryllis hybrids and E. E. Palmer, a group of flowering and foliage plants. C. Warburton showed a carnation called Remington Red.

NOTES.

The spring exhibition of the Massachusetts Horticultural Society, held March 23-26, was a noteworthy success. L. D. Towle was awarded a silver medal for azaleas and Allen J. Jenkins received first prize for spring bulb garden. The societies splendid library catalogue is now ready.

The Gardeners and Florists' Club held its monthly meeting March 21 at Horticultural hall. The speakers were H. Bartsch on "Commercial Bulb Growing"; W. Golby, "Private Bulb Growing" and W. N. Craig gave an interesting talk on lilies.

Mayor Shank, of Indianapolis, Ind. presented Mayor Curley with a basket of flowers through the New England Florists' Alliance, March 25, at the mayor's office in the City hall.

E. F. S.

DECATUR, ILL.—The Mueller Heights Floral Co. was recently incorporated with a capital of \$10,000. Fred B. Mueller, Frank Cruikshank and Leda M. Cruikshank are the incorporators.

KANSAS CITY, MO.—The greenhouses of A. Mohr, Broadway and 75th street and the Rock Floral Co., Sixty-third street, were considerably damaged by hail and wind, March 23, the former having nearly 600 and the latter establishment, 5,000 lights broken.

Providence, R. I.

MARKET HOLDING ITS OWN

Conditions in the wholesale and retail markets are about the same as last week. The call has been even and stock cleaned up fairly well. Carnations are arriving in large supply at present; the flowers are fine and have a good demand. The call for cattelyas is poor. Sweet peas are in fair supply and demand. Local violets are poor, better ones being shipped from Boston every day and are having a heavy call. Bulbous stock arrivals are normal with a constant demand for them. Some of the bulb growers are doubtful about holding for Easter, but the indications are that stock will be excellent. Calla lilies are plentiful and Easter lilies, both cut and in pots, meet a ready sale. The rose supply is equal to the demand, prices showing little change.

NOTES.

It is reported that Paul Brockner, formerly with the Colonial Flower Shop, will establish at 27 Broad street soon, a new flower store.

Jerry Trotter of the Westminster Green houses was a visitor in Hartford, Conn., the past week.

Fisher the Florist, of Boston, will install a local shop before Easter, on Westminster street.

Smith the Florist will open his new store in the Biltmore hotel at an early date.

Several salesmen have been booking orders in the city the past few days.

H. A. T.

INDIANAPOLIS, IND.—Bash's Seed Store reports an increased demand for flower seeds compared with vegetables.

All Spring Bulbs

FOR | IN OR OUTDOOR PLANTING
YOUR COUNTER TRADE

ALL WELL MATURED BULBS.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock

Twenty per cent of our No. 1 Bulbs run nearly two inches.

1000		1000	
America, First.....	\$22.00	MRS. F. PENDLETON, First..	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First.....	32.00	Peace, First.....	45.00
Augusta, Medium.....	25.00	Mad. Monneret, First.....	25.00
Baron J. Hulot, First.....	60.00	Mad. Monneret, Medium....	22.00
Baron J. Hulot, Medium....	52.50	Panama, First.....	35.00
Chicago White, First.....	30.00	Panama, Medium.....	30.00
Chicago White, Medium....	25.00	Florists' Mixed, First.....	25.00
Halley, First.....	35.00	Rainbow Mixed, First.....	40.00
Halley, Medium.....	30.00	Standard Mixed, First.....	18.00
Mrs. F. King, First.....	22.00	Standard Mixed, Medium....	16.00
Mrs. F. King, Medium.....	18.00	Extra Fine Mixed, First.....	27.00

✍ Write for Special Prices on 10,000 to 20,000 lots.

Dormant CANNA Roots

Fine Sound 2 Eyed Roots, Rot Free.

Per 1000		Per 1000	
King Humbert.....	\$40.00	Florence Vaughan.....	\$27.00
Yellow King Humbert.....	40.00	Queen Charlotte.....	27.00
The President.....	60.00	David Harum.....	25.00
Chas. Henderson.....	25.00	Madam Crozy.....	25.00
Wintzer's Colossal.....	30.00	Louisiana.....	25.00
Gustave Gompers.....	30.00	Wyoming.....	25.00
Pink Delight (New).....	80.00	Niagara.....	25.00
Prince Weld.....	30.00	Mixed Colors.....	18 00

Spring "Book For Florists" Ready.

CHICAGO

Vaughan's Seed Store

NEW YORK



CALADIUMS

The kind with sound center shoots

5 - 7 inch.....	100, \$ 3.50
7 - 9 inch.....	" 5.50
9-11 inch.....	" 10.00

Fancy Leaved Caladium Bulbs,
in fine condition.

Mixed.....	per 100, \$16.00
Six Colors.....	per 100, 18.00

These two Prepaid from Western Springs, Ill.

Columbus, O.

BUSINESS GENERALLY SATISFACTORY

A decided improvement in the volume of business is reported by the retailers. Prospects are good for an active Easter business and arrangements are being made to take care of more trade than ever before for that event. Owing to the lateness of Easter bulbous stock will be reduced to a large extent. Roses are probably the best seller at this time and the supply is good. Prices range from \$3 to \$8 per dozen. Premier and Columbia are the best varieties for sale although a number of other kinds are being displayed. Carnations sell around \$2 per dozen while sweet peas and snapdragons bring \$1.50 per bunch. Plants have been in good demand, with primroses leading. Hyacinths are also selling well. Funeral work has been rather brisk and there is also some party work. Violets are practically out of the market.

FLOWER GROWERS' AND DEALERS' ASS'N.

The regular meeting of the Flower Growers' and Dealers' Association was

held at the Elks' Club, March 21 with 12 out of the 16 members present. Following a good dinner, Walter Stephens of S. F. Stephens & Son who is president of the Ohio District of the National Flower Growers' Association talked on co-operative buying. He urged the members to buy coal and wreaths and other supplies in which large quantities are used co-operatively. Many of the members present favored the plan and on the meeting following the Easter rush the matter will be taken up and in all probability endorsed. The association took steps for co-operative advertising of the business for the Easter period. This expense will be taken care of as in former advertising campaigns, by subscriptions. The next meeting will be held at the Neil house, April 4.

NOTES.

James McKellar, 35 West Broad street, who was seriously ill is recovering and will soon be able to be around. His shop is doing a big business both on cut flowers and plants. Preparations are being made for a big Easter trade.

Herman Kropp, in charge of the Neil Flower Shop, reports a good call for various kinds of cut flowers such as roses, carnations, sweet peas and snapdragons. Trade is gradually improving as spring advances.

The Gay Street Floral Co., in charge of H. T. Flynn, is having a good call for cut flowers and also plants. The window of this shop is attractively decorated.

T. J. Ludwig, florist at 82 North High street, is selling a good many plants and cut flowers such as roses, carnations, snapdragons, sweet peas and jonquils.

A good trade in plants is being enjoyed by Underwood Bros., growers on Twenty-first street, owing to the forwardness of spring.

J. W. L.

WICHITA, KANS.—The Barclay Flower Shop is a new establishment recently opened by W. Houston Barclay, at 3110 East Douglas avenue.

Large-Flowering CANNAS

In The "Better" Varieties.

Strong 2 to 3-Eye Roots.

Wintzer's Colossal		King Humbert		Yellow Humbert		City of Portland		The President	
Fine large trusses, bright scarlet flowers. Green foliage.		Most popular of all. Bronze leaf, orange scarlet flower.		Sport of King Humbert, with bronze foliage, flower yellow, spotted red.		Large trusses of beautiful rose-pink flowers, one of best pink varieties.		The finest red Canna of all; bright scarlet flowers; green foliage.	
Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000
\$5.00	\$40.00	\$4.50	\$40.00	\$3.50	\$30.00	\$7.00	\$60.00	\$8.50	\$75.00

BEGONIAS TUBEROUS ROOTED

American grown, strong, plump bulbs in fine selection of colors. Single scarlet, white, crimson, pink, yellow, salmon

Doz. 100 1000

\$2.25 \$15.00 \$140.00

CALADIUM'S ESCULENTUM

"Elephant's Ears"

Extra Large Bulbs. 9 to 11-inch circumference

Doz. 100 1000

1.40 10.00 90.00

CINNAMON VINE

First Size Doz. 100 1000
Mammoth Size \$.50 \$ 3.50 \$ 6.50

DAHLIAS un-divided clumps

These are splendid values, you will find them a ready seller in the dry root.

Double Flowered. Red, White, Pink, Yellow, Variegated; in the better named varieties Doz. 100
..... \$2.50 \$18.00

Single Flowered. Pink, White and Red 2.50 18.00

TUBEROSES, EXCELSIOR DWARF PEARL (First Size) Doz. 100 1000
4 to 6-inch circumference..... \$.50 \$3.50 \$30.00

A. HENDERSON & CO.

166 North Wabash Avenue, CHICAGO

Montreal, Que.

GOOD ST. PATRICK'S DAY TRADE.

The trade was in good supply with shamrocks and dyed carnations for St. Patrick's Day and all reported a good demand, many of the shops cleaning up on shamrocks early in the day. Trade generally seems to be good and stock is of fine quality. It is thought that the bright warm weather will shorten the Easter supply, especially bulbous stock.

NOTES.

Violets, sweet peas, pansies and other spring flowers are moving well at Ley & McAllen's, counter trade and design work keeping the store's force very busy.

Campbell, Florists, Inc., are featuring a fine window, consisting of rhododendrons, Darwin tulips, genistas, polyanthus and primroses.

The Montreal Wholesale Florists' Exchange has a steady call for flowers from all over the city. General supplies also move well.

R. Burrows reports a good trade in seeds, certain lines being cleaned up.

Miss J. S. Murray reports business as good, especially funeral orders.

McKenna, Ltd., had a very attractive window for St. Patrick's Day.

C. H. W.

OMAHA, NEB.—Geo. H. Swoboda, of Hess & Swoboda, is a grandpa, his daughter, Mrs. John Moser of Salt Lake City, giving birth to a daughter, March 24. Mother and baby are doing well.

HOLLAND, MICH.—Pluin & Huizenga, proprietors of the Twelfth Street Flower Shop, have purchased property near this city, on the Macatawa and Saugatuck road, where they intend to build a flower shop and grow flowers for their local trade at an early date.

EASTER LILIES FOR EASTER



A wonderfully choice well grown lot of Lilies, some tall, some medium, some short, in pots or cut. Deliveries can be made in bud before Easter, the plants grown on and the cut flowers developed in water.

Per 100

Cut Blooms, \$25.00

Pot Blooms,

\$20.00 and 25.00

Everything in

CUT FLOWERS, PLANTS, GREENS, RIBBONS and SUPPLIES.

Send for Price List.

Business Hours: 7 a. m. to 5 p. m.

Don't forget the dates of the Fifth National Flower Show, March 25 to April 1, Indianapolis.

We are going to be there with an Exhibit and want to meet you.

S. S. PENNOCK CO.

1608-20 Ludlow Street,

PHILADELPHIA, PA.

Right on Time for the EASTER AND SPRING TRADE

You can secure a large share of this
business, by liberal advertising in the

SPRING NUMBER

—OF—

The American Florist

TO BE ISSUED

NEXT WEEK

Stimulated by the nation-wide publicity of many organizations, the opportunities offered the trade this spring have never been more promising.

Go after your full share of this business by using

THE BEST SELLING MEDIUM IN THE TRADE

One inch single column, \$1.75 net, for one insertion. By the year, \$1.25 net, for each insertion. Full page, 30 inches, \$52.50 net, for one insertion. By the year, \$37.50 net, for each insertion.

AMERICAN FLORIST COMPANY

440 South Dearborn Street, . . . CHICAGO, ILL.

For upwards of 36 years the representative paper of the Florists,
Seedsman, and Nurserymen of the United States and Canada.

Please send your copy for this issue as early as possible.

Announcing MAS-ART NEW CATALOG

28 pages showing a complete line of Flower Baskets, Ferneries, Plant Stands, Bird Cages, etc., all made in our own factory.

If you will send us the coupon, it will bring you this interesting catalog.

MAS-ART BASKET WORKS, Inc.

2001 East 14th St., OAKLAND, CALIF.

SEND THIS COUPON.

THE MAS-ART BASKET WORKS, Inc.

2001 East 14th St., Oakland, Calif.

Please send catalog announced in AMERICAN FLORIST, without obligation to me.

Name.....

Address.....

City.....



The Language of Flowers.

Editorial in the Indianapolis Star, Fifth National Flower Show, Sunday, March 26.

Speaking of flowers—and who in Indianapolis is not speaking of them now that the great national flower show is with us?—the thought of their meaning arises. "Nature speaks a various language," says Bryant, and no part of nature makes so great an appeal to all kinds and conditions of men and women as flowers. It is not always the same meaning that any given blossom conveys to all its friends and admirers. Sometimes it is less for its beauty than for its associations that it is dear, for the memories that the sight or the fragrance of its brings back over the years. The odor of the lilac perhaps recalls a vision of a great flowering bush by the doorway of the old home—a door which opened upon much childish joy. Spring brides came to one such bush for their wedding bouquets, since they would not carry white roses as brides do now, for its traditional meaning thereabout was "I would be single," while the language of lilacs is "First emotions of love."

It is sometimes the flowers of the field that are cherished as warmly as the wonders of blossoms made more wonderful by science. There, for example, is the wild crabapple bloom, with its incomparable fragrance, that is inseparable, it may be, from a dream of a day that is dead. Returning to the cultivated blossoms, there is the red rose associated with festivities and happy days, but its wild cousin, sweet briar—or as the poets have it, eglantine—revives memories not less pleasant.

"The various language" of flowers is given less heed by modern, unsentimental folk than by those of an earlier day. By the latter the language was arranged, classified and accepted as significant. A book published in Philadelphia in 1851, called "The Floral Offering," contains a long list of flowers with

their meanings, and each blossom in turn is accompanied by poetical quotations either directly celebrating the flower or expressing a sentiment in accord with its meaning. The volume is one in which to delve at leisure, or for reference with a flower in hand. Its lore is interesting, also illuminative.

A man, for example, may learn from it what to send or not to send to his lady love. Althea, he should know, signifies "consumed by love;" forget-me-not carries its own meaning; heliotrope is devoted affection, the hyacinth constancy; the moss rose is a "confession of love;" the red rose means beauty and love. The man must have a care in sending tulips, which mean a declaration of love, whereas, its near relative, the daffodil, carries risk in another direction for its language is self love. The sender must beware of mignonette, which says, "Your qualities surpass your charms."

So they go. Opportunity for the study of flowers is not confined to florists and gardeners. There is a literature that deals with them and is worth the reading. Shakespeare knew much about flowers and wrote much. He knew

Daffodils

That come before the swallow dares, and take

The winds of March with beauty; violets dim,

But sweeter than the lids of Juno's eyes

Or Cytherea's breath.

We shall all go to see the magnificent display now spread at the Coliseum, and as our eyes are satisfied by the glories of bloom we shall think also of the poetry and the significance of flowers and the various language that they speak to us.

ROBINSON, ILL.—F. P. Zinn recently opened a flower shop in the front of the Wabash Gas Co.'s office.

Kansas City, Mo.

BUSINESS ESPECIALLY BRISK

Stock last week was plentiful but not overloaded, due to the great volume of business. Funeral work was extra heavy, with hospital trade a close second and many decorations were in effect. Roses and carnations are coming in about right for the season. Sweet peas are picking up as they have been off crop. Bulbous stock of all kinds is making a better appearance as the quality is much improved over previous weeks. Pot plants are going well as they are much in color and the public is taking them in preference to cut stock, and you will hear many say: "Well we can only buy this variety of pot plant for such a short time, whereas we can get the cut flowers nearly every day in the year." Pot lilies in this section from all indications are going to be plentiful and good, in fact the best for several years as the foliage is on the plant instead of being dead as is the usual case and instead of the usual two, three or four buds, there are this year four to six on each plant. Hydrangeas and daisies are going to be good and plentiful.

On March 23 a heavy windstorm with plenty of rain and some hail struck this section, with some damage to glass, although the hail was not large but plentiful in spots. The heavy losers were A. Mohr, Broadway at 75th street, with 500 or 600 lights broken and Rock's greenhouse, Troost and 63rd streets, 5,000 to 6,000 lights.

A large delegation of the trade from this city attended the Fifth National Flower Show. Florists from all parts of the south and west came here March 25 and took the same train and they picked up florists all along the line to Chicago, where they journeyed on to Indianapolis.

E. J. B.

CRAIG'S Quality Easter Plants

WILL BREAK YOUR RECORD IN EASTER SALES

Business is reviving, more flowers have been handled this season than ever before. The recent New York Flower Show broke all records in attendances. Prepare for this great event the largest in the history of the trade. Our Easter stock in

Rambler Roses, Hydrangeas, Easter Lilies, Genistas

is the best we have ever offered.

FOLIAGE PLANTS AND FERNS IN SPECIMENS

and smaller stock for basket work is the largest in the country.

We cordially invite you to our new home at Norwood Station, Delaware County, Pa., easily reached by the Pennsylvania R. R. to Norwood Station, and Baltimore & Ohio R. R. to Holmes Station, or by trolley. Those having their own green-houses or conservatories would do well to have shipments made during the last two weeks in March.

HYDRANGEAS

We have the largest and finest stock of Hydrangeas ever offered to the trade at Easter. Our stock includes over 10,000 of the new French varieties. The plants have all been grown cool and are well hardened off, insuring satisfaction to the buyer.

THE NEW FRENCH HYDRANGEAS

All of the varieties here offered have been tested by us under ordinary conditions as to their adaptability to forcing for Easter.

4-inch pots, \$6 per dozen.
5-inch pots, 6-inch pots and 7-inch pots, heavily flowered, \$9, \$12, \$15, \$18, \$24, \$30, \$36, \$42 and \$48 per dozen.

8-inch pots, \$4 and \$5 each.
April delivery, 2½-inch pots, Hydrangeas Otaka, strong plants, \$8 per 100, \$75 per 1,000.

April delivery, assorted French Hydrangeas, 2½-inch pots, strong plants, \$8 per 100, \$75 per 1,000.

ROSES

We desire to make special mention of our large stock of Roses, growing upwards of 10,000 plants in the following varieties. We have no hesitation in saying we are the largest growers of forcing Roses for Easter in America. We are positive our stock will please the most critical buyers, as the quality was never better. It has all been grown cool and will prove very satisfactory.

LADY GAY

In grand condition, trained into fan, globular, and pyramidal shapes, \$2.50, \$3, \$3.50, \$4, \$5, \$6 and \$7.50 each.

Special ball shapes, \$2.50, \$3, \$4, \$5 and \$7.50 each.

Baskets, \$7.50, \$10 and \$12.50 each.

Umbrellas, \$6, \$7.50 and \$10 each.

TAUSENDSCHOEN (THOUSAND BEAUTIES)

This was our finest and most popular Climber last year, and this year our stock is large and the plants are much finer.

Trained plants, fans, globular and pyramidal shapes, \$1.50, \$2, \$2.50, \$3, \$3.50, \$4, \$5, \$6, \$7.50, \$10 and \$12 each.

Baskets, \$10 and \$12.50 each.

Umbrellas, \$6, \$7.50 and \$10 each.

ROSIERE (NEW)

Dark sport of Tausendschoen. Very beautiful.

A great improvement on the popular Thousand Beauties (Tausendschoen) and consequently, a welcome addition to this section. While it has the same habit of growth and general characteristics as Thousand Beauties, the color is superior, a deeper and more even shade of cerise-pink or carmine.

Trained plants, fans, globular, and pyramidal shapes, \$2, \$2.50, \$3, \$3.50, \$4, \$5, \$6, \$7.50 and \$10 each.

Baskets, \$10, \$12 and \$15 each.

Umbrellas, \$6, \$7.50 and \$10 each.

In addition to the above trained Roses, we have also trained some very special designs, such as Aeroplanes, Crosses, Chairs, Pergolas, etc., at \$10, \$12.50, \$15, \$20, \$25 and \$30 each.

BABY RAMBLERS, ORLEANS

Exceptionally fine.
5½ and 6-inch pots, \$15, \$18 and \$24 per dozen.

EXCELSA, NEW CLIMBING ROSE

This variety is known as the Red Dorothy Perkins. The color is brilliant and it is bound to prove the most popular red Rambler.

We offer splendid plants in 6-inch, 7-inch and 8-inch pots, \$1.50, \$2, \$2.50, \$3.50, \$4, \$5, \$6, \$7.50, \$10, \$12 and \$15 each.

Baskets of Excelsa, \$10 and \$12.50 each.

Umbrellas, \$6, \$7.50 and \$10 each.

PAUL'S SCARLET CLIMBER

One of the most promising climbing Roses yet sent out. Vivid scarlet, semi-double flowers of medium size, produced in large clusters, and in great profusion. The color does not burn or fade. This Rose has been exhibited extensively in Europe and received numerous awards.

5 and 6-inch pots, trained plants, \$1.50, \$2, \$2.50 and \$3 each.

HYBRID ROSES

Including Columbia and Mrs. John Dunlop. Very fine plants in bud and flower for Easter sales.

6-inch pots at \$15 and \$18 per dozen.

MAGNA CHARTA

Exceptionally well grown and well flowered stock. Considered by all to be the very best Hybrid Rose for Easter sales.

5½, 6 and 7-inch pots at \$18, \$24, \$30 and \$36 per dozen.

Miscellaneous Easter Plants

AZALEA HINODIGIRI

Bright red in color and one of the finest and best keeping Azaleas ever sent out. We have never been able to meet the demand at Easter. The variety has the added advantage over Indica Azaleas that it is absolutely hardy.

5-inch pots, fine for baskets, \$18 and \$24 per dozen.

5½-inch pots, \$2.50 and \$3 each.

6 and 7-inch pots, fine plants, \$3.50, \$4 and \$5 each.

8 and 10-inch pots, \$6 and \$7.50 each.

GOLDEN CALLAS

6-inch pots, \$1.25 each.

GENISTA RACEMOSA

The finest stock of Genistas ever offered. Every plant grown cool, exceptionally well flowered and shapely.

6-inch pots, \$12 and \$15 per dozen.

7-inch pots, \$18 and \$24 per dozen.

Also some very good standard and bush forms in larger sizes at \$2.50, \$3 and \$4 each.

TERMS

CASH WITH ORDER: Kindly send sufficient to cover the entire bill. We do not make shipments C. O. D. unless remittance has been made on account to guarantee acceptance. This does not apply to regular customers. REMITTANCE: Remittances should be made by money order or New York drafts. If money is sent, letter should be registered. All prices quoted in this list are strictly net. SHIPPING INSTRUCTIONS: Give your name, post office, county and state and the name of your nearest express office to which shipment is to be made. We have always made it prominent in our printed terms that our goods are sold F. O. B. cars at the point of shipment and are at the purchaser's risk while in transit. Because of the present unsettled conditions we wish to emphasize still further that we do not guarantee safe delivery. The ownership of all goods sold by us passes to the purchaser on delivery by us to the carrier, and the issuing of the receipt by the carrier ends our responsibility. Any claims for damage should be made promptly to the agent at the point of delivery. CORRESPONDENCE: We endeavor to answer all correspondence promptly, but owing to the pressure of business we ask that all requests be clearly and concisely stated. ERRORS: Keep a copy of your order. We aim to have our orders correctly filled. When we are at fault we shall make satisfactory correction.

LILIUM GIGANTEUM

We have the largest and finest stock of Lilies ever offered by us for Easter sales. Suggest placing orders early to avoid disappointment, such as was experienced last year.

6-inch pots, with from 4 to 10 flowers.
8-inch pans, with from 12 to 25 flowers.
Cut Lilies. All of the above are 25c per flower and bud.

CINERARIAS

Largest and finest stock ever offered by us.

6-inch pots, \$9 and \$12 per dozen.
7-inch pots, \$15 per dozen.

SPIRAEAS

GLADSTONE AND QUEEN ALEXANDRA
We are very fortunate to obtain stock, as Spiraeas will be almost an unknown quantity this year.

6-inch pots, \$18 per dozen.
8-inch pots, \$36 per dozen.

LILY OF THE VALLEY

5-inch pots, \$15 per dozen.

PRIMULA OBCONICA

Well flowered plants.
6-inch pots, \$12 per dozen.
7-inch pots, \$18 per dozen.

PELARGONIUM EASTER GREETING

One of the best Easter flowering plants.
5-inch pots, \$12 per dozen.

OTAHETE ORANGES

Stock that is free of all disease. Strong plants.

2½-inch pots, \$15 per 100, \$125 per 1,000.

4-inch pots, in flower, \$75 per 100.

6-inch pots, in flower, \$24, \$30 and \$36 per dozen.

6, 7 and 8-inch pots, with fruit at \$2, \$2.50, \$3 and \$4 each.

ASPARAGUS PLUMOSUS

2½-inch pots, \$5 per 100, \$45 per 1,000.

3-inch pots, \$12 per 100, \$110 per 1,000.

PANDANUS VEITCHII

Well colored plants.
6-inch pots, \$18 and \$24 per dozen.
7-inch pots, \$4 each.
8-inch pots, \$5 and \$6 each.
10-inch pots, specimens, \$10 each.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in the price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases.....\$1.50 each
Three-quarter size cases..... 1.25 each
Small size cases..... .50 each
Half size boxes..... 1.00 each

Robert Craig Co., Norwood Station,
Delaware Co., Pa.

Order Your Easter Roses From Us!

Choice Stock in all the Leading Varieties in all Lengths of Stems.

We grow all the Roses we handle and you will find it pays to buy Direct of the Grower.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

BUSINESS IS IMPROVING

Business has been good the past week and stock is cleaning up nicely at good prices. Roses are in strong demand and there is seldom a surplus when the stores close for the day. Premier, Russell, Milady, Crusader, Columbia, Butterfly, Golden Rule, Montrose, Victor, Maryland, Ophelia Double White Kilmarney, Dunlop, Hearst, Hoosier Beauty and Nesbit are the principal offerings in this line. Carnations are moving nicely at good figures. Lilies are in good supply and while there are enough to go around there is no great quantity left over. Sweet peas are bringing better prices and orchids and gardenias appear to be holding their own. Tulips and jonquils are quite a factor in the market and are in good demand. Southern jonquils are much more plentiful and considerable pushing is needed to move them. Lily of the valley, single and double violets, calendulas, stocks, forget-me-nots, irises, mignonette, pansies and snapdragons are obtainable together with freesias especially in the colored varieties. Greens are in good supply and while one or two items may be scarce at times there is nearly always plenty to go around. Blooming plants are prominently featured in all the stores, especially azaleas, tulips, hyacinths and other seasonable stock. The retailers are pleased with business the past week and are speaking in more optimistic tones. A large number of people in the local trade are attending the Indianapolis flower show and those who have already returned speak in glowing terms of the wonderful exhibition and the general opinion of those present that the demand has taken a great change for the better with the outlook very bright for a brisk Easter trade.

NOTES.

Poehlmann Bros. Co. won first prize with Mrs. Chas. Russell and Milady roses at the Indianapolis flower show this week. The Russell were exceptionally fine and attracted much favorable attention. This house was represented at the show by August Poehlmann and sons Earl and Roland, Adolph Poehlmann and son Walter, M. Tyler, Gust. Martial, Gust. Wuestenhoff and J. C. Nielsen.

Zech & Mann started in the wholesale commission business March 29, 1905 and have been at it ever since. Their first day's sales ran between \$29 and \$30 which is a drop in the bucket to those of the present when a single ticket often calls for many times that amount. Their first sales was made to Walter Kreitling & Co., who are still buying from them not to mention several others who have been loyal customers from the start.

John Risch, of the Weiland-Risch Co., advises placing orders early for cut lilies for Easter owing to the limited supply of good stock in sight. Others in this vicinity agree with him and are writing their customers accordingly.

The J. A. Budlong Co. is showing a fine supply of roses in all the leading varieties which are in good demand at the store. Roswell Schupp is representing this house at the Indianapolis flower show.

Glen Parker, of the Stuppy Floral Co., Kansas City, Mo., left March 28 to attend the Fifth National Flower Show at Indianapolis, Ind., after spending a few days here on business.

A. L. Randall has the sympathy of the trade in the loss of his mother whose death occurred in her eighty-seventh year near Erie, Pa., last week. The funeral was held March 25.

Paul Klingsporn is again attending to his duties as manager of the Chicago Flower Growers' Association after attending the Indianapolis flower show.

Peter Reinberg, Inc., is booking orders for Easter lilies which promise to be scarce in this vicinity this season.

Frank Johnson accompanied by Arthur Hansen drove down to Indianapolis in his new Packard.

George Rozakles and daughter Loretta have returned from a pleasant visit to California.

C. L. Washburn and wife left March 28 to attend the Indianapolis, Ind., flower show.

Carl Bachler and family will leave soon on an extended pleasure trip to Europe.

George Ball of Glen Ellyn left March 28 to attend the Indianapolis flower show.

Valley

For Easter

CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18.00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

H. N. BRUNS

3032-42 W. Madison St., Chicago, Ill.

Mention the American Florist when writing.

The E. F. Winterson Co. is moving a large quantity of southern wild smilax.

Arthur Mundwiller is building a small conservatory in the rear of his store.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Violets, Calendulas, Sweet Peas, Easter Lilies,
Rainbow Freesias, Jonquils.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Mr. and Mrs. A. Loyd Vaughan of River Forest announce the marriage of their daughter Emily Thelma to J. Gordon Shepard, Tuesday, January 3, at Trinity church, Wheaton, Reverend Millett officiating. Mr. Shepard is a son of Mr. and Mrs. J. C. Shepard of Oak Park and formerly of Rockford. He is a graduate of Dartmouth college where he was a member of Alpha Delta Phi fra-

ternity. He was a commissioned officer in the air service during the world war and is now manager of the Wills Sainte Claire and Durant Motor Car Co., in Rockford, Ill. Mr. and Mrs. Shepard will make their home in Rockford and have the best wishes of a large circle of friends for a happy and successful future.

The M. Groth Novelty Co. with space

in the Atlas building is offering unique items for Easter particularly a chick breaking through a real egg shell. This should be a winner for the retailer in all basket arrangements and as an individual seller.

Mrs. Henry R. Singler is progressing favorably at the Auburn Park hospital from injuries sustained in her recent auto accident.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Mayor Thompson received five baskets of cut flowers March 25, the occasion being the opening of the Fifth National Flower Show at Indianapolis, Ind. The following accompanied the baskets: "On the opening of the Fifth National Flower Show today it gives me great pleasure to send a message of flowers by wire to you." Signed, Mayor Shank. A. Lange, Schiller, W. J. Smyth and the Bohannon Floral Co. were each represented by a beautiful basket.

The George Wittbold Co.'s garage and packing shed at its Buckingham establishment were completely destroyed by fire last week. Eleven delivery trucks were in the garage at the time and were covered by insurance.

Miss Lucy G. Binyon has purchased the store known as the University Florists, 1105 East Fifty-fifth street, from Mrs. H. C. Mulder and has already taken possession and will continue the business under the same name.

At the Own Your Home Exposition, in the Coliseum this week, large crowds were greatly interested in the trade exhibits of Vaughan's Seed Store, Ravinia Nurseries and Swain, Nelson & Sons Co.

Louis Chorokomos and wife arrived home this week from a delightful visit at Los Angeles, Calif.

William Hansen is representing the Joseph Foerster Co. at the Indianapolis show this week.

Wietor Bros. are cutting heavily in roses especially Premier which clean up early each day.

Visitors: Ralph Latham and Oscar Carlson, Minneapolis, Minn.; Walter Hamilton, Manitowoc, Wis.; J. E. Matthews, Sheboygan, Wis.; Glen Parker, Kansas City, Mo.; L. R. Bohannon and Samuel Murray, Kansas City, Mo.; C. P. Mueller, Wichita, Kans.; A. M. Terrill, of A. M. Terrill & Co., and wife, enroute to the Indianapolis flower show.

Rochester, N. Y.

FUNERAL WORK HELPS TRADE

In spite of the quiet Lenten season business has been brisk, several large funerals helping matters considerably. Roses were scarce the past week and prices again advanced. Carnations are of excellent quality at high prices. Sweet peas of the orchid type very good and lily of the valley is scarce. Spanish iris is arriving in large quantities. Tulips, Poeticus narcissi, daffodils and jonquils are in heavy supply. Green galax is hard to obtain.

NOTES.

The spring flower exhibit at the Lamberton conservatory, Highland Park, is at its height. Rhododendrons, azaleas, tulips, genistas, rose bushes, lilacs, cinerarias and daffodils are in full bloom and make a beautiful showing.

Wm. L. Keller is spending a few weeks in Denver, Colo., visiting his son Wilford Keller.

J. B. Keller & Sons decorated an excellent window for St. Patrick's Day.

DANVILLE, ILL.—Frank B. Smith finds an increasing demand for fancy pottery as flower shop accessories.

West Town Exposition.

The West Town Exposition which opened March 27 at the Second Infantry armory, 2656 Madison street, and continued throughout the week is a great success and it is estimated that the total attendance will reach close to 250,000. All the leading business houses on the west side, of Chicago, are represented in the trade exhibits and the three great features of the exposition are the flower show, style show and art exhibits.

The florists have the best space in the entire hall and are making a wonderful showing and in the opinion of some greater than that at the Pageant of Progress last summer. Axel Setterberg, who is acting as manager of the flower show deserves much credit for the display considering that almost the entire trade is devoting its attention to the big Fifth National Flower Show at Indianapolis, Ind., this week. Mr. Setterberg was ably assisted by T. E. Waters, Arthur Christiansen and John Walsh.

H. N. Bruns has a booth artistically decorated in which are shown all the seasonable cut flowers beautifully arranged in baskets, vases and other containers. His booth is right in front of the main entrance and the first thing that makes an impression on the visitor is the sign in the background which is an exact duplicate of his advertisement on the billboards. Lily of the valley occupies a prominent place in his exhibit not to mention the floral arrangements by his daughter Madaline.

Schiller's have a beautifully arranged booth on the north end of the west middle aisle which makes an ideal setting for the entire show with that of H. N. Bruns on the opposite side. Artistically decorated baskets of cut flowers and plants together with other floral arrangements are on display and the proprietors are firm believers in this form of publicity exhibiting at shows wherever possible. Fred Coulterjohn assisted by Mr. McCarthy of the north side store are in charge while Manager Asmus is busy with show matters at Indianapolis.

The Allied Florists' Association helped greatly to make the flower show a big success and had over 100 baskets of cut flowers on display consisting of all the seasonable offerings in this line, particularly roses. Arthur Christiansen assisted by John Walsh arranged all the baskets and it was easily to be seen that the public was most interested in the finished product and that the retailers in general are overlooking a wonderful opportunity to secure valuable publicity at practically no cost whatever.

Frank Oechslein, Peter Pearson and the Wallace Floral Co., had a group of plants and the A. L. Randall Co. installed a large electric fountain to help put a finish on the show. Wendland & Keimel, Joseph Kohout, Weiss & Meyer Co., Henry Neve, Dramm Greenhouses, E. C. Amling Co., August Juergens, Ridgeland, Miss., and others contributed stock which came in handy for the basket arrangements.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

DAISIES

PANSIES

TULIPS

JONQUILS

STOCKS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

CUT FLOWERS

Place All Easter Orders Now.

Don't wait until the last minute but make arrangements for your supply immediately. Our line is complete in every respect and you will save time, worry and money by placing your entire order with us at your earliest possible opportunity. Get in touch with us today.

Detroit, Mich.

LOCAL GROWERS ORGANIZE.

This district is now represented in the National Flower Growers' Association. A call was sent to the growers of this vicinity to meet at Charles Plumb's establishment, February 21, and a good number was present. At a later meeting L. C. Vinson, Cleveland, O., met the growers and laid before them the plan under which the Ohio District is operating, and with minor changes the constitution and by-laws of that body were adopted by the Detroit District, the officers of which are:

Chas. H. Plumb, president; Gus Schimmel, vice-president; Robert M. Plumb, secretary and Jos. Streit, treasurer. The board of directors consists of Jos. Streit, chairman; Chas. A. Keller, Robert Rahaley, Carl Schimmel, Robert M. Plumb and Jos. Dinser.

Charles H. Plumb was elected as a member entitled to sit with the directors of the national association. A meeting of that body was held Wednesday morning, at Indianapolis, Ind., March 29.

A meeting of the members of the Detroit District of the National Flower Growers' Association, was held at the Hotel Statler, Thursday evening, March 23, to which the local retailers were invited, and about 15 responded. The purposes of the local growers were fully explained by President Plumb, who urged the retailers to form a separate organization and elect directors who can meet with the directors of the national association and by united action accomplish much for the benefit of both organizations.

Acting upon the suggestion, the retailers present appointed Louis Charvat, temporary secretary with instructions to issue a call for a meeting of retailers to be held at Hotel Statler, Monday evening, April 3. At this meeting a permanent association of retailers will be organized and officers elected and its

A LIVE SELLER

COSTS \$2.50 SELLS FOR \$5.00

Greatest line of stock ever offered. Leading retailers everywhere recognize our prepared goods as the leader and recommend it to their neighbor florists. Send \$2.50 for a sample box today. Place it on display and watch the orders come in.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

Mention the American Florist when writing.

directors will meet the growers' directors and endeavor to eliminate many of the evils at present afflicting the local trade. Among these is the baneful practice of many retailers buying stock from amateur growers to the detriment of the commercial growers who supply the more important stocks throughout the season. The practice of some growers selling to department stores and others not in the trade will, it is expected, be eliminated by the operation of a mutual understanding growing out of the formation of these two organizations.

The retailers present who signed the call for a meeting of the retailers April 3, at Hotel Statler were as follows: Louis Charvat, F. J. Lawrence, Peter Papes, Roy Thibadeau, A. H. Evans, Thomas L. Berry, Herbert Cassell, Andrews Flower Shop, Arthur Cobey, A. T. Hurst, Howard Knope and J. F. Sullivan.

FLORISTS' CLUB MEETING.

The next meeting of the Florists' Club will be held at Michigan Cut Flower Exchange building Wednesday evening, April 5. At this meeting there will be

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCaULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

EVERYTHING SEASONABLE IN CUT FLOWERS AND GREENS.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

on exhibition samples of Easter plants by local and outside growers. An invitation is hereby extended to any grower to send samples of whatever stock he has to offer to this meeting and exhibition. Address the same, prepaid to Michigan Cut Flower Exchange, care A. Sylvester, 1452 Randolph street, Detroit, Mich., and allow plenty of time for shipment to reach here in good time for the meeting.

NATIONAL FLOWER SHOW VISITORS.

The National Flower Show, Indianapolis, was visited by a good representation from here. Joe Streit got up a party of 23 and engaged a Pullman car for the trip, leaving here Tuesday evening. The party consisted of the following: Joe Streit and wife; Chas. H. Plumb and wife; Chas. Keller and wife; J. K. Stock and wife; Herman Knope and wife; Fred Miesl and wife; Joe Dinser and wife; Robt. Jean and wife; John Warnake and wife; Raleigh Wells, W. B. Brown, M. Bloy, Robert Rohaley, Harry Taylor, Robert Krumholz, Carl Schneider.

Philip Breitmeyer preceded this party leaving March 23, after having attended the meeting of florists and exhorting both growers and retailers to co-operate along lines of advancement for the benefit of all concerned.

J. F. S.

Toledo, O.

BUSINESS SHOWS ENCOURAGING REVIVAL.

Due mainly to a lively demand for funeral flowers, florists here have been enjoying some very encouraging days and stock has been moving at a brisk pace for the Lenten season. All seasonable stock is in first class condition and prices are very reasonable. Many shops are showing excellent arrangements of pot tulips, daffodils and hyacinths. These are also being extensively used for funeral work. Primroses and cineraria are also selling actively. Roses can be said to be at their best and move readily. Sweet peas are showing great improvement. Carnations are only fair. Greens are plentiful and move briskly.

ADVERTISING CLUB ORGANIZED.

Forty local growers and retailers met recently at the Waldorf hotel, held at banquet and formed the Florists' Advertising Club. The following officers were elected: A. A. Suder, president; Edward Bayer, vice president; F. E. Thompson, secretary; Harry Heinly, treasurer. J. L. Schiller, Harry Heinly and Tom Magee are trustees of the fund to be raised and Earl Metz, William Krueger and Joseph Avery were appointed to act as an entertainment committee. The purpose of the new organization is to raise funds and to conduct an advertising campaign to increase the sales of flowers in this city. A subscription paper which was passed around during the meeting showed a very encouraging amount subscribed. Enthusiasm was rampant during the evening and prospects seem bright for real co-operation among the trade here in the future.

NOTES.

Metz Bros. is the new name of the former Metz & Bateman Flower Shop since Earl Metz purchased the interest of Miss Ruth Bateman. Miss Bateman retires after a long and successful career in the flower business and with the best wishes of a host of friends here. Earl Metz is an artist of excellent ability and expects to increase the already large business enjoyed by this firm.

Schramm Bros. took an active part in the "Talk Toledo" week just completed which aroused the entire community to the merits and advantages of their home town. "Talk Toledo With Toledo Flowers" was the topic centered upon in a large newspaper ad and also of a 60 foot poster stretched across their front.

Harry Heintz believes in advertising at least one would judge so after taking a peek at the two "Say It With Flowers" billboards he has erected on his grounds on Phillips Avenue.

The Avery Flower Shop reports an increasing demand week by week. Joe Avery keeps his windows nicely trimmed and is a real business-builder with his pleasant ways.

The Scottwood Greenhouses has been busy during the past week with funeral work and bulbous stock is in excellent shape.

A. C. K.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkaline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co.

Lowell, Mass., U. S. A. Dept. XYZ.

St. Louis, Mo.

HEAVY SUPPLY MOVES WELL.

The spring like weather has brought marguerites, forsythias and crocus into blossom which are now arriving. Roses met a fair demand last week, the market being flooded by a lot of second rate stock. There were, however, some excellent Premier and Mrs. Chas. Russell, prices ranging from \$4 to \$20 per 100. Crusader and Butterfly went at lower figures. Other offerings were Columbia, Ophelia, Sunburst, White Killarney and Ward. Scarlet climber roses, excellent plants are selling well. Carnations went slowly, Laddie not being obtainable. Some fine pinks were seen which sold at \$4 to \$8 per 100. Lily of the valley found a good market which was of excellent quality. Cattelyas and cypripediums were on the short side. Sweet peas continue to arrive and sell easily. The stock is excellent, values being from \$4 to \$15 per 1000. Snapdragons and calendulas sell well at good prices. Jonquils find no trouble in mov-

Quality Cut Flowers

The best Roses, Valley, Carnations, Sweet Peas, Lilies, Callas, Violets, Orchids, Freesias, Jonquils, Stocks, Mignonette, Tulips, Daisies, Calendulas, Lupines, Etc., Etc. **GREENS.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Wholesale Commission Florists

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

ing out at \$4 per 100. The offerings of Poeticus narcissi are very limited. Darwin tulips, ranging in color from red to magenta, prove popular. Daisies are of fine quality and sell well while freesias are about winding up. Excellent stocks are coming in. Callas move slowly at \$10 to \$20 per 100. Easter lilies are fine sellers at \$20. to \$25 per 100, the quality constantly improving. Pot plants are in good demand, offerings including tulips, jonquils, hyacinths and lilacs. Excellent Asparagus plumosus and A. Sprengerei met with little difficulty in selling at 75 cents per bunch. Galax, leucothoe and huckleberry move well.

NOTES.

Robert D. Mitchell, who was the local representative for THE AMERICAN FLORIST until August, 1921, left last week for Florida where he has taken a position as general manager for the Everglades Nurseries. Mr. Mitchell formerly grew bedding plants at Tower Grove park, this city.

Grimm & Gorly state that spring flowers are selling well. Vincent Gorly, Alfred Jensen, of the sales force and father, Lars P. Jensen, aboriculturist at the Missouri Botanic garden, attended the Fifth National Flower Show at Indianapolis, this week.

Spring stock in great variety is seen at the Mullanphy, Florists, Inc., establishment. The firm's Saturday special

box of roses and two bunches of sweet peas are quite popular.

Excellent light blue delphiniums were sold by F. C. Weber last week, the first seen on the local market. Spring flowers in quantity are also seen here.

The warm weather has brought the street venders out again, who are trying to get rid of a second grade lot of stock.

The St. Louis Wholesale Cut Flower Co. report a cleanup in most items last week.

J. K. M.

Pittsburgh, Pa.

STOCK GREATLY SHORTENS IN SUPPLY.

Market conditions here seemed to change over night, not that there was any increase in demand, but that the supply of most items fell off about 50 per cent, which caused prices to remain firm and in some cases to advance. Roses clean up daily and at times more could be used to advantage, but no matter how scarce they are when the price goes above \$20 and \$25 per 100 for fancy stock they begin to stick, for the public will buy flowers up to a certain amount and when you exceed that amount they pass them up. Carnations is the one item that the supply has greatly fallen off to the largest extent, while for the past three or four weeks it has been necessary to push their sale and the

prices averaged were very low. Prices are now firm and advancing. The supply of Easter lilies is short and from all reports the supply for Easter will fall short of the demand. Some houses are quoting \$25 per 100 for Easter delivery, which is no increase as this price has prevailed since the first of the year. Callas are good property and some retailers are using them in preference to Easter lilies, for when you buy one hundred callas you get one hundred fully developed flowers, while with Easter lilies at least 50 per cent will be buds. Snapdragon is next on the list in popularity and from now on will be at its best. Pink is the popular color. Sweet peas is the only item that has been in over supply, and while the returns have been low, if the present crop holds out over Easter, the growers will reap a harvest, as there is never enough good stock to supply the demand for that day. Bulbous stock has tightened up and from now on growers should at least get enough to break even. Some of the best jonquils and tulips of the season are now arriving. The demand for orchids and lily of the valley is light and at times both items are hard to move. Daisies, calendulas, for-get-me-nots and baby primroses complete the list. Southern plumosa supply has been heavy. The quality of the cut ferns could be better, but we understand that this condition prevails all over the country.

ERNE & COMPANY

-WHOLESALE FLORISTS-

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Southern Wild Smilax, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

NOTES.

Gus Lehman, of Tarentum, Pa., was a recent visitor. A fire recently destroyed Mr. Lehman's residence with a total loss of the entire house and contents.

Ed. Ludwig is going around with his chest out and a smile that won't come off. The answer: "It's a Boy." Both mother and baby are doing nicely.

Several from this district are attending the Indianapolis show this week.

E. C. T.

Evansville, Ind.

TRADE IN GOOD CONDITION.

In spite of Lent, local dealers report that trade has been very good, in fact a little better than for the same period in 1921, with prices holding firm. Funeral work is brisk. Social work fell off some in March, but it is expected to show a decided improvement after Easter. Corsages however, are selling well. Carnations, sweet peas, daffodils, lilies, roses and spring flowers are among the leaders. The Easter season is expected to bring in a fine trade and the dealers believe that the supply will be equal to the call. Easter lilies will not be more than the usual \$5 per dozen, in spite of the floods in Japan, which rotted many of the bulbs, it is said. To meet the demand, importers are sending out smaller bulbs which do not yield as many flowers, but it is thought there will not be a shortage this spring. General business conditions are improving.

George Blackman, of the Wm. Blackman Floral Co., and wife and Mel Lockyear, of the Lockyear Floral Co. and wife, were among the local people who attended the Fifth National Flower Show at Indianapolis this week.

Suit for \$20,000 damages has been filed by the law firm of Veneman, Welborn & Roberts, of this city, against Emil and Waldemar Niednagel and Elsie Land, heirs of the late Julius Niednagel, one of the pioneer florists here. Veneman, Welborn & Roberts represented Waldemar Niednagel and Elsie Land in their suit which broke the will of Julius Niednagel. The will had left the bulk of the Niednagel property to Emil, who also had deeded to the property, estimated at \$125,000, made a few days prior to his father's death. The complaint sets out that the defendants conspired to defraud the attorneys of their rightful fees.

W. B. C.

ARTIFICIAL FLOWERS

AND FOLIAGES

Fox-Brushes, Thistles, Geraniums,
Roses, Autumn Branches, With Fruits, Etc.

Ask for a sample shipment, carriage paid.

CASH WITH ORDER OF \$5.00 OR MORE.

ARIE P. VRIJ, P. O. Box 941, ROTTERDAM,
HOLLAND

PREPARED CYCAS LEAVES

(Best Quality Cycas on the Market.)

To introduce our stock to new customers we will ship 100 assorted sizes, up to 36 in. long for the special price of.....\$6.00

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Buffalo, N. Y.

BUSINESS ONLY FAIR.

Trade has been only fair, funeral work being the biggest factor. Bulbous stock such as tulips, jonquils and hyacinths move off well. Primula obsconica is good for the season. Roses and carnations are in excellent condition and sweet peas were never better. Special Saturday sales have helped to liven matters. Greenhouse stock is looking fine and it is thought will be timed just right for Easter.

NOTES.

"Better Home Week," at the auditorium called for a quantity of palms, ferns and other decorations. Spring openings in the department stores also used up considerable stock.

S. A. Anderson and wife, who have been wintering at Southern Pines, N. C., are now in Indianapolis attending the National Flower Show.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Wallace Eiss, of the W. F. Kasting Co., is back on the job again after a serious operation.

W. J. Palmer and Edw. Slattery attended the Indianapolis show.

Visitor: Jos. Berg, of Lion & Co., New York. Bison.

URBANA, ILL.—Willis N. Rudd, of Chicago, is here on university matters.

BUFFALO, N. Y.—Wallace H. Eiss, of W. F. Kasting & Co., is slowly mending from a complicated appendicitis operation.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

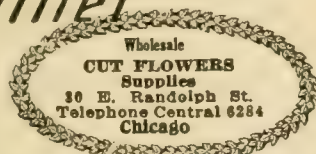
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WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

TANNER



Mention the American Florist when writing.

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977 1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen
Roses Mrs. Chas. Russell...	\$6.00 @ \$35.00
" Butterfly	4.00 @ 20.00
" Columbia	4.00 @ 20.00
" Dunlop	4.00 @ 20.00
" Premier	6.00 @ 35.00
" Hoosier Beauty	4.00 @ 25.00
" Killarney Brilliant	4.00 @ 15.00
" White Killarney	6.00 @ 20.00
" Mrs. Geo. Sawyer	6.00 @ 20.00
" Milady	4.00 @ 25.00
" Mrs. Aaron Ward	4.00 @ 20.00
" Sunburst	4.00 @ 20.00
" Ophelia	4.00 @ 20.00
" Dbl. W. Killarney	4.00 @ 20.00
" Cecile Bruner	3.00
" Our Selection	5.00
Calendulas	4.00 @ 8.00
Daisies	1.50 @ 2.00
Cattleyas, per doz.	12.00 @ 18.00
Valley	6.00 @ 8.00
Carnation	3.00 @ 5.00
Easter Lilies	25.00
Sweet Peas	1.50 @ 3.00
Paper Whites	3.00 @ 4.00
Violets	1.00 @ 2.50
Freesia	4.00 @ 6.00
Tulips	4.00 @ 8.00
Jonquils	4.00 @ 8.00
Iris, per doz.	5.00
Pansies, dozen bunches...	2.00
Adiantum	.75 @ 1.50
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Leucothoe	1.00
Sprengril, Plumous Sprays, per bunch	.50 @ .75
Mexican Ivy	1.00
Boxwood, 35c per lb., case	9.00
Southern Wild Smilax, per case	7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

Matthew
Crawford
AND
Dr.

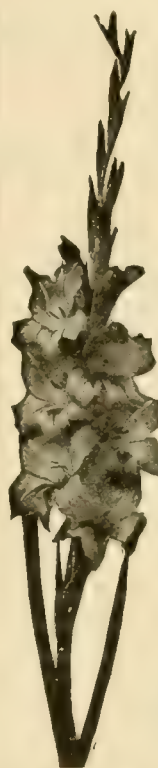
Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.



Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia,
Russell, Milady, White Killarney and Killarney
Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE

General Office: FEDERAL LIFE BUILDING
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

GARDENIAS

FOR

EASTER

are a satisfactory flower for your corsages. We make a specialty of Gardenias and will have a big supply at Easter at \$4.00 to \$7.50 per dozen. To avoid disappointment, place your order at once.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing.

Philadelphia, Pa.

MARKET ABSORBS ALL STOCK.

There are quantities of flowers and yet the market seems to take them all at what are considered very fair prices for the season. The past week cannot be compared with the same period a year ago which was the week previous to Easter. Lent this year has been a little unusual in that the overstock that generally accompanies lengthening days and increased sunshine came a couple of weeks sooner and with the advent of Lent, prices took a raise which for the most part has been sustained ever since. It looks now as if the market will hold until Easter for which there is predicted a very good supply of all staple stocks. The quality of all the popular flowers now coming in is fine, roses in particular being very good. Prices are from six cents for the short stock up to 35 and 50 cents for the special Columbia and Hadley. Very good American Beauty bring 75 cents each. The carnations are plentiful but all good stock gets used up at from four to six cents with 10 cents for Laddie. Some of the new crops of sweet peas are wonderfully fine; three cents is about the highest. Bulbous stock is plentiful but for some reason it does not bring as much as it should considering the high price of this season's bulbs. Growers should give bulb salesmen very little encouragement in ordering for next season, unless they get a substantial reduction in price. Callas and Easter lilies are quite plentiful at last week's prices. Larkspur in fine and sells up clean at top prices. There is a good supply of lilac, plenty of lily of the valley with cattleyas enough for all demands, Snapdragon is a quantity stock that sells well. Violets are on the wane.

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 29.		Per 100
Roses, American Beauty...	\$10.00@	\$100.00
" Russell	6.00@	16.00
" Dunlop	6.00@	12.00
" Pilgrim	6.00@	16.00
" Crusader	6.00@	20.00
" White Killarney...	6.00@	16.00
" Maryland	6.00@	12.00
" Hoosier Beauty...	4.00@	10.00
" Columbia	6.00@	16.00
" Hadley	8.00@	20.00
" Premier	6.00@	16.00
" Ophelia	6.00@	16.00
" Butterfly	6.00@	16.00
" Cecile Brunner...	3.00@	3.00
Adiantum	2.00@	2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz...		12.00
B. Buttons	2.00@	3.00
Calendulas, per bunch...	.75@	1.00
Carnations, fancy	8.00@	10.00
Carnations, ordinary	4.00@	6.00
Cattleyas, per doz.	9.00@	12.00
Callas	2.50@	3.00
Easter Lilies	25.00@	8.00
Lily of the Valley		6.00
Smilax, per dozen	1.00@	1.25
Violet	4.00@	6.00
Cypripediums, dozen	2.00@	3.00
Sweet Peas	6.00@	6.00
Freesia	6.00@	6.00
Jonquils	.50@	.75
Myrsotis, per bch.	3.00@	4.00
Politicus		4.00
Marguerites		3.00@ 4.00

BUFFALO, Mar. 29.		Per 100
Roses, White Killarney...	\$ 6.00@	\$12.00
" Dbl. Wht. Killarney	6.00@	12.00
" Milady	6.00@	18.00
" Maryland	3.00@	10.00
" Sunburst	5.00@	12.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	12.00
" Russell	8.00@	15.00
" Premier	6.00@	18.00
" Cecile Brunner	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	3.00@	5.00
Easter Lilies	20.00@	25.00
Mignonette	3.00@	5.00
Narcissus, Paper White...	3.00@	4.00
Rubrum Lilies	8.00@	10.00
Snappedragons	6.00@	10.00
Sweet Peas	.50@	3.00
Violets	.75@	1.00
Freessias	3.00@	6.00
Daisies	2.00@	3.00
Golden Spur	3.00@	5.00
Tulips	4.00@	6.00
Calla Lilies	15.00@	25.00

PHILADELPHIA, Mar. 29.		Per 100
Roses, Beauty, special ...	\$75.00@	\$100.00
" Butterfly	15.00@	15.00
" Ophelia	6.00@	12.00
" Columbia	6.00@	20.00
" Mrs. Chas. Russell	10.00@	25.00
" Dbl. Wt. Killarney	8.00@	15.00
" Hadley	12.00@	25.00
" Sunburst	8.00@	15.00
" Wards	4.00@	8.00
" Premier	6.00@	20.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	1.00@	3.00
Carnations	2.00@	5.00
Cattleyas	75.00@	100.00
Easter Lilies	15.00@	25.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snappedragons, per doz. ...	1.50@	3.00
Sweet Peas	.50@	3.00
Violets, single	.50@	1.00
Violets, double	.75@	1.00
Callas	15.00@	20.00
Daffodils	3.00@	6.00
Tulips	5.00@	8.00
White Lilac, per bunch...	2.00@	2.50

Asparagus is plentiful as are other greens. Take it all in all the market is satisfactory although growers would like to see prices a trifle higher.

LOWERING COSTS OF PRODUCTION.

A grower in commenting on this season's prices said that the general average was so much below that of a year

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets and Carnations

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.

Exceptional Service.

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ago that it was difficult to cut down expenses to meet it, to say nothing about providing a margin of profit. However economies would have to be worked out to meet the new conditions. Labor is now more plentiful but we prefer to keep up wages for efficient men rather than to reduce and put more on. We hope that coal will come down as the result of so much inquiry into the mysteries of mining and shipping. Keeping in close touch with the market, growing the varieties that bring the best returns and trying to hit the periods of scarcity were helpful when they worked out satisfactorily.

LILIES FOR EASTER.

The price of lilies for Easter delivery is a problem. Many of the pot plants carry but two to three flowers, with some only one, and as they stand the growers from 35 to 40 cents per pot after deducting a loss of 25 per cent on the bulbs which most of them have, with the expense of growing, selling and delivery, they see little or no profit at the standard price of 25 cents per bud and flower. It seems as if the price will have to be 35 to 50 cents per flower on the light flowered stock.

NOTES.

There appeared to be a more general use of artificially colored fresh flowers for St. Patrick's Day than ever before, all white kinds being particularly in demand for this purpose. Yellow sweet peas for which hybridizers are so eager were very common and other shades appeared very bizarre in their mixed coloring. While the business of St. Patrick's Day may not be very profitable it attracts the public's attention to the shops.

Easter plant men are much pleased with the bright sunny weather of the past week as some of the roses of the Dorothy Perkins type might be a trifle further advanced. Some of the lilies are also a trifle backward but for the most part they look very well. There never was a better lot of hydrangeas

HOLTON & HUNKEL CO.

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and Greens

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The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

Wholesale Flower Markets

PITTSBURGH, Mar 29.			Per 100
Roses, Beauty, spl., doz...	\$ 9.00	\$60.00	
" " fcy., doz...	7.50	45.00	
" " ex., doz...	6.00	25.00	
" " No. 1, doz.	4.00	15.00	
" American Legion...	3.00	25.00	
" Killarney	6.00	15.00	
" Maryland	6.00	15.00	
" Sunburst	6.00	15.00	
" Mrs. Aaron Ward...	6.00	15.00	
" Russell	8.00	25.00	
" Columbia	6.00	20.00	
" Ophelia	6.00	25.00	
" Hilda	6.00	15.00	
" Premier	8.00	25.00	
" Madam Butterfly...	8.00	20.00	
Carnations	5.00	6.00	
Calendulas	2.00	4.00	
Calla Lilies, per doz...	2.50	3.00	
Daisies, Yellow	2.00	4.00	
Lilies	20.00	25.00	
Valley	6.00		
Ferns, per 1,000	5.00		
Galax, per 1,000	2.00		
Plumosis, per bunch...	.50		
Sprengerl, per bunch...	.60		
Smilax, per doz. strings...	3.00		
Sweet Peas	1.00	3.00	
Violets	1.00		
Baby Primroses	.50	1.00	
Jonquils	4.00	6.00	
Tulips	4.00	8.00	
Snappdragons, per doz...	.75	2.00	
Pussy Willows	3.00	5.00	

MILWAUKEE, Mar. 29.			Per 100
Roses, Killarney, W. K't'y.	\$ 4.00	\$15.00	
" Premier	8.00	25.00	
" Ophelia	4.00	15.00	
" Columbia	6.00	20.00	
" Ward	4.00	12.00	
" Butterfly	6.00	18.00	
Carnations	5.00	6.00	
Hyacinths	8.00	12.00	
Orchids, Cattleyas, doz...	12.00	18.00	
Strawflowers, bunch	.25	.50	
Sweet Peas	1.00	2.00	
Violets	.75	1.00	
Wild Smilax, per case	7.00		
Fancy Ferns, per 1,000...	4.00	4.00	
Paper Whites	4.00	6.00	
Calendulas	4.00	8.00	
Tulips	4.00	6.00	
Galax, per 1,000	2.00		
Asparagus, per bunch...	.50	.75	
Valley	4.00	6.00	
Lilies, per doz	3.00		
Callas, per doz	2.50	3.00	
Daffodils	4.00	6.00	
Snappdragons	10.00	20.00	
Darwin Tulips	8.00	10.00	
Forget-Me-Nots, bunch	.35	.50	
Fansies	1.00		

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MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

St. LOUIS, Mar. 29.			Per 100
Roses, Premier	\$4.00	\$15.00	
" White Killarney	3.00	8.00	
" Columbia	4.00	12.50	
" Crusader	5.00	10.00	
" Ophelia	4.00	15.00	
" Russell	4.00	20.00	
" Ward	3.00	6.00	
" Butterfly	5.00	12.50	
" Sunburst	5.00	12.50	
Carnations	5.00	6.00	
Valley	6.00		
Mignonette	8.00	10.00	
Sweet Peas	4.00	1.50	
Violets	.30	.60	
Callas, per doz	10.00	20.00	
Lilies, per doz	20.00	25.00	
Leucothoe		.75	
Galax, green, per 1,000....		1.50	
Galax, bronze, per 1,000....		1.50	
Ferns, per 1,000	4.00	4.50	

CINCINNATI, Mar. 29.			Per 100
Roses, Premier	\$6.00	\$20.00	
" Russell	6.00	20.00	
" Columbia	6.00	20.00	
" Butterfly	6.00	20.00	
" Pink Killarney	6.00	20.00	
" White Killarney	6.00	20.00	
" Sunburst	6.00	20.00	
" Mrs. Aaron Ward	6.00	20.00	
" Ophelia	6.00	20.00	
" Baby Doll	3.00	4.00	
Daffodils	4.00	6.00	
Freesias	4.00	6.00	
Rubrum	4.00	8.00	
Calla	12.50	15.00	
Primulas		1.00	
Violets	1.00	1.50	
Ferns, per 1,000		3.00	
Galax, per 1,000		1.50	
Leucothoe		5.00	
Plumosis (south) per beh..		.25	
Smilax, per string	.15	.25	
Hyacinths	4.00	6.00	
Coontie Leaves		2.00	
Mahonia Leaves		1.00	

and if all sell out there should be great rejoicing.

S. S. Pennock and Geo. W. Kerr, of the W. Atlee Burpee Co. left for the show, March 24. Wm. Geiger, of the Florex Gardens, John Andre, Doylestown, and the Jos. Heacock Co. will all be on hand with their displays of choice roses. George Burton is to be one of the judges. E. J. Fancourt, of the S. S. Pennock Co. left on Thursday.

Keep the April 4 date open for the Florists' Club meeting and Easter display. This unusual exhibit, together with the illustrated address of Charles Henry Fox should prove a record breaker for attendance.

The Leo Niessen Co. report a large stock of all standard flowers of excellent quality, with prospects of a wonderful assortment at Easter. Trade is said to be larger than last year at this time.

Jack Berger would like to see more St. Patrick's Days as it stiffens the carnation market very perceptibly. Sweet peas, high grade daffodils and other bulbous stocks are a feature here.

Ward and Sunburst roses of exceptional quality are features at the S. S. Pennock Co. establishment. New crop sweet peas of unusual size of flower and stems are also being offered.

The Century Flower Shop is making a great display of helichrysums. Tied in

colored papers they attract great attention in the show window. Spring flowers are seen here in quantity.

HARRY CHARLES, WHOLESALE FLORIST

VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street,
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NEW YORK CITY
Consignments Solicited.

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Frang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

Manager Lynch, of the Philadelphia Growers' Exchange, states that their Easter crop of roses promises to be very fine. Choice sweet peas are good sellers.

The Robert Craig Co. shipped a fine lot of crotons, dracaenas ferns and other foliage plants on Thursday last to the Fifth National Flower show at Indianapolis.

Godfrey Aschmann has two houses of exceptionally well grown cinerarias just right for Easter. Well flowered hydrangeas are also seen in quantity.

H. Bayersdorfer & Co., Jos. G. Neidenger Co., and the M. Rice Co., are all making large displays at Indianapolis, as is also Henry A. Dreer, Inc.

Charles Henry Fox has made a great hit with the blue lace flower. It is exquisite in its form and coloring and has great lasting qualities. **K.**

New York.

BUSINESS QUIET THE PAST WEEK

Business was quiet during the past week and there is a suspicion that the people are saving for Easter. However that may be, if the present influx of stock continues they will have no trouble in finding a great variety to choose from. Besides the roses, orchids and carnations that are always with us, there are sweet peas in abundance. The cool weather is preserving the bulbous stock. Other noteworthy features are snapdragons, yellow daisies, irises, cut acacias, pansies and gardenias. The violets must not be forgotten although in this market at least the violet trade is at a rather low ebb. Retailers are now scouring the greenhouses for Easter plants. From the wholesale price that is being asked for lilies, 30 cents bud and flower, it would appear that the growers are expecting a strong demand. There seems to be a good supply of pot roses, hydrangeas, daisies and a fair sprinkling of cinerarias. There will of course be a good supply of tulips and hyacinths, in pots and pans, as well as primulas and other minor offerings. As recently stated in these columns the spring flower show staged here, March 13-19, seems to have awakened an interest and there is reason to believe that there will be good Easter business.

March 27.—There is no change in the condition of the market.

NOTES

A reminder of plant Quarantine No. 37 was waived from the docks a few days ago, but is doubtful if any of the victims knew it by name. The North German Lloyd S. S. Yarde arrived here from Bremen and many of the passengers are said to have been German-Americans. A number brought Easter plants and were much vexed when told their plants would be confiscated and destroyed. Passengers on the Italian line S. S. Colombo, from the Mediterranean, had brought fig, orange and lemon trees and grapevine cuttings, all of which shared like fate.

Calling recently on Wm. P. Sears, 840 Sixth avenue, we found him busy as usual. In the 33 years since he established himself in business he has seen many changes around him, but preserves his youth.

Calling recently at the range of Henry A. Wagner, Flatbush, Brooklyn, we found a great stock of roses and other flowering plants coming on for Easter. Ferns in variety are also grown here.

The Regent Florist who has a good shop in the Regent Theatre building,

Gold Letters and Scripts

Best and cheapest on the market .

Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

Seventh avenue and 116th street, reports excellent business in decorations, funeral work and counter trade.

Geo. Rondires, 2162 Eighth avenue, although yet a young man may be said to be a pioneer retailer in that part of the city. Calling recently we found his store busy and attractive.

Beautiful, well flowered plants in Dorothy Perkins and other roses and genistas are being displayed at the store of Malandre Bros., Broadway and 72nd street.

Frank H. Traendly and Wm. H. Duckham started March 24 for the Indianapolis show. Chas. H. Totty and Wallace R. Pierson had preceded them.

One of the handsome and well kept shops of the upper part of the city is that of Geo. Stathes, 889 Columbus avenue. It is always well stocked.

In addition to many other good features Harry Charles, 104 West 28th street, is now handling double white and colored stocks.

At Geo. C. Siebrecht's, 109 West 28th street, we recently noted exceptionally fine offerings in cymbidium and cattleya orchids.

The Art Flower Shop is a new enterprise opened at 2237 Broadway and it seems to be making good.

The John-Scott range, Flatbush, Brooklyn, is showing a good stock of lilies and hydrangeas.

The Rosen Bros. is a new wholesale firm that has recently taken space with Harry Charles.

J. G. Leikens, Inc., was very busy the past week with table decorations and funeral work.

The venerable Louis Schmutz is still on deck with a good stock of Easter plants.

Sam Seligman is now with M. H. Levine Co., the ribbon firm, at 874 Broadway.

Ed. Jansen and wife are making a tour of the Pacific coast. **A. F. F.**

Albany, N. Y.

On May 1 the Albany Cut Flower Exchange, Inc., Thomas F. Tracey, manager, will move into new quarters in the P. V. Fort estate building at 664 Broadway. The Exchange has for several years been selling flowers plants, and florists' supplies, wholesale, at 611-613 Broadway. A marked increase in the rent under a new lease caused Manager Tracey to look around for new quarters to be occupied after May 1 next. With the assistance of a local real estate agent, Mr. Tracy, has been able to secure quarters that in a number of respects are more desirable than the one he now occupies.

George E. Nagengast, Jr., proprietor of the Flowerdale Greenhouses, Washington and Main avenues, has plans to build this season, a carnation house, 25x103 feet and a conservatory 25x25 feet. These will be addition to the present plant. Mr. Nagengast is featuring attractive advertisements in the local newspapers 4x6 inches.



Mention the American Florist when writing.



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Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street. Solicits Roses, Carnations, Valley, Orchids. Best facilities for handling. Highest prices. Quick returns. Prompt payments. **Telephones: Watkins 0167-3058.**

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WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Fred Henkes, a former president of the Florists' Club, is planning to build a new home on the Henkes' place near Newtonville, five and one-half miles north of the city. Mr. Henkes says he has put off building so long that he has come to believe it should be done now or never. **R. D.**

SALEM, ORE.—The Salem Floral & Nursery Co. is the new name of the business conducted by J. W. Maruny and O. A. Olson.

WICHITA, KANS.—Chas. P. Mueller has incorporated his business, which will hereafter be known as the Mueller Floral Co. The capital is \$150,000 and the incorporation is said to be the first for that line of enterprise ever made in Kansas. The stockholders are Chas. P. Mueller, Harrie Mueller, Ina Belle Mueller, Earle W. Evans and W. E. Stanley.

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WHOLESALE FLORIST
55-57 WEST 26th STREET
New York City

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WHOLESALE COMMISSION
All the New and Standard Varieties of
Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301

Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, Mar. 29.		Per 100
Roses, Beauty	\$ 6.00@	\$ 75.00
Premier	4.00@	25.00
American Legion	4.00@	25.00
Crusader	6.00@	35.00
Golden Ophelia	3.00@	8.00
Columbia	3.00@	20.00
Pilgrim	3.00@	12.00
Hadley	4.00@	35.00
White Killarney	2.00@	10.00
Dbl. Wt. Killarney	3.00@	20.00
Dunlop	3.00@	15.00
Aaron Ward	4.00@	10.00
Ophelia	3.00@	15.00
Scott Key	8.00@	50.00
Sunburst	2.00@	15.00
Mdm. Butterfly	4.00@	15.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Asp. Plumosus, per bch. ..	.25@	.75
Carnations	1.50@	4.00
Carnation Laddie	8.00@	10.00
Cattleyas	15.00@	75.00
Daisies, Yellow	1.00@	6.00
Gardenias, per doz.	1.00@	4.00
Iris, per doz.	2.00@	3.00
L. Rubrum	8.00@	15.00
Leucothoe, per 1,000.	5.00@	7.00
Lilies, White	12.00@	15.00
Lily of the Valley	1.00@	6.00
Mignonette, per doz.	.50@	.75
Snapdragons, per doz.	.50@	2.00
Smilax, doz. strings.	1.25@	2.00
Galax, green and bronze, per 1,000	1.50@	2.50
Ferns, per 1,000	2.00@	2.50
Violets	.15@	.50
Sweet Peas	1.50@	3.00
Callas, per doz.	1.50@	3.00
Lilac, per bunch	1.00@	1.50
Tulps, per doz.	.35@	.40
Darwins, per doz.	.75@	1.00
Asp. Plumosus, per bunch, southern	.15@	.50
Pansies, cut	.75@	1.50
Narcissus, yellow	.35@	.50
Hyacinths, cut, per doz. ..	.40@	.50

PHONE { 2335 } WATKINS
{ 2336 }

WM. KESSLER
Wholesale Florist
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
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The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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Telephone: Chelsea 6925

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Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Mention the American Florist when writing.

GEO. B. HART
Wholesale Florist
24-30 Stone Street
ROCHESTER, NEW YORK

I. Goldstein
Wholesale Florist
31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

HERMAN WEISS
121 W. 28th St., NEW YORK
Snapdragons, Roses, Carnations, Bouvardias and Orchids.
As Well As All Other Flowers in Season.
Member
New York Wholesale Florists' Protective Ass'n

Joseph S. Fenrich
WHOLESALE FLORIST
43 West 18th Street, NEW YORK
Phones 0420-21-22 Watkins
Roses, Carnations, Peas, Violets and Lilies.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your Orders for Chicago and Suburbs to

Schiller
The Florist

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.

222-223 W. Madison St.
CHICAGO

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

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LOS ANGELES, CALIF.

**Wolfskill Bros. and
Morris Goldenson**

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

705 WEST SIXTH STREET

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing.

Montclair, N. J.

Tel. L. D. 438

F. W. MASSMANN, INC.

416-418 Bloomfield Ave.
F.T.D. & NATIONAL FLORIST

Deliveries: Montclair, Caldwell, Verona, Glen Ridge, Bloomfield and all of the Oranges.



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CHICAGO

The Homes of Flowers

CHICAGO

Alpha Floral Company

Our
Motto:
Satisfaction,
Quality and
Service.

Johnson & Chronis
FLORISTS

Northwest Corner
Adams Street and Wabash Avenue.

Southeast Corner
47th St. and Lake Park Ave.

**ORDERS
IN OR
AROUND**

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

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BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Mention the American Florist when writing.

SAVANNAH, GA.

John Wolf

The Largest Grower
of Cut Flowers in the South

Member of Florists' Telegraph Delivery.

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
Niagara Falls and Western New York.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

CHICAGO

Engel
The
Palmer House
Florist
17 E. MONROE ST.

Mention the American Florist when writing.

NEW YORK

Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus

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HARTFORD, CONN.

George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association

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TORONTO, CAN.

Canada's Best Known and Most Reliable
Florist

Only
the
Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and
guarantee safe arrival.

Mention the American Florist when writing.

PHILADELPHIA, PA.

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Broad St., at Cumberland

Central City Shop, 1908-Market St.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

A. LANGE, Chicago

77-79 East Madison Street

Member of F. T. D.

WE ARE AWAITING YOUR ORDER.

Best Flowers, Service and Delivery

No Order Too Small or Too Large. Careful Attention to All.

We are located in the heart of Chicago, and make all deliveries in the city and suburbs

CHICAGO.



745 Buckingham Place
L. D. Phone, Buckingham 1000

Send us your retail orders

We have the Best Facilities in the City
No Branch Stores. Established 1857

Member of Florists' Telegraph Delivery.

NEW YORK.

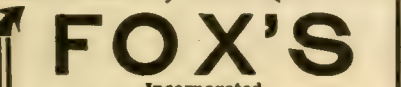
Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Members of Florists' Telegraph Delivery

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Lang Floral & Nursery Co.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico.
No orders too large, none too small.

TERRE HAUTE, IND.

THINK OF HEINL'S

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.



STEAMSHIP
SAILINGS
FOR
NEXT WEEK

FROM NEW YORK EXCEPT AS NOTED.

April 3.
FROM BALTIMORE, Maryland, I. M. M. Lines (Antwerp-Hamburg).
FROM PHILADELPHIA, Zarembo, Cosmopolitan Line (Havre-Dunkirk).

April 4.
Maurentania, Cunard-Anchor Line (Cherbourg-Southampton).

April 5.
Paris, French Line (Havre).
Londonier, Belgian Line (Antwerp-Havre).
Eastern Leader, Winchester Lines (Newcastle-Aberdeen-Dundee).

FROM HAMPTON ROADS, Maryland, I. M. M. Lines (Hamburg).
FROM BALTIMORE, Vauclin, French Line (Havre).
FROM PHILADELPHIA, Breedyk, Holland-America Line (Rotterdam).

April 6.
Chicago, French Line (Havre).
Cameronia, Cunard-Anchor Line (Glasgow).

April 7.
Stavengerjord, Norwegian-American Line (Kristiana).
FROM BOSTON, Wyncote, Furness Line (Glasgow).

April 8.
Rotterdam, Holland-America Line (Rotterdam).
Adriatic, I. M. M. Lines (Liverpool).
Montana, I. M. M. Lines (London).
Lapland, I. M. M. Lines (Antwerp).
Menominee, I. M. M. Lines (Hamburg).
Virgilia, Cunard-Anchor Line (London).
Caronia, Cunard-Anchor Line (Halifax-Hamburg).

Stanmore, Furness Lines, (Newcastle-Leith-Dundee-Middlesborough).
Porto Rico, Porto Rico Lines (Mayaguez-Ponce-San Juan).
FROM PORTLAND, Canada, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Northwestern Miller, Furness Lines (London).

ENGLAND



You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)



Bold Street

(Members F. T. D.)

LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

Mention the American Florist when writing.

CHICAGO
75 E. Adams St.



HENRY **Wittbold and Son**
FLORAL FLORISTS DECORATORS

EVANSTON, ILL. 3025 Central St.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ROCHESTER, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.

We reach the whole of Utah and to Central part of Nevada and Idaho

Member of Florists' Telegraph Delivery.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY,
MISSOURI.

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

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CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

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Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

OMAHA, NEB.

Hess & Swoboda
FLORISTS

1415 Farnum St.

PHONES
1501 and 1158

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists
Filling Telegraph Orders.

Albany, N. Y.—Danker's.
Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn, the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Kidge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Seery.
Paterson, N. J.—Edward Seery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldochl.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

SEATTLE, WASH.
HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

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FOR ST. LOUIS

WIRE

Grimm & Gorly

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LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

GRAND RAPIDS, MICH.
GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
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Bronx, New York City
Fordham Florist
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Mention the American Florist when writing.

NEW YORK. Telephone Audubon 6618

Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

G.E.M. Stumpff

Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

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J. W. RODGERS

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Elks' Building
Telegraph orders for Dayton will receive
our immediate and careful attention.

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VANDERBILT
HOTELS

KOTTMILLER

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Madison Ave.,
NEW YORK

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MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

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KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

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Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

LA CROSSE, WIS.

Send your orders for flowers for de-
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John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

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Danker
FLORIST

The Best Service



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NEW YORK.

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Phone: Intervale 4990.

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NEW YORK

Chatmas Florists

CHATMAS BROS.

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Bet. 144th and 145th Sts.

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Orders from Other Cities Promptly Filled

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1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Member of Florists' Telegraph Delivery.

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FLORIST-KCMO

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Missouri.

Up-to-date Service.
F. T. D. Est. 1890

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Leading Florists

**JOHN BREITMEYER'S
SONS**

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PHILIP BREITMEYER, President

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**Worcester's
Shop
of
Quality and
Service**

Randall's Flower Shop
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WORCESTER, MASS.
Member F. T. D.

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Boston, Mass.

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Delivery Ass'n.**124 TREMONT STREET**

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JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

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Orders will be care-
fully cared for by**Henry Smith Floral Co., Inc.**Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to**The Dominion Floral Co.**

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Montreal, Que., CanadaEvery order receives prompt and careful
attention.

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BROOKLYN'S LARGEST FLORIST

Eleven Stores

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of
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Exceptional Service

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HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

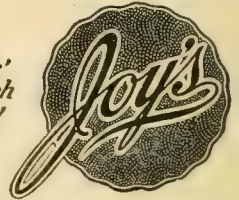
Good Stock and Good Service.

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or around**Geo. C. Shaffer**FLORIST
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STORES**
Chattanooga
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Out of Town and Steamer Orders Promptly Filled

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Mail or telegraphic orders promptly and
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Miss Louise W. Daugherty, Proprietress

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**New York's**

SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhinelander 0202 and 0203

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

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Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

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B. E. GILLIS, President.
C. P. NEUMAN, Secretary.

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A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

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D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Seattle-Rosaia Bros.

Finest floral studio
in Northwest.
Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

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ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and I Street

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FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN,
WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

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PHILIPS
BROS.

938 BROAD STREET

Members of Florists'
Telegraph Delivery.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city
within 150 miles of Newark.Telephone
Market 494

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—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

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IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

New York.

Telephone
Lenox 3822

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FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential
section.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held at Chicago, June 21-23, 1923.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Searlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

The next annual meeting will be held at Chicago, June 19-20, 1923.

SOME seedsmen are mailing a follow-up letter with a second catalogue.

VISITED CHICAGO: Theodore Cobb, representing D. M. Ferry & Co., Detroit, Mich.

FARMERS are reported using lower grades of grass seeds than usual this season.

SWEET PEAS are as liable to attacks of weevil as other peas during summer storage. Watch out!

SPRING work in the Holland bulb fields has been started, and is going on about as usual at this time of year.

BOSTON, MASS.—James H. Cheyne, formerly on the staff of the R. & J. Farquhar Co., is again with that firm.

VAUGHAN'S SEED STORE, Chicago and New York, has issued a second edition of its Dealers' Green Trade List.

THE Wonder Pink tomato and Washington rust proof asparagus are both scarce items, so is Laxtonian pea.

G. C. ELDERING, of W. J. Eldering & Son, Overveen, Holland, is due on the S. S. Rotterdam at New York April 1.

ONION SETS in the Chicago district are reported in strong demand this week, whites and yellows, \$2.25, reds a trifle lower.

JOHN BODGER, of John Bodger & Sons Co., Los Angeles, Calif., and wife, will sail from England on the S. S. Aquitania, April 1.

THE W. Atlee Burpee Co., Philadelphia, Pa., is using Indianapolis show days to run its sweet pea advertisements in local papers.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade March 29 were as follows: Timothy, \$4.25 to \$6.50 per 100 pounds; Red Clover, \$15 to \$21.

AFTER five snowy and cold days in Chicago last week, Saturday opened as a spring day, and local counter trade was good, set back some by an afternoon drizzle.

D. M. FERRY & Co., Detroit, Mich., had a half-page seed advertisement in the Indianapolis News, Saturday, March 25, the opening day of the Fifth National Flower Show.

ONE Chicago lawn seed dealer is retailing his brand at 25 cents per pound, with blue grass above 45 cents and red top nearly 25 cents. How the Oliver can he do it?

NEBRASKA CITY, NEB.—Johnson Bros. have opened a wholesale seed store in the building formerly occupied by the Oteo Mercantile Co., and will specialize in field seeds.

WICHITA, KANS.—The final dividend in the bankruptcy proceedings of the Ross Bros. Seed House here, is depending on the outcome of a lawsuit. The first dividend, already paid, was 25 per cent.

EVASIONS of the laws of the United States by the German potash monopoly, controlled and directed by the German government, have completely wrecked the American potash industry, according to a petition sent to congress by 45 American potash producers.

JACKSONVILLE, FLA.—Morgan F. Jones, referee in the bankruptcy case of the E. A. Martin Seed Co., reports that there will be no further distribution of dividends to creditors. It will be remembered the first and only dividend in this matter was the one per cent, leaving the creditors holding the bag for 99 per cent of the debts. This seems almost to make a record.

NEW YORK.—John Wilk and wife returned recently from a six weeks' visit in Europe, four of which were spent in Holland. Mr. Wilk states there is much dissatisfaction in Holland over our Quarantine No. 37, and that there is a strong probability of a retaliatory law being passed that will enforce vigorous inspection of the large quantity of California fruit exported to Holland. He also found much dissatisfaction in England with our quarantine regulations.

THE location of a seedsman has but little bearing on the area from which he obtains most vegetable seed, according to the government crop reporter, because the bulk of these seeds is produced in comparatively few rather well-defined sections. In vegetable seed the terms "northern grown," "dry land," etc., are not so significant as in farm seeds, but nevertheless these or similar terms are frequently used by vegetable seedsmen.

Peacock Receivership.

E. D. Buell, in Judge Carpenter's court, was appointed receiver for the Everette R. Peacock Co., Chicago, bond \$25,000, according to record of March 28. No schedule of assets and liabilities has been filed and no figures are obtainable at this time.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

The Best Color Chart.

PRICE, \$1.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

New York Seed Bill Hearing.

A hearing on Senator Ferris' Seed Bill, No. 751, will be held Tuesday, April 4, at 11 a. m. A preliminary meeting will be held Monday, April 3, at 8:30 p. m., in the Hotel Ten Eyck, Albany, for a conference, and as this is a matter of vital importance, it is hoped as many as possible will be present Monday evening as well as at the hearing before the governor.

MARSHALL H. DUREYEA,
New York State Correspondent,
American Seed Trade Association.

Pieters-Wheeler Seed Co., Gilroy, Calif.

From the plant of the Pieters-Wheeler Seed Co., is shipped 500,000 pounds of seed annually. The seed is distributed throughout the United States and Europe and is one of the biggest industries of Gilroy. There are over 50 different varieties of seed included in the output. The staples are lettuce, onions, radishes, carrot, mustard, vegetable oyster, parsley, parsnip and sweet peas, estimated, in value over \$250,000 each year. The company operates a \$20,000 seed cleaning and warehousing plants on the spur tracks near the Standard Oil Co. plant.—Gilroy Chamber of Commerce Bulletin.

Vick's New Store.

For a number of years Vick's Seed Store, located on Stone street, Rochester, N. Y., has been regarded by the seed trade as one of the best equipped up-to-date seed stores anywhere in this country. It has carried a larger and more complete line of seeds, plants, bulbs and other garden requisites than any other establishment in the state outside of New York city.

Now the time has come when Rochester has outgrown these facilities and has made it necessary for Vick Seed Store No. 2 to open at 36 Exchange street, thus giving the west side the same facilities as have been offered for many years by the east side store on Stone street.

Both stores will supply the same high quality products and the same efficient intelligent service, which has made the name of James Vick's Sons known in

Alfred J. Brown Seed Co.

GROWERS OF

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers
SAN JOSE, CALIFORNIA Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomdale Farm
BRISTOL, PA.

every country of the world where English is spoken. Each will strive to out-rival the other in the kind of service they will render to Rochester patrons.

Catalogues Received.

Clarke Bros., Portland, Ore., roses;
J. K. Rugowski Seed Co., Manitowoc,
Wis., seeds; Jos. Bancroft & Son, Cedar
Falls, Ia., seeds, bulbs and plants.

Vilmorin, Andrieux & Co., Paris,
France, plants.

Seed Fund Distribution.

Distribution of the \$1,500,000 provided
in the seed loan act just signed by
President Harding for relieving the
acute stress of the farmers in the crop-
failure area of the northwest, will begin
immediately, the Department of Agri-
culture announced March 22.

Arrangements have been made for
opening a branch office at Grand Forks,
N. D., as was done in the case of pre-
vious government loans for the relief
of farmers in that section of the coun-
try. The clerical force which served at
that office last season will be reas-
sembled.

The relief is provided for farmers in
the "crop-failure area" for the purchase
of spring-grown grain for seed, which
includes wheat, oats, barley and flax.
The area comprises North Dakota,
northwest counties of South Dakota,
Montana, several counties in Idaho and
Washington.

Grass and Clover Seed Prices.

The following were the wholesale
prices in dollars per 100 pounds on tim-
othy, Kentucky blue grass, red top and
red clover at principal points of distri-
bution, March 11, 1922, as given by the
government market reporter of March
18, 1922:

	Timo- thy	Ky. Blue Grass	Red Top	Red Clover
New York	\$7.50	\$52.00	\$24.00	\$26.50
Baltimore	7.25	49.50	23.00	26.00
Richmond	8.00	49.00	24.00	26.50
Buffalo	7.50	50.00	24.50	26.50
Toledo	7.00	53.00	25.00	26.90
Louisville	7.50	50.50	25.50	26.50
Chicago	7.35	52.00	23.40	25.50
Minneapolis	6.90	52.00	25.00	27.00
St. Louis	6.95	60.00	24.20	25.50
Kansas City	7.25	55.00	26.00	26.00
Denver	7.75	48.00	25.00	23.50
Salt Lake City	8.00			24.50
Average for the United States same date:				
1921	\$7.05	\$27.15	\$14.65	\$21.15

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

Mention the American Florist when writing.

THE ALBERT DICKINSON COMPANY

35th St. at California Ave.,

CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES

PEAS - KENTUCKY WONDER BEANS

THE L. D. WALLER SEED CO.



Wholesale Growers to the Seed Trade

SELECT STOCKS OF

Flower Seed, Sweet Pea and Nasturtium
in Variety

GUADALUPE, CALIFORNIA

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and
Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Return Envelopes
Catalogue Envelopes
Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Canta-
loupe, Watermelon, Squash and Pumpkin
Seed; Sugar, Flint and Field Seed Corn.
VALLEY, Douglas County, NEB.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pump-
kin, Cucumber and Watermelon Seed
and Field Corn on contract.

CORRESPONDENCE SOLICITED

Richard Diener Company, Inc.

Originators and Growers
of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.



KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

CHAS. FROST
Kenilworth
N. J.

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Free Seeds.

Two horticulturists at the University
of Wisconsin have just issued state-
ments that echo very distinctly the
growing sentiment throughout the na-
tion against free seeds. This sentiment
has recently been crystallized in a reso-
lution of the Vegetable Growers' Asso-
ciation of America calling on congress
to send all free seeds to starving Rus-
sia.

"So far as benefitting agriculture is
concerned, free seeds amount to prac-
tically nothing. I suppose that 50 per
cent of the seeds sent out are never
planted," says J. G. Moore, of the hor-
ticultural department at the college of
agriculture. "If new varieties were sent
out and the matter followed up in such
a way as to secure data on their adapt-
ability, there might be some excuse for
the practice."

"Under the present system, it is a
pure waste of public funds. I don't
know as I would advocate sending them
to Russia, but I would certainly advo-
cate cutting off the free seed appropri-
ation," says R. H. Roberts, another hor-
ticultural expert at the college. "So
far as free seed distribution is con-
cerned, most of the seeds sent out are
never planted. Frequently they are not
of a variety adapted to that particular
locality."

"It looks to me as though it might be
a good idea to send the seeds to Russia,
if the Russians can use them."

ASPARAGUS PLUMOSUS NANUS, NEW CROP

Price Per 1000 Seeds..... \$3.50

10,000 lots..... @ \$3.25 per 1000

APRIL PRICE will be lower.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

WATKINS & SIMPSON

(LTD.)

recommend their pedigree
strains of

CHOICE FLORISTS' FLOWER SEEDS

Write for Illustrated Catalogue to

27-29 Drury Lane

LONDON, W. C., ENGLAND

Mention the American Florist when writing.

KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

KELWAY & SON

Wholesale Seed Growers

LANGPORT, ENGLAND

Mention the American Florist when writing.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn
Montana, Idaho, Washington.

Mention the American Florist when writing.

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips.
German type for forcing. Case lots only
of 2500 pips.

JAP. LILY BULBS, Giganteum 6-8 and 7-9,
Magnificum, Rubrum, Auratum, from New
York.

BEGONIA BULBS, all colors.

GLADIOLUS BULBS, best commercial varie-
ties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana, Cocos
Weddelliana and Phoenix Roebelenii.

BAMBOO CANES, natural and dyed green
all sizes, bale lots only.

RAFFIA, natural or colored, dependable
brands, 25 lbs. up.

Wholesale only.

Write for prices on business stationery,
specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St.,

NEW YORK

Mention the American Florist when writing.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, As-
paragus, Rhubarb, Celery, Spinach, Beet,
Onion, Beans, Cabbage, Cauliflower, Sweet
Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Mention the American Florist when writing.

The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.

Mention the American Florist when writing.

CONTRACT PRICES (Wholesale Only) For

Bodger's Unrivalled Flower Seeds



are now being mailed to the trade. If you have not received a copy to date and are interested in securing really first-class stock, kindly write us.

We are offering this year:

Dahlia - Flowered Zinnias

in separate colors, as well as many other novelties in Zinnias, Asters and Sweet Peas.

Mr. Florist, please — Ask your local seedsman for

“Bodger’s
Unrivalled Seeds.”

J. BODGER &
SONS CO.

City of Sunshine
and Flowers, LOS ANGELES

Yokohama Nursery Co., Ltd.
Woolworth Building
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds
Mention the American Florist when writing.

Dutch and French Bulbs
C. J. Speelman & Sons | Lagarde & Speelman
Sassenheim, Holland | Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke
Box 543, San Jose, Calif.
Mention the American Florist when writing.

THE C. HERBERT COY SEED CO
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pump-
kin, Sweet, Flint and Dent Seed Corn.

FLOWER AND GARDEN
SEEDS
Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

DE GRAAFF BROS., Ltd.
(Inc. with S. A. Van Konynenburg & Co.)
NOORDWYK, HOLLAND
Hyacinths, Tulips, Iris,
Daffodils, Crocus, Etc.
Novelties and Seedlings a Specialty!

SUPERIOR BULBS
FRYNOVELD
& SONS
61 VESEY ST., N.Y. CITY.
Hillegom, Holland. Ollioules, France.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

MINNEAPOLIS, MINN.—C. M. Loring, father of the park system here, and a public spirited citizen of note, died March 18.

BARRON, WIS.—Ole K. Knosberg has considerably enlarged his establishment by planting 3,000 additional fruit trees and shrubs.

PUBLICITY propaganda by the nurserymen's association does not seem to have as smooth sailing as that of the florists and seedsmen.

FOR western nurserymen, who are only just able to dig stock out of the mud, this is sure to be another short and troublesome season.

SILAO SPRINGS, ARK.—The Swenson Nursery Co., is now owned outright by Peter Swenson, Caddo, Tex., T. S. Lutes, formerly manager of the concern, having severed connections with it. W. T. La Follette is the new general manager, who will also have charge of the sales force and Garthe Rolfe continues as superintendent.

Tree Centuries.

A Douglas fir tree, one of the oldest in British Columbia, which was cut down recently, was over 420 years old, judging from the number of rings in the cross section. It measured over six feet in diameter.

Nursery Freight Rates.

REDUCTIONS IN CERTAIN CLASSES

The official classification committee of the interstate commerce commission recently informed Secretary Sizemore, of the American Association of Nurserymen, that certain changes and additions in ratings of nursery stock, in transit, have been adopted, as forecasted in previous issues of THE AMERICAN FLORIST, which are of advantage to all nurserymen, as some of the rates have been reduced and others allow shipments in certain packages not heretofore listed, which will also show a lower rate. The changes follow:

Nursery and florists' stock, other than cut decorative evergreens, prepaid; other than citrus and other than cranberry vines or strawberry plants.

Dormant.—Roots in tubs or boxes, tops protected by crating, less carloads—DI (new rating). In crates, less carloads—second class: (was one and one-half times first class).

Not dormant—Same as above.

Plants or vines N. O. I. B. N.—In baskets with solid or slatted covers, less carloads—double first class (new rating). Carloads—second class (new rating.)

Shrubs.—In bundles completely wrapped, less carloads—first class (new rating). In boxes with slatted covers or in crates, less carloads—first class (new rating). In barrels or boxes, less carloads—second class (new rating).

Trees.—Not dormant in bundles, completely wrapped, less carloads—first class (new rating). In boxes with slatted covers or in crates, less carloads—first class (new rating). In boxes or barrels, less carloads—second class (new rating).

Illinois State Nurserymen's Ass'n.

Illinois has many Chambers of Commerce, each of which has committees and will be glad to help put over the programme. The Kiwanis is an organization of business men which meets once each week at luncheon. A speaker is secured to talk on some subject of interest. Kiwanis Clubs of our state will welcome the opportunity to get behind such a splendid activity. The Rotary Clubs are representative men of a community. The Rotary Clubs meet either for luncheon or dinner and a speaker talks on a subject of vital importance to the community. Can any one thing be of greater importance than that of uniting with similar organizations in this movement to make Illinois a better state? The Rotary Clubs will do something for this programme. Other bodies, including the Lions Clubs, Y. M. C. A., churches, bankers' associations, etc., are expected to co-operate and merchants who advertise in the state will be asked to insert the slogan, "Plan to Plant Another Tree," in their publicity matter.

UNSELFISH ACTIVITY.

This is a plan to make Illinois a better state. The campaign is conducted by the Illinois State Nurserymen's Association for convenience, as we are the logical society to bring all other organizations into a combined effort for the good of the state. We do not care to be mentioned. All we wish to do is to help each society in a much needed work, that of making Illinois a better place in which to live. Any further information may be secured by addressing: J. A. Young, secretary, Illinois State Nurserymen's Association, Aurora, Ill.

"PLAN TO PLANT ANOTHER TREE" CAMPAIGN.

We plan our homes, our churches, schools, Our boulevards, our parks and pools; We plan our music, songs and books, Our gardens and our eagle nooks; We plan our children's hours so they May have some sunshine every day; We plan our lives and with a sigh Cease planning only when we die. But all through life how seldom we Plan to plant another tree.

So plant a tree and watch it grow, Through it some of your blood may flow; It may become a safe retreat That friends will seek with eager feet, And 'neath its shade in cool content Bless it—your living monument, A tree that sings a lullaby To every pilgrim passing by, And reaches out a friendly limb, As if to shade and shelter him. Selfish—selfish indeed is he Who never plans to plant a tree.

A tree, a shady, sheltering tree, Is like a living prayer to me, A prayer that grace and comfort lends To mortal men e'er it ascends In thankfulness to bless the hand That planting it, both worked and planned. "A tree whose thirsty mouth is prest Against the earth's sweet flowing breast; A tree that looks at God all day, And lifts its leafy hands to pray; Poems are made by fools like me, But only God can make a tree."

—T. H. Kendall.

BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 16-J, Newark, New York

Mention the American Florist when writing.

HARDY ENGLISH IVY

2-inch, \$2.75 per 100, \$25.00 per 1000.
3-inch, 3.75 per 100, 35.00 per 1000.

Good, bushy plants in 4-inch pots, tied up to 3-inch stakes, \$4.80 per doz., \$25.00 per 100.

HARDY Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in our March price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$80.00 per 100.

Holly and assorted Table Ferns, heavy 3-inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

March Price List Ready.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Mention the American Florist when writing.

SEED PACKETS

THAT SELL THE SEED

LITHOGRAPHED IN COLORS TRUE TO NATURE AND VARIETY

SEED PACKETS FOR ALL VARIETIES OF VEGETABLE AND FLOWER SEEDS...

WE also make a Specialty of

Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

Write for listing and quotations today

STECHEER LITHOGRAPHIC COMPANY
ROCHESTER, N. Y.

Mention the American Florist when writing.

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full-grown, solid, well matured and free from disease.

Write for prices to the home address, OVERVEEN, HOLLAND, or to

Care of F. B. VANDERGRIFT & CO., 44 Whitehall St.,

NEW YORK CITY

HILL'S CHOICE NURSERY STOCK
FOR FLORISTS' TRADE

Transplanted Evergreens

Strong, heavy and well rooted. Prices listed are 100 rate. Send for 1,000 rate prices.

	Abies (Fir)	Inch	Each
1000	Douglassi	6-8	\$0.13
2000	Tsuga Canadensis	6-8	.18½
	Juniperus (Juniper)		
1200	Canadensis	8-10	.20
750	Horizontalis	6-8	.32½
2000	Virginiana	12-18	.25
	Picea (Spruce)		
2000	Excelsa	12-18	.17½
1250	Pungens	8-10	.16½
	Pinus (Pine)		
500	Austriaca	8-10	.22½
900	Sylvestris	10-12	.20
	Taxus (Yew)		
700	Cuspidata	6-8	.35
	Thuya (Arbor Vitae)		
1200	Occidentalis	12-18	.20
500	Siberica	10-12	.50
6000	Pyramidalis	10-12	.45

Each x indicates one transplanting. 50 of the same variety and size at 100 rate. 500 at the 1000 rate.

HILL'S BOXWOODS

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.

BOXWOOD—	Each
Ball Shaped, 14x14 inches, B&B	\$3.50
Ball Shaped, 16x16 inches, B&B	4.25
Ball Shaped, 18x18 inches, B&B	5.50
Ball Shaped, 24x24 inches, B&B	6.50
Pyramid Shaped, 2½ feet, B&B	4.50
Pyramid Shaped, 3 feet, B&B	6.50
Standards—Stem, 14 inch, Crown, 16 inch, B&B	6.50
B&B signifies Balled and Burlapped.	

Hill's Specimen Evergreens

Balled and Burlapped (B&B)		
Prices quoted apply to 5 or more of a single variety and size. Feet		
	Each	
75 Tsuga Canadensis	3 -4	\$ 3.50
200 Juniperus Virginiana	2 -3	2.50
100 Juniperus Glauca	2 -3	3.50
250 Pinus Mugho Compacta	1 -1½	2.00
200 Thuya Pyramidalis	2 -3	2.50

Deciduous Lining Out Stock

	Inch	Each
5000 Acer Platanoides	6-8	\$0.05
2000 Berberis Thunbergii	4-6	.03½
500 Crataegus Punctata	6-10	.08½
4000 Juglans Nigra	12-18	.03
1000 Ligustrum Iboia	12-18	.05
500 Lirodendron Tulipifera	18-24	.05
500 Pachysandra Termin	4-6	.07
4000 Quercus Palustris	6-10	.07
8000 Quercus Rubra	10-12	.05½
2000 Rosa Canina	10-12	.01½
5000 Spirea Van Houttei	12-18	.05
5000 Symphoricarpos Alba	12-18	.03
500 Tilia Americana	12-18	.09
500 Viburnum Dentatum	10-12	.09

Transplanted Shrubs and Vines

	Feet	100
100 Cornus Paniculata	1½-2	20.00
150 Cotoneaster Acutifolia	2 -3	32.50
500 Ligustrum Amurense	2 -3	25.00
125 Philadelphus Coronarius	2 -3	25.00
75 Spirea Froebelli	1 -1½	25.00
50 Spirea Opulifolia	2 -3	20.00
500 Spirea Van Houttei	2 -3	25.00

Send for Complete Catalog.

Evergreen Specialists. Largest Growers in America

THE D. HILL NURSERY CO., Inc., Box 404 DUNDEE, ILL.

Mention the American Florist when writing.

Some Excellent Stock

	Per 100	1,000
50,000 2-in. Geraniums, Rieard		
Poltevine, Nutt, Montmort,		
Perkins, Viaud, Buchner, etc.	\$5.25	\$50.00
2¼-in. Heliotropes, 3 varieties.	4.00	38.00
2¼-in. Marguerites, 3 varieties.	5.00	45.00
2¼-in. Stocks, 2 varieties.	3.25	30.00
2¼-in. Calendula Orange King	3.00	28.00
Also abundance of other stock.		
Liberal extras for early orders.		

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Asst. Wintzer, Vice-Pres.

Mention the American Florist when writing.

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing.

M. Koster & Sons
Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Mention the American Florist when writing.

GULDEMOND & SON

LISSE, HOLLAND

HOME of World's Best HYACINTHS

Largest Growers in Holland.

Also extensive Cultures of Tulips and Narcissus.

Special Prices and Terms on Demand.

116 Broad Street, Room 40, New York

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BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower

HILLEGOM, HOLLAND

The R. A. Vanderschoot's experience of 80 years qualifies us to excel.

Address all correspondence

Care of J. W. HAMPTON, JR. CO.

17 BATTERY PLACE

BULBS NEW YORK BULBS

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

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Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

RECLAIMED land is being settled on a large tract near Albert Lea by Dutch gardeners.

MELONS worth \$500,000 are grown in southeast Missouri each year, on land which was formerly swamp.

THE Brookings, S. D., Experiment Station authorities are advising gardeners and others to secure supplies of insecticides now.

IN the week ending March 27, onion prices reached highest point since 1917. The supplies seem nearly exhausted and prices jumped \$2.50 to \$3.50 per sack of 100 pounds in leading eastern cities.

Stocks of potatoes in the hands of farmers and local dealers March 1, in 15 leading potato states, were estimated by the Department of Agriculture at 90,946,000 bushels, of which 73,486,000 were held by farmers.

SAN FRANCISCO, CALIF.—The California Packing Co., recently announced opening prices for the 1922 asparagus crop and sold out the entire prospective crop in 48 hours at substantial advance in prices over last year. Considerable increase in the crop is expected this year over last.

Tariff Making.

A new section was added to the free list of the tariff bill, which relieves from payment of duty non-edible blackstrap molasses, which contains up to 52 per cent of sugar, but is not fit for human consumption. This is the kind of molasses which goes into manufacture of cattle feeds, and is another concession to the agricultural "bloc."

Prices of Indoor Fruits and Vegetables.

Chicago, March 28.—Cucumbers, per crate, \$4 to \$6; head lettuce, per crate, \$6.75; carrots \$3.50 to \$4 per barrel; cabbage, \$1.75 to \$2.25 per crate.

New York, March 24.—Cucumbers, \$1.75 to \$2.50 per dozen; mushrooms, per three-pound basket, 80 cents to \$1.70; radishes, 100 bunches, \$3.50 to \$10; tomatoes, per pound, 35 to 40 cents; lettuce, per crate, \$2.25 to \$5.50; beets, per crate, \$1.75, rhubarb, \$1 to \$2 per dozen bunches.

Asparagus by Parcel Post.

Shipments of fruits and vegetables in great quantities by retail and wholesale merchants to all sections of the United States is steadily increasing, according to reports to General Superintendent W. H. Riddell of the railway mail service.

As an illustration of the use to which the parcel post is being put by merchants, it was asserted by Superintendent Riddell, that recently an entire freight car was loaded with individual cases of asparagus and shipped by parcel post rates. Each parcel, however, conformed to weight regulations, and it would not have been possible to ship the carload as a bulk, it was explained.

Department officials said that there appeared to be no reason why sufficient

number of crates to make up a half car or a carload, cannot be shipped in the future as parcel post. Parcels of a perishable nature, however, which are likely to spoil within the time reasonably required for transportation and delivery, will not, it was said, be accepted for mailing. The rates for parcel post matter depend upon the zone to which shipped and the weight of the package.

GERANIUMS

Our selection at this time.

From 2-inch pots \$3.50 per 100, \$35.00 per 1000.

DRACAENAS, Strong, 2-inch \$4.00 per 100.

SMILAX, 2-inch, \$3.00 per 100.

Also Coleus and Rex Begonias.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CANNAS

Need room, sound strong 2-3 eye roots, true to name. Austria, Chas. Henderson, D. Harum, Egandale, Gladiator, Orange Bedder, Mad. Crozy, Niagara, Queen Charlotte, F. Vaughan, R. Wallace, etc., \$2.00 per 100, \$17.00 per 1000. Allemania, Buttercup, Crimson Bedder, Wm. Saunders, Golden Gate, Wyoming, Wintzer's Colossal, \$2.50 per 100 Cash.

SHELLROAD GREENHOUSES

Colgate, Box 76, BALTIMORE, MD.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Chrysanthemum Novelties My Specialty.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties. 4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Mention the American Florist when writing.

EASTER PLANTS!

EASTER LILIES, 6-in. pots, 4 to 10 blooms, 25c per bud and bloom each.

HYDRANGEAS, Very best French varieties, Pink, Blue and White, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00, \$5.00, \$7.50, \$10.00, \$12.50.

ROSES, Tausendschon and Rosarie, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00, \$7.50 each. Baby Ramblers, Red and Pink, fine for basketwork, \$1.50, \$2.00, \$2.50 and \$3.00 each.

Magna Chartas, very good, \$2.00, \$2.50, \$3.00.

BOUGAINVILLEA, \$5.00, \$7.50, \$10.00 and \$12.50 each.

GENISTAS, 8-in. specimen plants, \$1.00, \$5.00, \$7.50 each.

PANDANUS VEITCHII, 6-in. pots, \$2.00 each.

DRACAENA MASSANGIANA, 7-in. extra heavy, \$4.00 each.

Cash with order, except from regular customers. Packing material charged at cost. All goods travel at purchaser's risk and expense.

WM K. HARRIS, 55th Street and Springfield Avenue, W. PHILADELPHIA.

To reach greenhouses, take No. 13 trolley on Walnut street, get off at 56th street and walk one (1) square north.

Seasonable Stock

READY NOW

Petunia, double named varieties; Gertrude, light pink; Snowball, pure white 6 other distinct varieties, 2 1/4 inch pots, \$6.00 per 100, \$60.00 per 1000.

Heliotrope, Jersey Beauty and Florence Nightingale, good purples, 2 1/4 inch, at \$5.00 per 100, \$45.00 per 1000.

Asparagus Sprengerii, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Asparagus Plumosus, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Gracilis Luminosa, Prima Donna, Erfordia, Superba and Mignon, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, Argentea, Guttata, Sandersoni and Alba Picta, 2 1/4 inch, \$8.00 per 100.

Rose Geranium, 2 1/4 inch, \$6.00 per 100.

Boston Fern and Teddy, Jr., 2 1/4 inch, \$6.50 per 100, \$60.00 per 1000.

Plumbago Capensis and Capensis Alba, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.

English Ivy, heavy 4 inch pots, \$20.00 per 100; 2 1/4 inch, \$5.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA.

ABELIA GRANDIFLORA. Strong, 2¼-in., per 100, \$4.50; per 1000, \$40.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

ACALYPHA.

ACALYPHA LANDERII. 2¼-in. pots, per 100, \$5.00; per 1000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

ADIANTUM.

Adiantum. Hybridum, 4-inch, 25c; 5-inch, 50c each. California, 5-inch, 60c; 6-inch, 76c each. Add 5 per cent for packing.

J. F. AMMANN CO., Edwardsville, Ill.

ASPARAGUS.

Asparagus Sprengerii, 2½-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$25.00; 6-inch, per 100, \$35.00. Plumosus, 2½-inch, per 100, \$5.00; per 1,000, \$45.00.

The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., \$6.00; 3-in., \$10.00; 4-in., \$15.00 per 100. Vaughan's Seed Store, Chicago and New York.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus. 3-in. Asparagus Sprengerii, each 7c. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus Sprengerii, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 55th and Springfield Ave., Philadelphia, Pa.

ASTERS

Asters. Vaughan's. For varieties and prices see display advertisements elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Asters, Queen of the Market, transplanted, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

BEGONIAS.

BEGONIAS. Coralline Lucerne, 2¼-in., per 100, \$10.00. Rosea Picta, Argentea Guttata, Rubra, Thurstonii, Alba Picta, Pres. Carnot, Sandersonii, Alba Perfecta. All 2¼-in., per 100, \$6.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Begonias, Lumina, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100; \$50.00 per 1,000. K. Vincent, Jr. & Sons Co., White Marsh, Md.

Begonias, Fine 2¼-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BEGONIAS.

Begonias. Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 50 Park Place, N. Y.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

Dwarf boxwood edging, buxus suffruticosa, 3-4-in., per 100, \$15.00; per 1,000, \$100.00. 4-5-in., per 100, \$20.00; per 1,000, \$150.00. We have 100,000 plants ready now. A. E. WOHLERT, The Garden Nurseries, Narberth, Montgomery Co., Pa.

BULBS.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese Lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Fancy leaved caladium, mixed colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

Bulk. Hyacinths, tulips, iris, daffodils, crocus, etc. De Graaff Bros., Ltd., Noordwyk, Holland.

BUDDLEIA.

BUDDLEIA MAGNIFICA. Per 100, \$4.50; per 1000, \$40.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Buddleia, white, pink and lilac, 2¼-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

CANNAS.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1000
Matchless	\$4.00	\$35.00
Miss Theo	4.00	35.00
Nebraska	5.00	40.00
Enchantress	5.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	6.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00

Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

Mrs. C. W. Ward	100	1,000
Matchless	\$3.50	\$30.00
White Enchantress	3.00	25.00
Pink Enchantress	3.00	25.00
Rosette	3.50	30.00
Laddie	12.00	110.00

WIETOR BROS.
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100; \$45.00 per 1000. Orders filled in rotation as received.

Montgomery Gardens, Sac City, Ia.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Indiana.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Intensify (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Octonto (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seldewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

L. Doty (light pink)	\$3.00	\$25.00
Buckingham (pink single)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.,
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St., Chicago.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and White Seldewitz, Chas. Razer, Celebration, Major Bonnafton, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview, White and Golden Chadwick, \$35.00 per 1000. December Beauty, \$45.00 per 1000. Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, \$8.00 per 100. Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1000.

ELI CROSS,
Grand Rapids, Mich.
150 Monroe Ave.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.**CHRYSANTHEMUM CUTTINGS.**

Clean, healthy stock, ready for immediate delivery.

	100	1000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.,

Wholesale Florists.

30 E. Randolph St., Chicago, Ill.

ROOTED CARNATION CUTTINGS.

Ward, Supreme, White Wonder, Matchless, Aviator, Herald, Well rooted cuttings, per 100, \$5.00; per 1000, \$45.00.

WIEDEMANN BROS.

Wilsonville Ore.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

Chrysanthemum novelties for 1922. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CLEMATIS.

CLEMATIS PANICULATA. Japanese Virgin's Bower. One of the most beautiful of our hardy flowering vines. 2 1/4-in. pots, per dozen, 75c; per 100, \$4.00. Field-grown, per 100, \$3.00, per 1000, \$75.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100; 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

CYCLAMEN.

Cyclamen, for one week only. 2 1/4-in., \$10.00 per 100; \$90.00 per 1000; 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. 18, all different, labeled, several classes and colors, \$2.00—retail value about \$5.00; 6 sets (108 dahlias), \$10.00. 18 mixed, unlabeled, \$1.00—\$5.00 per 100. Hybrid dahlia seed, \$1.00 per packet. Named cut-flower sorts, double red, pink, yellow or white, \$9.00 per 100. Everything PREPAID. Catalogue FREE. ALT F. CLARK, "The Dahliast," Netcong, N. J.

Dahlias, best varieties for florists' use. LYNDHURST FARM, INC.,
First Road,
Hammon, N. J.

DELPHINIUMS.

DELPHINIUMS. 2 1/4-in. from cold frames; in prime condition. Bella Donna and Formosum, per 100, \$5.00; per 1000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Twenty thousand Delphinium Belladonna, strong one-year plants; they have all bloomed last year and are excellent stocks for the money, per 100, \$6.00; per 1,000, \$50.00; 250 at 1,000 rate. THOMAS J. MURPHY, 409 Erie St., Painesville, O.

FERNS.

Hardy Ferns at wholesale prices:

	10	100
Evergreen and Marsh shield ferns	\$1.00	\$ 8.00
Maidenhair and wood ferns	1.00	9.00
Goldiana and Ostrich ferns	1.20	10.00
Cinnamon and interrupted	1.30	12.00
and 11 other varieties. Illustrated descriptive list mailed free, 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK, Ferndale, Askov, Minn.		

FERNS.**BOSTON FERNS**

Good, strong bushy stock.

5-inch	\$0.40
6-inch	.75
7-inch	.90
10-inch	2.00

Packing charges free.

DAVIS FLORAL CO.,

Davenport, Iowa.

FERNS. Boston, Teddy Junior, Roosevelt and Whitmanii. All 2 1/4-in., per 100, \$6.50; per 1000, \$60.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

DISH FERNS. Holly, Winisetti and Aspidium, per 100, \$4.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Table ferns, standard varieties, 2 1/4-in., \$5.00 per 100.
HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Ferns. 4-in. Boston and Verona, per 100, \$22.00. 6-in. Boston, ready for 8-in., each 80c. EDGAR EASTERDAY, Nokomis, Ill.

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00; 5-in., \$50.00 per 100. Vaughan's Seed Store, Chicago and New York.

GLADIOLI.

Gladioli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus Bulbs. Clean, healthy stock; best we have ever had. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

PRIMULINUS HYBRIDS. A fine lot of planting stock, 3/4 to 9/16-in., per 1,000, \$3.50; bulbets, per quart, 50c. EDWIN C. POWELL, Silver Spring, Maryland.

GERANIUMS.

Geraniums. Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants, 2-in., \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums. S. A. Nutt, 2-in., per 100, \$5.00; Beaute Poitevine, 2-in., per 100, \$6.00. S. A. Nutt, rooted cuttings, per 100, \$3.50. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GRAPE CUTTINGS.

Grape Cuttings. An extra fine lot of select Grape Cuttings. List free by return mail. NASH NURSERY, Three Rivers, Mich.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kingstons, Ala.

Green sheet moss. Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

HYACINTHS.**FRENCH HYDRANGEA**

2 1/4-in. pot plants. Late summer propagation.

\$7.00 per 100; \$60.00 per 1000.

Avalanche, Baby Bimbinet, Gen. Vibrage, Souv. de Mad. Chautard, La France, La Lorraine, Lillie Mouillere, Mme. E. Mouillere, Bouquet Rose, Radiant, E. G. Hill, Mousseline, Mme. A. Nonin.

The following newer sorts, at \$12.00 per 100: Etincelant, Satinet, Trophée.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Hyacinths. Home of world's best. Special prices and terms on demand. Guilemond & Son, Tisse, Holland.

HYDRANGEAS.**HYDRANGEAS.**

Field-grown, one-year old, in the following varieties and sizes

Henry Lambert, Wm. Pfitzer, Lilly Mouillere, Mme. Petrick and Mme. Riveraine. 3 to 6 branches.....35c each 6 to 9 branches.....40c each

ANTON SCHULTHEIS,
316 Nineteenth St., College Point, N. Y.

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1000; 3-in., \$3.75 per 100; \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About it.

LANTANAS.

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LEMON PONDEROSA. 2 1/4-in., per 100, \$7.00; per 1000, \$65.00.

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Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape Vines, 1 and 2-year; Spiraea Von Houtel, 12-18 in., 18-24 in., 2-3 feet., 3-4 feet. Write for prices. T. W. RICE, Geneva, N. Y.

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ORANGE, OTAHEITE. 2 1/4-in., per 100, \$6.50; per 1000, \$60.00.

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Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. HILL-CREST GARDENS, Albert Lee, Minn.

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HARDY SCOTCH PINKS. 5 named sorts, 2 1/4-in. pots, per 100, \$4.50; per 1000, \$40.00.

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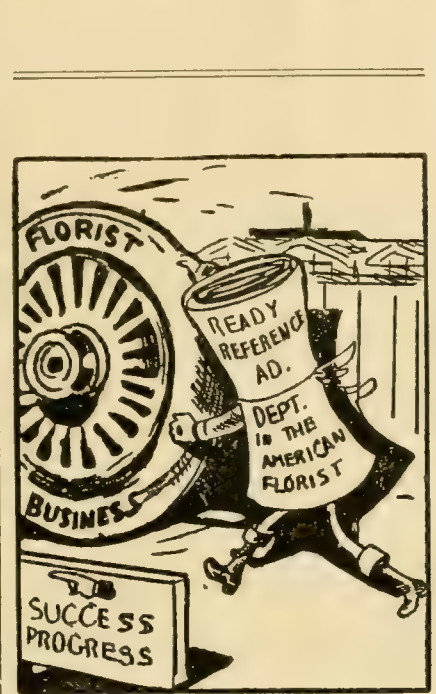
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The Sensational White for 1922. Order now for March delivery.

Prices will be:

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1,000..... 375.00	1,000..... 300.00
2,500..... 912.50	2,500..... 725.00
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10,000..... 3,350.00	10,000..... 2,600.00

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	100	1,000
Russell	\$13.00	\$120.00
White Killarney	9.00	80.00
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Springfield Dept. C. Ohio

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SALVIAS. St. Louis, America and Splendens, 2 1/4-in., per 100, \$4.50; per 1000, \$40.00.

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Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

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Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

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Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

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Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

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Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

VEGETABLE PLANTS.

Cabbage Plants. Chas. Wakefield, Copenhagen, Market and Succession. Transplanted, growing outdoors, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

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LEMON VERBENA. 2½-in., per 100, \$5.00; per 1000, \$45.00.

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Vincas. Variegated. Fine 2-in. stock, well branched and well rooted. Packed in corrugated carton, per 100, \$4.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Vincas. 3-in. Vinca Var., each 7c. EDGAR EASTERDAY, Nokomis, Ill.

VIOLETS.

VIOLETS. Clean and healthy. Lady Hume Campbell, Princess of Wales. 2½-in., per 100, \$4.50; per 1000, \$40.00.

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Double Violet Marie Louise. Rooted runners; clean stock, \$3.00 per 100, prepaid. Cash. RALPH SNYDER, Rhinebeck, N. Y.

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FOREST NURSERY COMPANY,
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Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

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Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$3.50. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreers "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Glass, large stock and good prices. Sharp Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; \$50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

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Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

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Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburg Cut Flower Co., Pittsburg, Pa.

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Greenhouse construction, cypress reef material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 903 Blackhawk St., Chicago.

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Greenhouses. Estimate, plans and information gladly given. Write us for catalogue. King Construction Co., North Tonawanda, N. Y.

GREENHOUSE CONSTRUCTION.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

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Aphine, \$1 per qt., \$2.50 per gal. Fungine, \$1 per qt., \$3.50 per gal. Vermine, \$1 per qt., \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Pots. Standard, azalea, bulb, porch and cemetery pots, cut flower jars. Write for catalogue and price list. Red Wing Union Stoneware Co., Red Wing, Minnesota.

High grade flower pots of every description. Write for prices. Western Pottery Co., 5220-30 Norwood Park Ave., Chicago.

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Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

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Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein, I., New York.
Hart, Geo. E., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburg, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neldinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburg, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Poyer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Sullivan, Dolan & Co., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Weiss, Herman, New York.
Wietor Bros., Chicago.
Winterson Co., E. F., Chicago.
Young & Co., A. L., New York.
Zech & Mann, Chicago.

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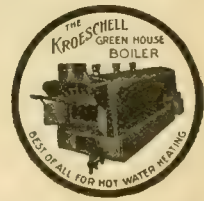
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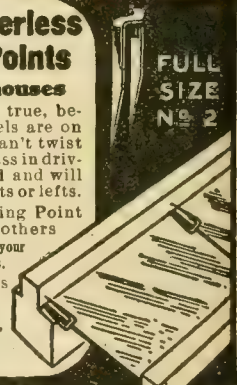
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Vol. LVIII.

CHICAGO AND NEW YORK, APRIL 8, 1922.

No. 1766

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—S. S. PENNOCK, Philadelphia, Pa.,
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The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922.

OFFICERS: PHILIP BREITMEYER, Detroit, Mich.,
President; CHAS. F. FEAST, Baltimore, Md., Vice-
President; ALBERT POCHOLON, Detroit, Mich.,
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Treasurer.

The Song of the Plow.

It was I who raised from famine
All the hordes and tribes of Man;
I have never ceased nor faltered
Since the tith of fields began,
Since the first poor crooked stick was drawn
Across the wondering earth
While upon the man who used it
All his tribesmen gazed in mirth;
But the wild seeds sprang in blossom
More abundant than before,
And the fool who toiled all summer
Had the wise man's winter store.
It was I who built Chaldea
And the cities on the plain;
I was Greece and Rome and Carthage
And the opulence of Spain—
When their courtiers walked in scarlet
And their queens wore chains of gold,
And forgot 'twas I that made them,
Growing goddess folk and bold.
I went over them in judgment,
And again my cornfields stood
Where their empty courts bowed homage
In obsequious multitude,
For the nation that forgets me—
In that hour her doom is sealed
By a judgment as from heaven,
That can never be repealed.

—H. Kemp.

Fifth National Flower Show.

Indianapolis, Ind., March 25 to April 1.

Continued From Last Week's Issue.

Great Artistic and Financial Success.

In spite of the wet Sunday, March 26, and the succeeding rainy days of Wednesday, Thursday and Friday, when it poured down more or less all day, the Fifth National Flower Show at Indianapolis, which closed April 1, has gone over the top financially and marked a distinct step forward in the florist industry. It was astonishing to see the crowds that braved the rain and the tedious car ride, all day long from the opening at 10:30 a. m. until the closing at night. Early each afternoon barriers were set in place inside the front entrance, which turned the visitors to the left, where police officers were stationed to keep them moving and prevent congestion. The central depressed area, while only two feet below the level of the sides of the building, looked most enchanting in its garden effect and the throngs of visitors generally wended their way first through the flower lined avenue of this space. With the exception of a few large vases of choice roses all the special competitive exhibits were staged at the sides of the building, except that of roses arranged for effect, for which room was made in the center.

The large wicker covered vases of the American Rose Society, under whose auspices and rules the rose display was held, again demonstrated its great worth and it was also seen that the society would have to go even further and provide large, bowl-like receptacles in which to arrange the stiff stemmed Hadley, Premier and Double White Killarney, in order to show each flower to the best advantage. The wonderful vase of Hadley displayed by the Jos. Heacock Co., Wyncote, Pa., while greatly admired, never had a chance in its huddled-up space, to show the real individual beauty of the flowers and foliage. The contrast of this style with the vases in the groups of 1,000 flowers arranged decoratively, covering 300 square feet, was most noticeable. These were en-

tered Wednesday, March 29, by A. N. Pierson, Inc., Cromwell, Conn.; Fred H. Lemon & Co., Richmond, Ind., and the Poehlmann Bros. Co. Chicago.

The roses in the Pierson group were Double White Killarney, Premier, Butterfly, Ophelia, Mrs. Warren G. Harding, Aaron Ward, Milady, Pilgrim, Crusader and Columbia. The flowers were arranged by Bertermann Bros. Co. in an artistic setting with cibotiums and other ferns making a splendid showing. Tall floor vases and large handle baskets were the receptacles used and color effects were produced with velvets and ribbons. The exhibit was awarded first prize. The Lemon display arranged by Fred H. Lemon personally, was grouped in much the same manner as the blue ribbon exhibit, the quality of his Premier and Columbia being especially noteworthy. Angelus showed up well, while Amelia Gude was refined in its light, orange tints. There were also two vases of his rose, Freedom. When finished the display was a fitting companion to the Pierson group across the aisle and was granted second prize.

The Poehlmann Bros. Co. also made a fine display, their varieties being Butterfly, White Ophelia, Ward, Columbia, Premier, Crusader and Milady. This group won third prize.

The Closing Days.

The displays of arranged carnations which were staged on Thursday, March 30, while not numerous, were quite elaborate and contained blooms of exceptional quality. Baur & Steinkamp, of Indianapolis, were the only exhibitors in the display covering 80 square feet and they made a very fine arrangement. Square cornered, post like vases painted white, each contained 100 blooms of Red Rosalia. In the center of the space stood a large wicker bowl vase filled with over 100 superb Laddie. On the floor space were four handle vase baskets, two of which contained Ruth Baur carnations and the others mixed colors.

A bed of ferns in the center surrounding the group of Laddie gave a fine finish. The arrangement was very artistically made by the skilled hands of Mr. Baur and the whole exhibit greatly admired by the visitors.

In the private growers' competition for the best display of carnations, not less than 200 blooms arranged in vases, J. E. Widener, Elkins Park, Pa., won with exceptionally good flowers of Laddie, Mrs. C. W. Ward, Matchless, Ethel Fisher and White Wonder. Wm. Kleinheinz, gardener and superintendent, made a fine arrangement of the flowers with asparagus.

A large panel standing six feet in height, quite artistically arranged in light pink and red shades of carnations on a fern background and having as a feature a picture of Governor McCray, of Indiana, made a fine showing. An orange and purple ribbon was inscribed "Governor's Day" and the panel was presented to the governor who visited the exhibition Thursday afternoon. This feature exhibited by the Pahud Floral Co. won first prize in its class.

In the basket arrangements, Strouts, Inc., Biddeford, Me., made a wonderful showing of 200 carnations in a made-up basket, which was arranged by Bertermann Bros. Co. Maidenhair ferns were placed at the base of this oval handled basket, which was tied with a light green, ribbon bow, giving it a very pretty finish. Bertermann Bros. Co. entered a beautiful made-up basket of Natalie, with pussy willows, placed on a large, round table with white cloth, bringing out the color in fine style. A tall ornamental floor vase filled with 200 Laddie, by the same firm, made a fine showing. Cut nephrolepis and Asparagus Sprengerii were used as greens.

E. E. Temperly, of Indianapolis, staged a splendidly arranged vase bas-

ket of Laddie, as did W. A. Rowe, Kirkwood, Mo., whose tall, floor, vase handle basket, filled with selected Laddie, very fine blooms, was superb. There were several other entries all of which were quite elaborate.

There were three entries in tables where carnations were the principal flower used. A. Wiegand & Sons Co., Indianapolis, formed a large star, from the center of which arose a slender vase containing 50 blooms, well above the line of vision, a very pretty arrangement although much too large for the table on which it was placed. The Pahud Floral Co.'s table also had a tall vase centerpiece filled with Laddie, arising from a plateau of lavender sweet peas, snapdragons and Ophelia roses. Corsages of lily of the valley and lavender, sweet peas at each plate made the whole very distinctive.

A novel display entered under the schedule calling for arrangements other than baskets or vases was seen in Baur & Steinkamp's exhibit, which consisted of a coal scuttle turned on its side on a green velvet cloth from which was pouring, as from a cornucopia, a well arranged spray of striped carnations.

H. B. Marinelli, Montvale, N. J., made a large exhibit of his new carnations in pinks, whites, striped and mottled purple shades. They were all so odd and unusual that they attracted a great deal of attention from the visitors and were an interesting feature of the show.

The Banquet.

The banquet held in the handsome Lincoln room of the Lincoln hotel, March 30, provided, in addition to a fine menu, a quartet of accomplished singers, who rendered a number of familiar and operatic songs as the various courses were served. Governor McCray, of Indiana, who honored the florists with his presence, was seated with the officers of

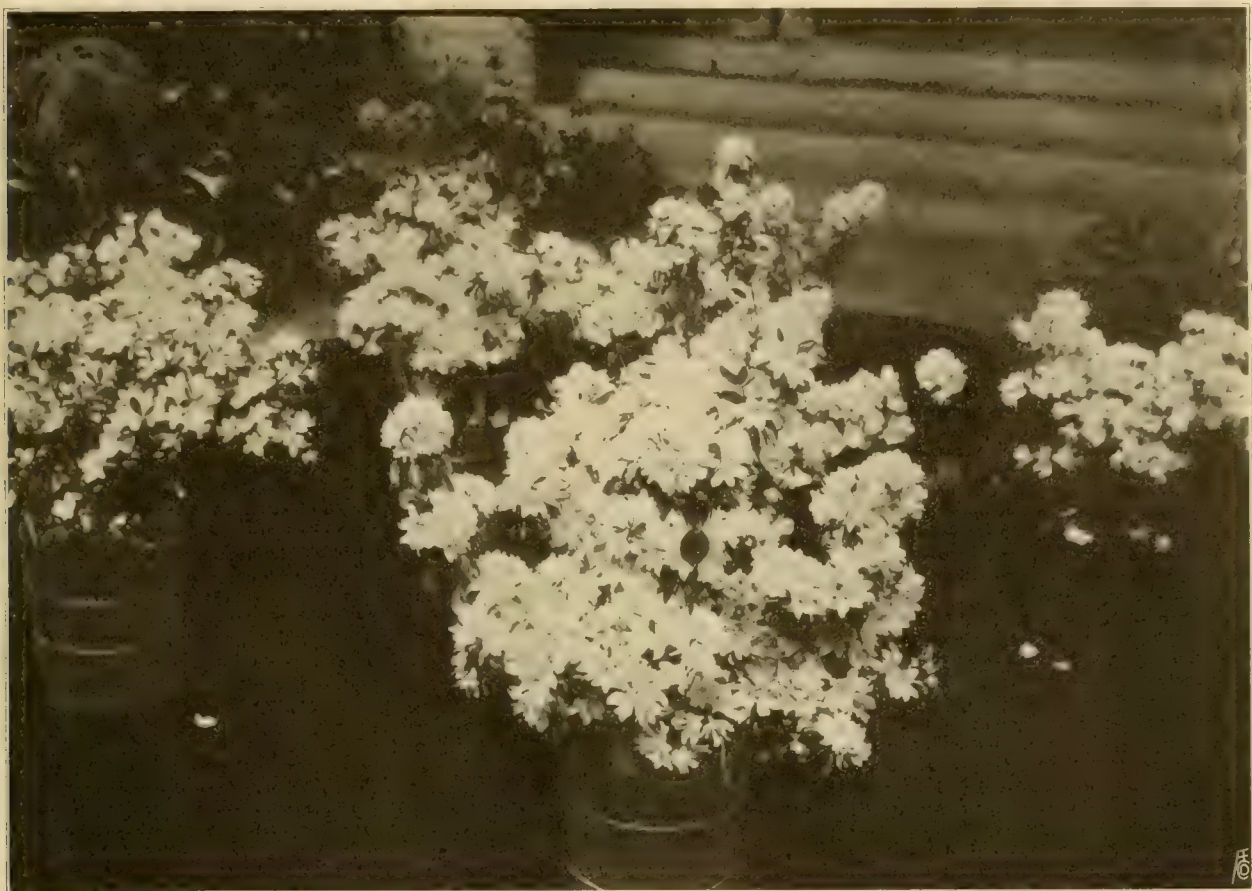
the Society of American Florists and show managers at a long side table, while the 200 or more guests were placed at round tables seating six each. All of the tables contained baskets of flowers. Immediately after all were seated a photo was taken of the scene.

With the serving of the coffee the toastmaster rapped for order and after welcoming the guests introduced Governor McCray, who in expressing his great satisfaction that it had been Indiana's good fortune to get the show, extolled Hoosier hospitality and said that he was prepared to admit that Indiana was the greatest state in the union. The Hoosier loves flowers and the beautiful in nature. We realize what a desolate and forbidding world this would be without flowers, and the governor was glad to welcome to Indianapolis men and women who are engaged in this vocation which contributes so much to human progress. What the city lacked in population was more than made up by enthusiasm, and while the weather had been unfavorable throughout the week, the local officials could hardly be blamed for it, as such matters were managed from Washington. In conclusion Governor McCray said that Indianapolis was a great city, and he always felt sorry for those who lived elsewhere.

Irwin Bertermann in speaking of the great success of the exhibition said its staging and local success was due to the great co-operation of city and state officials, civic bodies, the press and everyone in the trade. He had yet to hear the first man say no to any request he had made. The people in Indianapolis felt they were enjoying a great privilege, and he desired to thank all who had so nobly and so eagerly helped in making this the finest flower exposition ever held in this country.



FIFTH NATIONAL FLOWER SHOW.
Poehlmann Bros. Co.'s Rose Exhibit.



FIFTH NATIONAL FLOWER SHOW
Henry A. Dreer's Kurume Azaleas.

"Who would not be proud of the welcome we have received from Indiana and Indianapolis?" asked President S. S. Pennock. "We have felt more than the traditional Hoosier hospitality. We have been at home here ever since we arrived in Indianapolis six weeks ago. No flower show ever had the backing of the press that the local papers have so kindly given. Indianapolis has made good, and because of this we have the best exhibition ever held by the Society of American Florists." Mr. Pennock spoke of the great building in which the show was staged, the best for the purpose he had ever seen, the magnificence of the exposition, its opening on time and that every city of 300,000 or more should have a great annual event of this character.

Herman P. Knoble, of Cleveland, O., told how the florists of that city had turned over their large stock and shipped two carloads to Indianapolis. He said the local people were a lucky bunch of Hoosiers who had been most fortunate in getting the show and was glad to report that the exhibition had gone over the top, financially, Wednesday noon, and that more than 50,000 people had passed through the gates up to that time. In conclusion Mr. Knoble urged the craft in Indianapolis to make the show an annual event which would be of great benefit to the trade.

Geo. Asmus, of Chicago, the concluding speaker, stated that the flower show was a great object lesson in co-operation, in which the Indianapolis Chamber of Commerce, state and city officials, the entire florists' trade and the newspapers had combined to produce the greatest of floral events. He gave great

credit to the Cleveland florists for what they had done to assist in its success, and he had no criticism for the mayor of Cleveland, as he had done just right in not granting permission to use their auditorium until completed. Everyone who had anything to do with the show should be proud of its wonderful success. He praised the great publicity given by the newspapers and hoped the local craft would stage similar events in future years.

The Attendance.

The following details of the attendance are interesting as showing the number who availed themselves of the opportunity to buy tickets at half price, also that the admissions show the greatest number of visitors, March 28-29-30 when there was a continuous downpour of rain. The grand total of admissions was 71,754 which includes 3,559 press and exhibitors' tickets not shown in the accompanying table.

Date.	Trade Tickets.	Cash Adults' Tickets.	Cash Child's Tickets.	Daily Attendance.
March 25....	735	1206	66	2093
March 26....	1995	2802	187	5172
March 27....	3373	4142	246	8176
March 28....	4631	6084	367	11,585
March 29....	4459	7004	502	12,453
March 30....	4301	6950	485	12,325
March 31....	2948	5395	425	9335
April 1....	3007	6370	515	10,615
Total	25,449	39,953	2,793	71,754

The expenses incurred in all departments of the show at Indianapolis were fully provided for by noon Wednesday, and the large attendance on succeeding days brought the figures up to an amount that it is hoped will wipe out the debts incurred at St. Louis, Mo., and Cleveland, O., and hasten the opening of another national exhibition in one of the large cities. The Indianapolis Star,

Daily News and other local papers kept up the interest throughout the week with their elaborate reports of all special entries and gave the premiums entire as fast as they were awarded.

An Appreciation.

When in the emergency Indianapolis was selected as the city in which to hold the National Flower Show, the weight of responsibility to the trade here seemed at first appalling. The florists proved, however, that no task was too great for them and in their co-operation, all working together, they have made possible the greatest flower show ever held in this country. I want especially to thank all my co-workers in the business, the chairmen of the various committees and the men under them who have labored so hard and given so much of their valuable time to uphold the honor of our city, and state, and demonstrated to the florists of the United States that we were equal to the task imposed upon us.

I also want to thank His Excellency, the Governor; His Honor, the Mayor, the Chamber of Commerce and other trade bodies who have given unstinted support to this great undertaking. To the press of the city and state we owe a debt we can never repay, as the financial success of the show was due largely to their elaborate reports and broadcast publicity.

To the National Flower Show officials and Superintendent Arthur Herrington, whose planning of the displays was so efficient and beautiful, I have only words of the greatest praise. I also want to thank the florists of Cleveland in bringing to Indianapolis the stock they had grown for the exhibition in their own city. Their hydrangeas, roses, bulbous

and other flowering plants gave a wonderful finish to the show.

IRWIN BERTERMANN, Chairman
Indianapolis Executive Committee.

Resolutions.

An appreciation by the National Flower Show committee and the executive board of the Society of American Florists, of the great work in the preparation of the Fifth National Flower Show by local representatives of the trade and other civic bodies is expressed in the following resolution:

"Whereas: In the closing days of the Fifth National Flower Show it is fitting, and a genuine pleasure, to note the willing co-operation of many individuals, societies and organizations who have carried it forward; therefore, be it

"Resolved, That we, the executive board of the Society of American Florists, herewith express our sincere appreciation of the activities of those who have helped to make this exhibition; to Irwin Bertermann, chairman of the local executive committee, who, with the united support of the Indianapolis Chamber of Commerce, through its general secretary, John B. Reynolds, brought to us at Cleveland in our emergency the enthusiastic welcome of your city; second, the indorsement of the State Florists' Association of Indiana and later its collective exhibit.

"Further, our grateful thanks to that great body of exhibitors whose plans, though made for another city and though coming in numbers from far New England to a greater distance and under increased risk, immediately consented to the change; and to those guarantors who renewed their allegiance and financial support to the new location.

"And to Governor Warren T. McCray of Indiana, the state department of con-

servation, the mayor of Indianapolis and the city park board.

"Further, to the chairmen and members of the florists' local committee, who, at the sacrifice of their own business at this critical time, have labored with full devotion.

"And, finally, let us say: We have never received such interested service and co-operation as from the Indianapolis press and local merchants; our sincere thanks to them and every one we have come in contact with in your city."

J. C. VAUGHAN,

S. W. COGGAN,

ROMAN J. IRWIN,

Resolutions Committee.

Donors of Flower Show Souvenirs.

Owing to the confusion in the handling of the various lines of stock, in plants, cut flowers and seeds presented to visitors of the show as souvenirs, the proper recognition cannot be given to each of the donors of these gifts, which were such an appreciated feature to the show patrons.

I, therefore, desire to use this method of thanking those who so generously responded to our call. There is no doubt that these very materially helped the attendance and gave valued publicity to the exhibition. Again I thank you.

CLARENCE R. GREENE, Chairman,
Special Features Committee.

Correction.

In the competitive classes of cut roses, commercial growers, for 50 any disseminated red, appearing in last week's issue, page 526, Anders Rasmussen, of New Albany, Ind., should have been credited with first prize and Myers & Samtman, Philadelphia, Pa., second prize.

Notes of the Show.

The *Dracaena Victoria* of A. N. Pierson, Inc., Cromwell, Conn., standing five feet in height, was one of the handsomest specimen foliage plants in the show.

The Garfield Park sunken garden with its palm background was a finished piece of bedding and very much admired.

The bulb garden arranged by A. Wiegand & Sons Co., with stock furnished by Walter E. Cook, Inc., of Cleveland, with its white paling enclosure was very showy and perfect in every respect.

The largest roses in the show lay between Celestial, Hadley and Hill's America, all superb vases. Hoosier Beauty was another striking vase seen, and F. R. Pierson's Francis Scott Key was greatly admired.

The Kurume azaleas of H. A. Dreer, Inc., Philadelphia, Pa., were beautiful until the very last day.

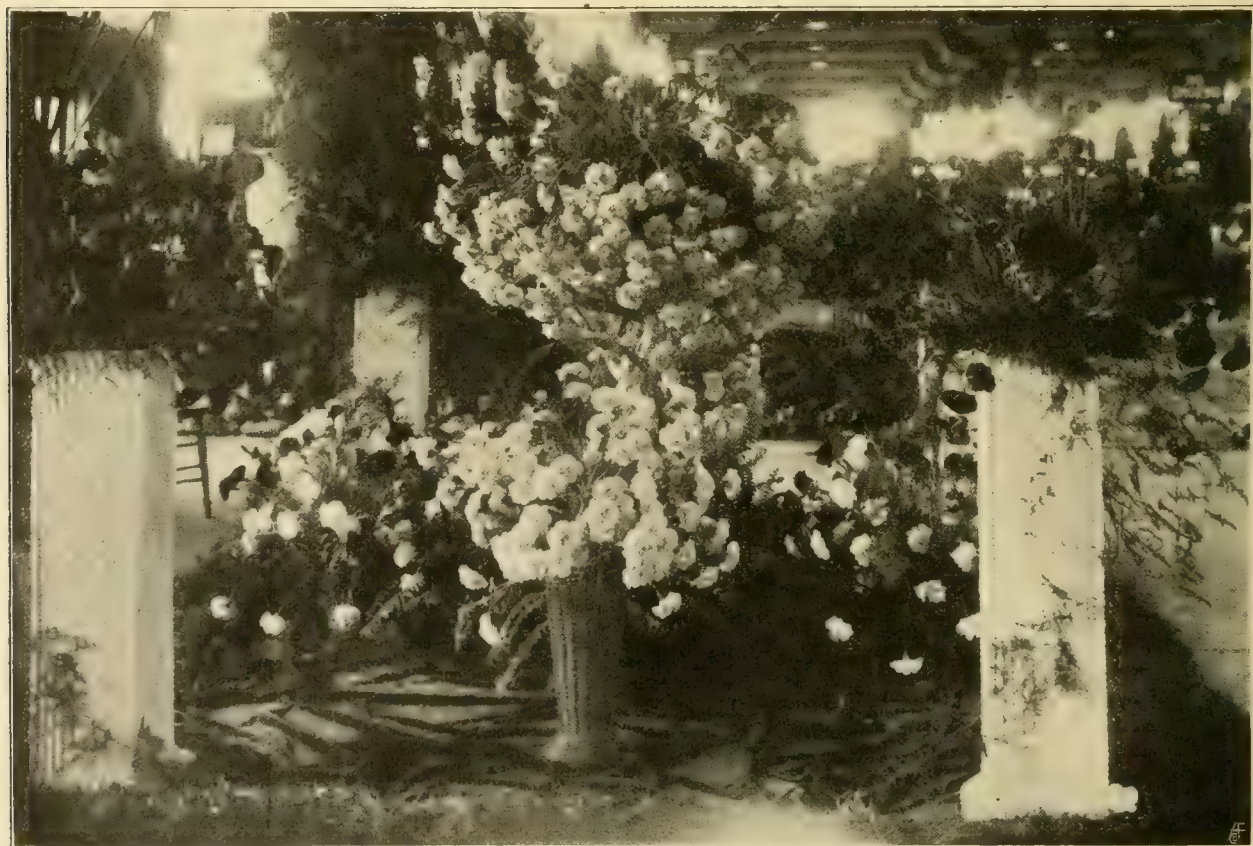
Cinerarias, particularly the shrubby types, were never seen in better form, there being several entries in this group.

The touffa rock work mounds that flanked either side of the F. T. D. temple were very nicely arranged, both containing a display of orchids.

The bird's nest ferns of Wm. K. Harris, Philadelphia, were also arranged in a portion of this rockery along with well flowered standard plants of bougainvilleas, shown by A. N. Pierson, Inc., each artistically arranged.

The visitors never seemed to tire of the great acacia exhibit of Thos. Roland, which was at all times surrounded by throngs of inquiring people seeking to know if it was possible to have such plants in their home grounds or gardens.

The large, central electric fountain of the A. L. Randall Co., of Chicago, with a miniature Bartholdi's statue of Lib-



FIFTH NATIONAL FLOWER SHOW.
Baur & Steinkamp's Carnation Exhibit.



FIFTH NATIONAL FLOWER SHOW.
Robt. Craig Co.'s Crotons

erty in the center was in perfect order during the show, with its hundreds of sprays and colored lights it was a great feature.

The carnations arranged in blocks of 25 vases, Wednesday, made a much better showing than when all bunched together as was the case Tuesday. A striking vase of seedlings, from the Fred Dorner & Sons Co., LaFayette, Ind., of at least 50 kinds was most interesting to the carnations experts. Valentine, a pretty shade of Ward pink was also much admired by the growers which was shown by John Steidle, Clayton, Mo.

W. D. Howard, of Milford, Mass., stated that he enjoys a very good demand for Cottage Maid carnations, which bring top price in the New York market.

Henry A. Dreer, Inc., gave away 6,000 packages of orchid flowering sweet peas seed, labeled "Complimentary trial packages."

The retailers' spaces always presented a bright and fresh appearance as all the cut flowers were renewed and rearranged each day.

The Jos. H. Hill Co.'s trade exhibit was a bower of cut roses, changed every day, and at all times surrounded by great crowds.

Carl Hagenburger, West Mentor, O., added to the beauty of the foyer groups with his genistas, hydrangeas and azaleas, none of which were entered for competition.

The new rose of A. N. Pierson, Inc., a dark sport of Columbia is a wonderfully formed flower and while not shown with as long stems as will be possible when wood is not so scarce it made a fine vase, being entered in the American Rose Society's competition for novelties. In color it is a deep, cerise pink, full of fire and pleasing to a great degree. It

is well worthy of the name of the first lady of the land, Mrs. Warren G. Harding. The exhibit was awarded a silver medal.

E. G. Hill's America, a vase of superb flowers, which staged in the foyer Wednesday, in the novelty class of the American Rose Society, was most exquisite. It seems almost impossible to imagine a rose more perfect in form, either as a bud or when fully developed. This rose also won a silver medal.

The large groups of cut flowers staged by E. C. Amling Co., Chicago, were kept replenished with fresh stock each day and were of keen interest to the visitors because of the great variety shown.

The sweet peas were very popular with the visitors, the fine long stemmed stock of Mrs. F. E. Lewis, Ridgefield, Conn., in 25 square feet being especially noteworthy. Additional vases in three varieties and six of different kinds were extra fine, all receiving first prize.

Mrs. Redmond Cross, Morristown, N. J., sent three vases of superb sweet peas but they arrived too late to get into the competition.

The Chicago Flower Growers' Association made a fine display of sweet peas, all the popular kinds, grown by Geo. Ball. He filled a basket with his new strain of calendulas, a truly gorgeous shade of orange, very much admired.

Amelia Gude, as seen in Fred H. Lemon & Co.'s group of roses was beautiful and chaste. Its light yellow shade with coppery center and well formed flower made a most pretty vase.

The group of heathers in one of the foyer beds shown by Anton Schultheis, College Point, N. Y., was very well flowered and a great attraction.

G. R. Gause & Co., of Richmond, Ind., showed a large six-foot vase made of carnations and filled with roses with a plateau of the same flower at its base.

The well arranged bed of crotons, by the Robt. Craig Co., Norwood Station, Pa., with its highly colored foliage seemed as if just taken from a summer lawn.

A fine specimen cibotium in the foyer, staged by F. R. Pierson, was greatly admired.

The hydrangea groups which gave such color to the exposition appeared to open out and improve as the week progressed and were at their best the closing day.

A. L. Miller, of Jamaica, L. I., staged his new giganteum lily, immense flowers on three and four foot stalks, which proved very attractive to Easter plant growers who tried hard to find out its name and where the bulbs could be purchased.

Edw. Towill's new rose, American Legion, as shown by Myers & Samtman, Philadelphia, stood up well and when open made a flower not unlike Francis Scott Key.

The splendidly flowered Primula obconicas staged by the Daisy Hill Farms, Chagrin Falls, O., were the envy of all growers.

The trade exhibit of sweet peas made by the W. Atlee Burpee Co., of Philadelphia, Pa., was kept at its best all week, the flowers being renewed four times, coming every other day by special messenger from Fordhook Farms, Doylestown, Pa. The great assortment of kinds was a revelation to visitors.

The A. N. Pierson, Inc., group of beautiful foliage plants was sold to the Zeltitz Floral Products Co., Dayton, O.

The fern exhibit of F. R. Pierson was purchased by the Pahud Floral Co., Indianapolis.

The large rose garden of A. N. Pierson, Inc., was sold entire to Mrs. Hugh McLanden, of Indianapolis.

The Wayside Gardens, Mentor, O., furnished bulbs for the Dutch garden which was beautifully planted by Bertermann Bros. Co.

H. N. Bruns' lily of the valley and the fancy colored freesias were features of the E. C. Amling Co.'s exhibit all through the week.

A strong delegation from Dayton, O., came over Tuesday to spend the day.

W. A. Rowe, Kirkwood, Mo., took first prize for 100 Laddie carnations in a field of 15 competitors.

A message of sympathy with flowers was sent to Former President Patrick Welch, Boston, Mass., who is on the sick list.

Final Awards.

Cut Roses—Commercial Growers.

Cut roses covering 300 square feet of space and to contain not less than 500 or more than 1,000 blooms. Decorative greens of any kind, including plants, permitted—A. N. Pierson, Inc., Cromwell, Conn., 1st; F. H. Lemon & Co., Richmond, Ind., 2d; The Poehlmann Bros. Co., Chicago, 3d.

Sweet Peas.

Fifty sprays, pink and white—P. J. Goebel, Jr., Webster Grove, Mo., 1st.

Fifty sprays, white—P. J. Goebel, Jr., 1st; O. C. May, Sappington, Mo., 2d; Viewegh & Kiefer, 3d.

Fifty sprays, deep pink or rose—P. J. Goebel, Jr., 1st; O. C. May, 2d; Roepke Floral Co., Indianapolis, 3d.

Fifty sprays, light pink—Hartje & Elder, Indianapolis, 1st; F. N. Ross, Greenwood, Ind., 2d; Roepke Floral Co., 3d.

Fifty sprays, blue or purple—P. J. Goebel, Jr., 1st.

Fifty sprays, red or crimson—P. J. Goebel, Jr., 1st; O. C. May, 2d.

Fifty sprays, lavender—P. J. Goebel, Jr., 1st; Viewegh & Kiefer, 2d; F. N. Ross, 3d.

Fifty sprays, orange or deep salmon—P. J. Goebel, Jr., 1st; O. C. May, 2d; Viewegh & Kiefer, 3d.

Display covering 100 square feet—W. Atlee Burpee Co., Philadelphia, Pa., 1st; Peter Weiland, New Castle, Ind., 2d.

Display covering 100 square feet, arranged for effect—W. Atlee Burpee Co., 1st.

One hundred sprays, bicolor—Phil J. Goebel, Jr., 1st.

One hundred sprays, blue or purple—Phil J. Goebel, Jr., 1st.

One hundred sprays, red or crimson—Phil J. Goebel, Jr., 1st.

One hundred sprays, light lavender—Phil J. Goebel, Jr., 1st.

Sweet Peas—Private Growers.

Six varieties, 20 sprays of each—J. W. Smith, Greenwich, Conn., 1st.

Display in 25 square feet, arranged for effect—J. W. Smith, 1st.

Three varieties, 20 sprays of each—J. W. Smith, 1st.

Additional Visitors.

F. H. Adgate, Warren, O.

J. E. Ake, Indianapolis, Ind.

A. J. Baldwin, Newark, O.

Geo. J. Ball, Glen Ellyn, Ill.

L. J. Barbier, Dunkirk, Ind.

John Barnes, Decatur, Ind.

W. Guy Bate, Cleveland, O.

J. A. Bessinger, Lansing, Mich.

J. F. Bessinger, Lansing, Mich.

R. F. Blossom, Ft. Wayne, Ind.

Michael Bloy, Detroit, Mich.

J. D. Bodkin, Urbana, O.

A. J. Borges, Cleveland, O.

Peter Britz, Danville, Ill.

W. B. Brown, Detroit, Mich.

H. N. Bruns, Chicago.

W. J. Brust, Columbus, O.

A. S. Campbell, Crawfordsville, Ind.

W. O. Christian, Chicago.

E. Clausen, E. Toledo, O.

A. Cobey, Detroit, Mich.

M. L. Cohen, Chicago.

W. W. Coles, Kokomo, Ind.

Walter E. Cook, Cleveland, O.

H. H. Coppono, Columbus, O.

E. B. Cowan, Terre Haute, Ind.

W. B. Cross, Grand Rapids, Mich.

C. W. Crum, Chicago.

Eli Cross, Grand Rapids, Mich.

F. J. Daut, Decatur, Ill.

John P. Degman, Chicago.

C. P. Dieterich, Maysville, Ky.

J. D. Dinser, Detroit, Mich.

J. H. Doswell, Ft. Wayne, Ind.

C. L. Frank, Portland, Ind.

Wm. Gerlach, Piqua, O.

Ed. Goldenstein, Chicago.

F. C. Goodman, Mason City, Iowa.

V. J. Gorly, St. Louis, Mo.

J. C. Gould, Newark, O.

L. R. Grovett, Lancaster, O.

W. E. Grovett, Lancaster, O.

W. J. Gullett, Lincoln, Ill.

A. W. Gunz, St. Louis, Mo.

L. P. Harly, Hartford, Mich.

H. A. Hart, Cleveland, O.

L. C. Heacock, Elyria, O.

A. S. Horn, Tremont, O.

M. M. Howell, Muncie, Ind.

E. Jensen, Washington, O.

W. J. Keimel, Elmhurst, Ill.

C. W. Keller, Detroit, Mich.

G. H. Kessen, Covington, Ky.

W. S. Kirchner, Defiance, O.

A. F. Kirchner, Cleveland, O.

R. J. Kirchner, Cleveland, O.

R. W. Kircher, Fairmount, Ind.

Wm. Kleinheinz, Ogontz, Pa.

L. F. Kleitz, Evansville, Ind.

H. H. Knope, Detroit, Mich.

A. C. Koehler, Chicago.

A. W. Kreuzman, Covington, Ky.

H. W. Kropp, Columbus, O.

C. H. Legron, Toledo, O.

R. H. Lenkhorn, Ft. Wayne, Ind.

E. J. McCallum, Pittsburgh, Pa.

W. McFarland, Akron, O.

T. Malbrane, Johnstown, Pa.

C. A. Max, Ft. Wayne, Ind.

O. C. May, Sappington, Mo.

A. J. Meyer, South Bend, Ind.

M. G. Mull, Richmond, Ind.

C. L. Murphy, Cincinnati, O.

F. J. Murphy, Cincinnati, O.

W. E. Murphy, Cincinnati, O.

T. V. Neil, Chicago.

J. H. Neimann, Covington, Ky.

C. L. Osborne, Sidney, O.

W. L. Palmer, Louisville, Ky.

J. A. Peterson, Cincinnati, O.

W. J. Pilcher, Kirkwood, Mo.

C. H. Plumb, Detroit, Mich.

C. Pontrich, Louisville, Ky.

H. G. Price, Cincinnati, O.

B. Pyle, Cincinnati, O.

C. M. Quincy, Louisville, Ky.

J. W. Rodgers, Dayton, O.

Chas. E. Russell, Cleveland, O.

E. E. Schaeffer, Dayton, O.

J. Scheren, Dayton, O.

H. D. Schiller, Chicago.

R. E. Schiller, Chicago.

C. A. Schmitt, Cleveland, O.

C. F. Schneider, Detroit, Mich.

F. A. Schneider, Cincinnati, O.

P. Schonce, Louisville, Ky.

A. M. Snive, Ft. Wayne, Ind.

L. O. Smith, Marion, Ind.

R. F. Smith, Nashville, Tenn.

B. D. Smokiewicz, Detroit, Mich.

E. C. Snouse, Mt. Pleasant, Pa.

J. F. Spears, Lafayette, Ind.

H. D. Steele, Elkhart, Ind.

W. J. Stephens, Columbus, O.

M. F. Stock, Detroit, Mich.

J. M. Streit, Detroit, Mich.

H. E. Taylor, Detroit, Mich.



FIFTH NATIONAL FLOWER SHOW.
City Park Bedding.



FIFTH NATIONAL FLOWER SHOW.
Roland's Acacias and Randall's Electric Fountain.

C. M. Teneyck, Auburn, Ind.
R. Thibodeau, Detroit, Mich.
H. F. Thomas, Anderson, Ind.
Anthony Toerner, Logan, O.
B. S. Traster, Fairmount, Ind.
J. T. Trevellon, Tarrytown, N. Y.
H. A. Wagner, Kirkwood, Mo.
Lewis Wagner, Sandusky, O.
H. S. Waking, Bluffton, Ind.
Lee S. Walker, Louisville, Ky.
William Walker, Louisville, Ky.
J. H. Warnecke, Detroit, Mich.
A. Warner, Noblesville, Ind.
R. H. Wells, Detroit, Mich.
W. D. Whitmore, Nelsonville, O.
E. F. Wilde, Pa. State College, Pa.
F. R. Williams, Cleveland, O.
R. C. Williams, Cleveland, O.
T. B. Wiston, New York.
Richard Witterstaetter, Cincinnati, O.
F. C. Witthuhn, Cleveland, O.

THE LADIES.

Miss N. B. Able, Louisville, Ky.
Mrs. R. F. Blossom, Ft. Wayne, Ind.
Miss Agnes Britz, Danville, Ill.
Miss Ethel Campbell, Crawfordville, Ind.
Mrs. P. Clark, Portland, Ind.
Mrs. O. P. Doswell, Lawrenceville, Ind.
Mrs. E. Frank, Portland, Ind.
Mrs. Wm. Gerlach, Piqua, O.
Mrs. A. W. Gunz, St. Louis, Mo.
Mrs. H. F. Harly, Hartford, Mich.
Miss F. S. Hellenthal, Columbus, O.
Miss Sarah Hellenthal, Columbus, O.
Miss Ida M. Herms, Portsmouth, O.
Mrs. M. M. Howell, Muncie, Ind.
Mrs. C. W. Keller, Detroit, Mich.
Miss M. F. Kennedy, Springfield, O.
Mrs. C. O. Mav, Sappington, Mo.
Mrs. A. J. Meyer, South Bend, Ind.
Miss Stella Nelson, Ft. Wayne, Ind.
Mrs. W. J. Pilcher, Kirkwood, Mo.
Mrs. F. Ross, Greenwood, O.
Mrs. W. A. Rowe, Kirkwood, Mo.
Mrs. R. W. Schmidt, Chicago.
Miss T. A. Schneider, Springfield, O.
Mrs. A. M. Shive, Ft. Wayne, Ind.
Mrs. L. O. Smith, Marion, Ind.
Mrs. M. F. Stock, Detroit, Mich.
Mrs. J. M. Streit, Detroit, Mich.
Mrs. C. M. Teneyck, Auburn, Ind.
Miss Lillian Toms, Goshen, Ind.
Miss Margaret Vesey, Ft. Wayne, Ind.
Mrs. L. Wagner, Louisville, Ky.
Mrs. I. Wagner, Sandusky, O.
Mrs. Rose Wagner, St. Louis, Mo.
Mrs. Wm. Walker, Louisville, Ky.
Mrs. Ella G. Wilson, Cleveland, O.

College Florists' Section.

The college florists' section of the Society of American Florists met during National Flower Show week in Indianapolis, March 29. Representatives from the following states, Illinois, New York, Ohio, Pennsylvania, Indiana and Maryland, met with President S. S. Pennock for the consideration of reports and other business pertaining to college work in floriculture.

At the morning session committee reports on floricultural teaching and research in floriculture were heard. Much discussion as to the most satisfactory methods for the practical training of students under the system of floricultural teaching developed. A survey was given of the present work being done in experimental floriculture and the possibilities for new work in this line as soon as funds were available.

The committees on college floriculture and its relationship to the trade; floriculture in relation to agriculture, and future policies in floriculture reported at the afternoon session. It was noted that the trade was interesting itself more and more in the college development of floriculture and that students with college training were finding places for themselves in the trade. It was shown that, although floriculture was still a pioneer course in most of our colleges, in its development in the past few years it compared favorably with the other agricultural courses, such as fruit growing, vegetable gardening and dairying, considering that as yet it did not have the general support which these others had.

It was brought out that some of the future policies should include a balance between theory and practice in our

teaching work; that we should develop training in business methods at the same time that we educate students as growers. The possibilities for the establishment of field workers to aid the florists, and the great opportunity for increasing the interest of the public generally in flowers and the planting of flower gardens by amateurs, were discussed.

The college section was in favor of plant quarantine, but agreed unanimously that it must be well regulated and that changes in the present quarantine were necessary to make it desirable.

Prof. H. B. Dorner of Illinois university, Urbana, was appointed vice-chairman of the college section to serve during the European absence of Prof. A. H. Nehrling of Cornell university, Ithaca, N. Y.

Due to the distance of Kansas City, Mo., from most of the colleges doing floriculture work, and in view of the fact that only one or two members contemplated attending the Society of American Florists' convention in August, it was decided not to plan on a meeting at that time. The desirability of the section meeting some time during the coming year at one of the agricultural colleges was favorably looked upon. The section was unanimously of the opinion that there was an immediate need for more experimental work to be done in floriculture and for field extension workers to visit the growers and help them with their troubles and that as soon as the florists felt the need of this aid and helped to secure the funds necessary for these purposes it would be possible to develop work which would be of direct benefit to them.

A. S. THURSTON, Sec'y.



Irwin Bertermann, Indianapolis, Ind.



A. F. J. Baur, Indianapolis, Ind.



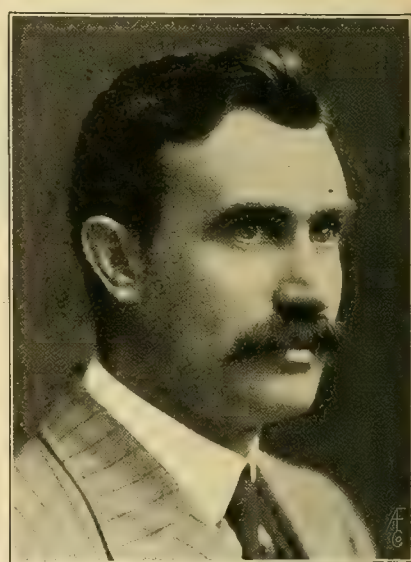
Joseph H. Hill, Richmond, Ind.



E. H. Mann, Richmond, Ind.



Herman P. Knoble, Cleveland, Ohio.



W. H. Duckham, Madison, N. J.



Claude S. Wallin, Indianapolis, Ind.



Homer L. Wiegand, Indianapolis, Ind.



Fred Millis, Indianapolis, Ind.

SOME OF THE MEN WHO MADE THE FIFTH NATIONAL FLOWER SHOW.



S. S. Pennock, Philadelphia, Pa.



John Young, New York.



Samuel Murray, Kansas City, Mo.



Frank H. Traendly, New York.



Geo. Asmus, Chicago.



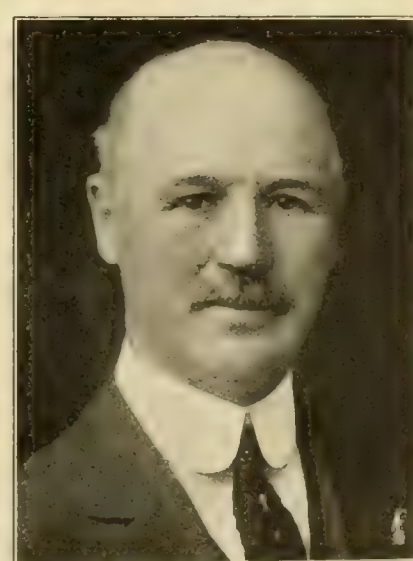
Wallace R. Pierson, Cromwell, Conn.



J. J. Hess, Omaha,



Patrick Welch, Boston, Mass.



Thos. Roland, Nahant, Mass.

SOME OF THE MEN WHO MADE THE FIFTH NATIONAL FLOWER SHOW.

What the Florist Should Know.

Address by Dr. P. A. Lehenbauer of the University of Illinois, Urbana, before the Illinois State Florists' Association at Urbana, March 14-15, 1922.

In attempting to discuss a big and more or less indefinite subject such as the title of my paper suggests, I do not wish to have you think that the writer knows more about the practice of growing greenhouse crops than do his listeners. The writer is fully aware that growing plants for the production of flowers of high quality is an art based, in a large measure, upon experience. This experience involves a long and continuous contact with plants.

But aside from the knowledge acquired by experience, there is a mass of knowledge, more or less systematized, which has been acquired by careful and painstaking experiments. Experiments, if properly carried out, give us definite and accurate information. Scientific facts, however, are not always easy of application and often, unfortunately, it is difficult to harmonize them with our experiences. This is either because the facts discovered by experiment are misunderstood or because the results of experience are not properly analyzed.

It is my purpose in this paper to apply some of the facts known to the laboratory man and apply them to the practice of growing plants. I shall endeavor also to point out, so far as is possible, some of the reasons for certain difficulties of the grower—and, at the same time, emphasize the necessity of understanding certain limitations which often are responsible for these difficulties.

One of the important problems of the florist at the present time is the control of soil diseases. Many inquiries come to me concerning this type of problem. By soil disease I mean not a lack of fertility of soil due to an insufficiency of plant nutrients, but I mean diseases caused by fungi which inhabit the soil. The aster is killed by a wilt, the sweet pea by a root-rot, the carnation by stem rot, the violet by a root rot, the cyclamen by a rot at the base of the leaves. These are typical examples of soil diseases caused by fungi. We have identified these fungi,

we can separate them from the diseased tissue and we can produce the disease at will. In other words, we know the cause of these diseases and we know that the causal organism lives in the soil.

We have not yet learned how to control these diseases in every case. The fact that the causal fungi live in the soil and attack the plant at the root or at the base of the stem makes the common practices of spraying and fumigating useless. Soil sterilization by means of heat is now always practical and in the case of some diseases it also is ineffective. Our investigations have shown that there is a rather definite relation between the prevalence of these diseases and the temperature in which the host plant is growing. While this does not give us a very practical method of control, it does help us in understanding the reasons why these diseases occur more noticeably during certain years and why they are more destructive at certain seasons than others. Stem rot of carnations is most destructive early in fall, during August September and October; the root rot of the sweet pea is noticeably destructive if the crop is planted early. In a similar way with other crops, the temperature of soil and air is a determining factor. During the cooler months these diseases do little damage. We may conclude from this that a method of control of such diseases lies in the time of planting of the crops, a method which is practiced with certain outdoor crops with success, but from the standpoint of the florist this does not prove to be a practical method. Neither is control of temperature in our greenhouses possible at all seasons of the year. Soil sterilization by means of heat, as pointed out previously, is not always practical in the case of some of these diseases not effective.

Although methods of culture, such as the proper use of water, the omission of natural manures from the soil, and the selection of propagating material apparently free from disease, are factors which assist materially in keeping these diseases to a minimum, other methods of attack must be found which are more effective.

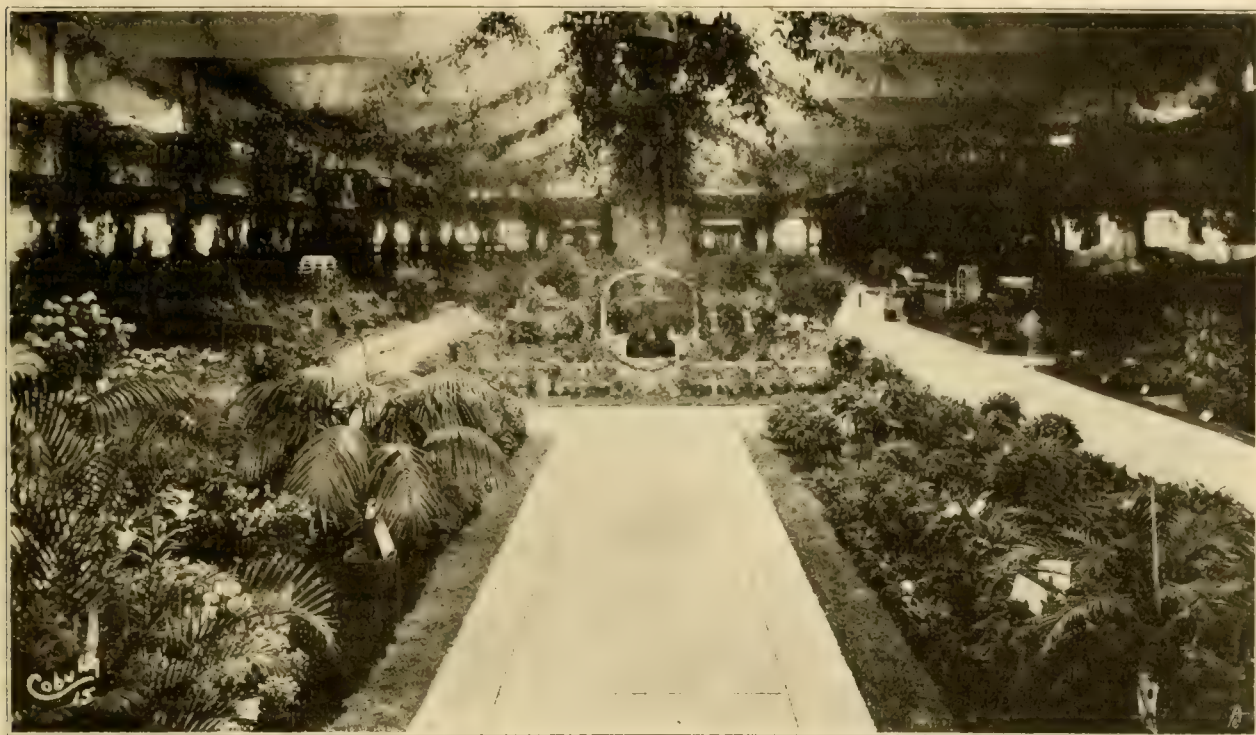
A large number of chemical substances have been tested in an attempt to disinfect the soil and several have apparently proven successful and thus been recommended for this purpose. Formalin has been tried extensively by several experiment stations for the control of root rot and damping off of seedlings and is definitely recommended. Sodium cyanide in solution has been recommended for the control of eel-worm, with the suggestion that this substance may prove efficient against soil fungous diseases as well. Acid phosphate has been found useful in the control of the root rot of some plants. Bleaching powder gave good results in England in some experimental plots of vegetable crops. All of these substances no doubt are of value and when used properly will give good results.

We must realize, however, that soil disinfectants, although they have proven successful in particular cases, have certain limitations and shortcomings and an understanding of these is essential for success. Aside from certain detrimental effects on the soil, which may result if not used properly, there are conditions under which a soil disinfectant cannot accomplish the object in view.

The object of the disinfectant is to kill the parasitic fungus. Fungi often are in a stage in which they are very resistant and, like seeds of higher plants, may be subjected to drying, freezing, high degrees of temperature and poisons without being killed. A fungus is killed readily, however, when in the growing stage. It is imperative, therefore, that when a disinfectant is applied to a soil, condition must have been favorable for the growth of the fungus. Such conditions imply a favorable temperature and adequate moisture. But it is more important to keep in mind that any additions of soil, manures or other organic matter will inoculate the treated soil with the fungus and thus influence the effectiveness of the disinfectant. The soil in the bench may be disinfected and the parasitic fungus thus destroyed, but when seedling plants are set into this soil, the fungus may readily be reintroduced by means of the soil clinging to the



FIFTH NATIONAL FLOWER SHOW.
Banquet in Lincoln Hotel, March 30.



FIFTH NATIONAL FLOWER SHOW.
General View

roots of the plants. Adding natural manures to the soil after disinfection may bring about similar results. Soil disinfection, therefore, has its limitations, but they are largely limitations in method and may be readily overcome by any careful grower.

Such factors of limitation as operate in the control of soil diseases, prevail also in other phases of plant culture. I have outlined, on different occasions, the values and uses of fertilizers. Every florist appreciates the importance of fertilizers and practically every grower systematically treats his soils with what he considers the best. It is but natural to assume that the presence of ample food material is the essential factor of growth and that this, therefore, should receive the greatest attention. It is true that soil nutrients do play a very important part in plant culture and their use often means the difference between success and failure. However, in the use of fertilizers, the grower must recognize and appreciate certain limitations which may influence his results.

SOIL FERTILITY ELEMENTS.

From the standpoint of fertility there are three essential food elements with which the grower is concerned, namely, nitrogen, potassium and phosphorus. In the use of these, two questions arise; first in what form should fertilizers containing these elements be used, and secondly, what amount should be applied. As to form in which fertilizers occur, we may classify them in a general way into two groups: those which are readily available to the plant, and those which become available only slowly. The florist expects a relatively rapid growth of his plants and in order to obtain this a fertilizer which is readily available is desirable. It is for this reason that we recommend such fertilizers as sodium nitrate, dried blood, acid phosphate and treated bone, rather than the less available forms. As to the amount to apply, the grower must largely determine this for his particular type of soil. Soluble nitrogen

compounds are more or less pronounced in their effects on plants by the resulting type of growth; too much nitrogen results in long, weak and succulent growth.

The effects of phosphorus and potassium compounds are less evident, but, on the other hand, overfeeding with them is also less likely. Due to this fact, together with the fact that they do not leach readily from soils, it is recommended that the phosphorus and potassium compounds be added to the soil in amounts sufficient for the growing season and that the nitrogen compounds be supplied the plant from time to time as growth of the plant requires it. By this method the grower, in the opinion of the writer, can secure maximum growth of good quality and, at the same time regulate, to a degree, the balance between the vegetative and flowering activity of the plant.

If the success of growing plants for flowers were determined by the proper use of food materials only, our difficulties would be comparatively few. But the old proverb, "Man shall not live by bread alone," applies as well to plants. The application of proper fertilizers to soils does not necessarily insure the best growth of plants; the use of phosphorus and potassium and nitrogen will not result in high grade plants if other conditions are unfavorable to growth. The plant has certain soil requirements aside from those of chemical composition of soil. The physical state of the soil is no less important. This is especially true of plants grown under glass where a rapid and continuous growth is desirable. We must not forget that the root system is an integral portion of the plant and that its requirements are very similar to that part of the plant which is above soil. The root system grows in length and it develops new parts as does the part of the plant above soil and in this process of growth it too requires the oxygen of the air, elaborated foods and it gives off carbon-dioxide as a waste material. Therefore, growth of the root

system requires conditions within the soil which permit a ready diffusion of air in order that the cells of the roots may be supplied with oxygen and, at the same time, conditions which permit them to dispose of the useless waste products.

In addition, a circulation of air in the soil is essential for the various chemical processes which are going on in our soils, whereby the soil materials are made soluble and changed into forms usable by the plant. The importance of water in the soil need not be emphasized for all of us realize the large quantities of water taken up by the root systems, but it is well to know that water, as the universal solvent, hold in solution the various mineral substances of the soil, delivers them to the root system and thus makes possible a distribution of food materials in the soil.

These physical conditions of the soil often are the limiting conditions of growth, that is they are the factors which determine the amount and quality of growth rather than the quantities of fertilizers present in the soil. As I have pointed out to you on previous occasions, these physical conditions of the soil may be provided in our greenhouse soils by means of organic matter, such as manures, and by regulating the moisture conditions of the soil. Natural manures supply food materials to the plant, but in addition they furnish, what is equally as important, a favorable environment for the roots of the plants. The organic matter of soils, which may be provided by means of manures, furnishes not only food materials for both plants and bacteria but by means of it the soil is provided with proper conditions of air and moisture for the growth of the roots. If the soil is heavy and compact it is made more open and porous so that water and air pene'rate more freely, thus enabling the roots to receive oxygen, and also permitting necessary chemical reactions to be carried out; if the soil is light

and sandy, it is made more compact, preventing the access of too much air and enabling such soil to absorb and retain not only the water but also the soluble essential food constituents.

I need not dwell on soil acidity as a possible growth limitation. Its detrimental effects are, no doubt, known to you. In a soil high in acidity the root system of the plant fails to respond and, in addition, in such a soil chemical changes take place which influence its fertility. As a single illustration: if soil is acid in reaction, the application of acid phosphate is followed by the formation of an almost insoluble phosphate which of course is unavailable to the plant and thus in this manner soil acidity becomes a limiting condition.

In my contact with florists, and in noting the content of the letters that come to me, I have come to the opinion that practically all difficulties of the grower can be grouped into three classes. The first embraces those produced by parasitic fungi in the soil which I discussed at the beginning of this paper; the second are difficulties caused by soil conditions, either a deficiency of food materials or a faulty physical condition. The third is less easily defined but includes all such phenomena as defoliation of plant, loss of color of leaves, falling of flowering buds, etc., which I, for want of a better word, classify under the term hardiness. We may also term it resistance, for the difficulties are in the last analysis dependent upon the resistance of the plant to withstand certain unfavorable conditions when they occur.

The florist grows his plants under intensified conditions, that is, under conditions stimulating rapid growth. The factors involved in this forcing process are a relatively high temperature, increased moisture, and an abundant food supply. Under these intensified conditions, the plant reaches a high state of perfection, a perfection, viewed from the standpoint of the grower, which implies succulence of the tissues, and an ideal balance between rigidity and flexibility of all parts of the plant. From the standpoint of the plant, however, we have a more or less strained and unnatural condition for the plant is in a state of physiological tension, keeping itself adjusted to the intensive factors of its environment. So long as the external conditions, as well as the internal conditions of the plant, remain uniform the plant responds ideally, but with each and every change in the growing factors there occurs a critical period in which the health, if not its very life, hangs in the balance.

In its natural state the plant is adjusted to the variable and even severe changes and it responds readily without effect. But in our greenhouses where conditions of intensive culture prevail, at any rate during its early period of growth, the plant in its tense state is but little adapted to any change in its environment and when such changes come, be it a cloudy period or be it sudden change in temperature or moisture, the plants responds by a change in color of leaves, by defoliation or perhaps by a loss of many buds. In other words, the plant being under high tension of growth is lacking in resistance and sufficient hardiness to withstand any rapid and pronounced change in its environment.

Such cases of course cannot be cured after they have happened. In course of time the plant will adjust itself to the new conditions and grow again to the highest perfection possible. The only remedy lies in prevention, and

this consists in following either one or two courses. One is the regulation and the control of all growing conditions in such a way that the highly sensitive plant is not severely checked in its physiological processes; the other lies in methods of growing plants so that they are less sensitive, that is, more highly resistant to any or all changes of the environment when they occur.

The first method is the more difficult and often not possible; the latter, although difficult, is possible. It depends for its success upon supplying the plant, during its early growth, with conditions of food, soil, water, and air, which will make it desirable in every respect, yet hardy enough to withstand all influences to which it may become exposed. I receive letters in which the writers tell me that their plants grew nicely and then suddenly the leaves stopped growing and are now falling off; or possible the writer encloses some leaves, saying that the leaves are turning yellow. In answer to such an inquiry I can only say that the plants grew nicely because there was no disturbing factor, but when the disturbing factor came the leaves turned yellow. Possibly you watered too much, possibly the plants, under the conditions of your houses, needed a different degree of temperature, possibly there was a lack of light, for all of these things may produce yellow leaves; or possibly your plant was over-forced so that when the critical time came it was not strong enough, not resistant enough to stand up under adversity. A recent letter expressed this point very clearly as follows: "I know the reason why the buds dropped from my sweet peas; it is because the plants are too soft. When a cloudy spell comes the buds fall because the plants are too watery. What can I do to make my plants harder; what fertilizer would you recommend?"

It is not a question of fertilizer, but it is a question of growing the plants under a set of conditions which makes for perfection of growth, yet hardy enough to resist the changed conditions of a cloudy spell.

Fifth National Flower Show.

"If thou wouldst attain to thy highest, go look upon a flower; what that does willessly, that do thou willingly."

The transformation by the Fifth National Flower Show of the interior of the Manufacturers' building at the State Fair grounds into a thing of such beauty that it beggars description gives thousands of Hoosiers the opportunity this week of following Schiller's injunction.

The show, displaying plants and flowers from every clime, is a distinct tribute to man's love of the beautiful. All of the exhibits were brought to their present state of perfection by long years of patient experimentation and cultivation, which has enhanced the attractive gifts of nature.

Hoosiers can take a particular delight in the exhibit, for among the prize beauties are many products from Indiana soil. In fact, the displays from the native greenhouses rank with the best supplied from other states.

Indianapolis this week is the center of the flower kingdom and the public should not fail to avail itself of an opportunity that is seldom, if ever, presented to a community to see such a vast collection of plant life.—Indianapolis Newspaper.

ROCKFORD, ILL.—Invitations are out for an Easter flower show at the Buckbee greenhouses, Sunday, April 9.

MILWAUKEE, WIS.—The park board is planning to build greenhouses at the Mitchell Park conservatory at an early date.

ELGIN, ILL.—Ohlson Bros. sustained a loss of \$500 when the boiler shed of their greenhouse establishment was damaged by fire recently.

MANITOWOC, WIS.—The Manitowoc Floral Co., was incorporated March 23 with a capital of \$50,000. O. V. Janson, Laura Wedegartner and W. L. Hamilton, of this city, are the incorporators.



BASKET OF SPRING FLOWERS.
Daisies at Handle.

EASTERTIDE.

Great Spring Festival.

Progressive growers and retailers look forward to Easter as the greatest harvest time of the year which if systematically planned for, with the records of the previous season kept constantly in mind, is sure to provide bountifully to the wide-awake hustling men of the trade. Preparedness is the watchword of the successful man; he is always planning and looking ahead providing for and being ready for the call when the time comes. The systematic grower as soon as the Easter season is over, begins at once to work up the stock for next year calculating carefully how much he will grow of this or that and soon getting the young plants off to a good start.

The retailer must also look ahead, as much of the stock that is made up in the store can be prepared well in advance, turning the dull days of summer into a profitable manufacturing period that will show a profit instead of the usual loss.

Publicity.

The entire list of the store's customers and prospects should have a cordial invitation to attend the Easter opening and display, accompanying which there should be a description of the choice plants and various arrangements and novelties of the season. Also the cut flowers in stock as well as a particular mention of the corsage creations for Easter morning wear. Cemetery memorials should also be a feature. Particular emphasis should be given to the advantages of early ordering and selection.

The outside decoration of the street front of the shop is a publicity feature that should not be overlooked. It is in good taste, emphasizes the fact that Easter is coming and in its elaborate display impresses the importance of the shop on ever passerby. This should also be backed up by striking window arrangements of Easter lilies, rambler roses, advance samples of these and plant baskets that will call attention to the event. Newspaper columns while expensive are a good medium particularly to emphasize one popular stock which is more likely to attract attention than when the space is taken up in smaller type.

Selection of Stock.

The wide-awake retailer is always early on the job in the selection of his Easter plants, buying to a carefully prepared schedule which includes his entire stock for the event. In this way the plants purchased are exactly suited to the store's needs and as a rule very little is left over or goes to waste. The man who keeps it all in his head is never certain as to just how much he needs and is likely to overbuy. High-priced specimens on account of their beauty are a great temptation but should be bought sparingly, as they are frequently amongst the left overs and cut deeply into the profits. Insist that all pots shall be scrubbed both sides and bottom and the plants properly staked.

Leading Easter Plants.

Probably the most showy and conspicuous of the Easter specialties are the rambler roses, the lovely Tausendschon, Dorothy Perkins, Lady Gay, the brilliant Excelsa and Hiawatha, which in their bush forms or trained as pyramids, umbrellas, globes, and some of the fancy shapes offered of late, are outstanding features of every stock.



CALENDULAS IN BASKET.

Paul's Scarlet Climber is a feature this season, and there are quantities of the baby rambles.

Next come the hydrangeas, of which the French varieties furnish such a range of form and color. The splendid whites, the various shades of pinks and the artificially blued, in their range of sizes from 4-inch pots with two or three heads of bloom suitable for combination baskets, to large specimens in tubs are a most valuable addition to the list, taking in part the place of the embargoed azaleas. Lilies are next in importance depending somewhat on their quality, as when of good height and carrying perfect large flowers, they are always a first choice, but when below par are only taken because they are the ideal Easter flower.

Hino Digiri azaleas are the best substitute at present for the missing Belgians; the former will soon be seen in quantity in pyramids and other fancy forms. The lovely genistas with their clouds of yellow blossoms in standard and bush forms are very effective. It has been found that the *Spiraea Japonica* types can be grown here as well as abroad and they will soon be as plentiful as when imported. They are indispensable at Easter.

Marguerite daisies when well flowered find a ready sale. Deutzias when finely set with flower sprays are good stock. Pelargonium Easter Greeting is most showy when well done and certain to be amongst the early selections. The Polyanthus with its quantities of yellow primula like flowers, is fine stock for pans. Pansies in about 10-inch pans when well covered with bloom are great sellers. Then there are the acacias and heathers, which latter always add class to the stock, and in the smaller sizes are indispensable for basket combinations.

The Dutch bulbous stock always fills an important place, they being great favorites in pans and for making up in combination basket work. It does not pay to sell them singly where delivery has to be made so they should only be offered in pans where the price warrants this expense.

Well grown foliage plants will also sell at this time; handsome pandanuses, dracaenas, crotons and ferns which will soon be available for porch decoration will be included in many of the assortments.

Combination baskets, in their artistic arrangement of flowers and foliage, are

now most popular and a leading feature in all the large stores. The material for these baskets had best be gathered at one of the growers where they can be filled the week before by the store men and brought in as the demand requires. They are then in fresher condition than when filled under the pressure of night work during Easter week at the store and the men's time can be turned to better account, with perhaps a few hours more sleep to help them in their strenuous work.

There are other stocks such as cinerarias, the annual forget me not, which in pans is very attractive, Bellis daisies and the more expensive gardenias and Otehaite oranges, and also the pot roses of which Magna Charta is a leading kind.

The best service is with growers with whom you have previously placed business, as good growers say: "Our stock is practically all sold from year to year, it being just a matter of getting it placed to suit our customers, which at times is difficult, as many are so late in leaving their orders and yet depend on us to hold the stock for them."

Planning for its delivery on different days is important as the stock must be at its best when the rush comes, the early plants being shopworn before the week is out. An annex or extra storeroom, if obtainable near by, is a great help for storage and a delivery department. Each establishment has its problems to meet in handling and displaying stock. Step shelves to fit into corners or along blank walls are a great help, as is a broad shelf raised just above the head line, over stationary counters, which offer a convenient place temporarily for sold plants or those waiting for cards, etc.

Color Massing Effective.

In arranging stock for display keep each kind as far as possible to itself, all hydrangeas, all lilies, roses, bulbous pans, made-up baskets, etc. These color blocks will be found more striking and having all of a kind together, selections are more quickly made than when the varieties are scattered all through. When the rush is on there should be one or two whose business it is to keep the floor cleared of sold stock that is ready to go and get it at once into the delivery.

All plants should be featured or have a more or less decorative touch if only a crepe paper pot cover, as such a finish is necessary before delivery. There should be one or more decorators, young women, who for a week or more before the rush is on, make crepe paper covers for pots and pans fitted to the various sizes they are intended for, which are then ready to slip on without further adjustment.

Chiffon and ribbon bows should also be made up in advance from material definitely measured, which is much more economical than cutting it hit or miss fashion in the rush. Pink and blue ribbon or chiffon bows add very greatly to the appearance of flowering plants, when the contrast is correctly made, the pink rambler with the light blue and the blue hydrangea with the proper shade of pink. Narrow tapes, the color of the flower used to bind the cover to the pot, are always effective.

Plants that are a bit defective in foliage can be helped a lot with branches of laurel of the proper length, which stuck in the soil supply the deficiency. Pussy willow sprays also give a good decorative effect. Small birds' nests with candy eggs are placed at times in large rambler roses and are

a good selling point for those who want something elaborate and unique.

Boxes or flats of tulips, crocus and daffodils are, when the coarse boards are covered with crepe paper, made to look very attractive with long pussy willow sprays arched over the top and tied with a ribbon bow in the center. All these little touches are to be added to and included in the price tag and unquestionably help in making the stock more salable, giving it a dressed-up gift appearance that catches the eye.

There should be someone whose place it is to see that the floor is kept clear of unsold plants, stock that was set down for examination, which is to be replaced and the various groups kept in order, as it is most important that the plants and flowers be kept in good presentable appearance, as otherwise late callers will exclaim: "The best has all been picked out, there is no assortment to choose from." It is a mistake to reduce prices at the last unless the condition of the stock warrants it, as late comers may be most eager to buy in remembering friends from whom they have just received the same kind of gifts.

Easter Cut Flowers.

Gifts of cut flowers are made at Easter as at Christmas, while the great demand for corsages for the Sunday promenade is the final strain on the tired forces of the store, the grand wind-up of the holiday work. Whatever happens these personal bouquets must be out on time, each with flowers as fresh and perfect in every detail as if it was the only order.

Lily of the valley, cattleyas, gardenias, sweet peas, Sweetheart and Ward roses are the favorite flowers. Violets at one time the only flower are waning as they are never at their best at Eas-

ter and will not then keep from one day to another. Sample corsages to show the prospective customer are a great help in taking orders, better prices being the rule when the flowers are shown to warrant the higher figures. Nicely arranged boxes of cut flowers displayed in the case will assist many in making a decision. Corsage ribbon ties ready to be attached, further the work and in addition to the time saved are much more economical than when the ribbon is hurriedly cut from the roll.

Safe Delivery.

That plants reach their destination in good condition is most important. In the first place no plant should be allowed to go out in need of water. Many a \$5 item or more, has had to be taken from the bill simply because the plant wilted down over night and was said to be dead when it arrived. As far as possible every plant should be wrapped; in this way the flowers are protected and they pack closer and carry better.

The greatest care should be taken with personal cards; these should be enclosed in tag envelopes on the outside, on which is to be written the name of the plant it accompanies. While there should be sufficient cars for delivery, extra boys to make the long trips by train or trolley, where it does not pay to send a machine, are also necessary. One boy can make a lot of trips in the course of a day that will be handled most economically.

Memorial Arrangements.

There is always a strong demand for cut flowers for memorials for the decoration of the graves. These are made into sprays or wreaths or for the decoration of wreaths of prepared foliage.



EASTER PLANTS.

Hydrangea with Crepe Cover and Ribbon.

There should be a standard in all shops of several sizes of sprays, of all roses, carnations, Easter lilies or callas, with or without cypress leaves, also of prepared foliage wreaths in several sizes to be decorated with fresh flowers.

Retailers' Easter Rush.

Address by E. C. Tipton, of the McCallum Co., Pittsburgh, Pa., before the Pittsburgh Retail Florists' Association, April 6, 1922.

When I entered the florist business 15 years ago, a holiday rush reminded me of a "catch as catch can affair," with everybody for himself and no one responsible for anything, and if you did not have to work from 50 to 60 hours before Christmas or Easter, business was poor, but today it is different, because the florist, whether large or small in a business way, has found that he must have some system to his business the same as any other line. My retail experience has been with firms who cater to big volume: The A. W. Smith Co., Pittsburgh and Penn The Florist, of Boston, Mass., so my suggestions tonight are from what I learned from them with a few of my own.

First, I will take up the handling of plants, which at Easter with its lilies is always a worry. Every plant should be marked plainly with the selling price before placed on the floor for sale. Next when a plant is sold even early in the week, try and have it delivered that day, for your customer might as well have the pleasure of having that plant in the home those few extra days as having it knocking around the store taking up valuable space that you need, and there are very few who will not let you deliver it at once if properly explained to them. If they insist on future delivery, have numbered checks ready, so that a plant can be checked the minute it is sold, pinning the stub to the sales slip with the day of delivery written plainly on the check and have space set aside for your sold plants, each day separate, so that when your packers are filling orders they will only have to handle the day in question.

Again when packing plants do not let your man select an order and go to the table and hunt the plant, for each time he does this it means that like as not the whole table of plants will have to be moved before he finds the plant wanted. Let him take a plant and find the order with the numbered stub corresponding to the check on the plant, thus saving time and wear and tear on your plants. There should be a man in charge of the plant packing, with as many helpers as your business demands, and they should do nothing else as long as there are plants to be packed either for today's or tomorrow's delivery.

Your extra help should not be allowed to wait on trade unless thoroughly experienced, as many a good sale has been lost by doing so. Divide your extras up among your old help, say two or three to each one. Let the regular help take the order, then turn the customer over to one of the extras to take the name and address, attend to the card; in fact to attend to all details, thus allowing your salesman to wait on another. As soon as the cashier has rung up the sale, the order should be turned over to the party who is writing shipping tags and cards, and this is one of the most important things on the list, as I venture to say there have been more mistakes made by poor writing and wrong addresses copied from orders, than everything else put together. From there the orders should go to the man in charge of the packing and stock, to be filled or filed away on their proper days.



CHORIZEMA IN UMBRELLA FORM WITH MAT AND RIBBON TRIMMINGS.

CUT FLOWER ORDERS.

Next we come to cut flower orders and made-up work, such as corsages, fancy baskets, etc. There should be enough help set aside for this to be able to handle it at all times, and keep up with the orders and not let them get behind. They should not be taken away from this work under any circumstances. Your boxes should be made up ahead of time, your packing tables prepared, and everything in readiness before the big rush begins. The largest cut flower volume is handled on Saturday and Saturday night, so I will take Saturday night as an example, as that is when all the Sunday orders are filled.

Get every experienced man on the job in the packing room not later than 6:30 p. m. Get those who are to work on corsages and divide the orders up among them—sweet peas to one, violets to another, roses to another, and so on. Let the sweet pea man work on one color at a time and not be changing after each order, as there is too much time lost in doing so. We will say let him make all the orders calling for pink sweet peas first, then lavender, and so on. Then finish up with the ones that are not specified as to color. Let your rose man do the same thing and you will be surprised how much time you will save. The man filling the cut flower orders should work the same way, working on one item at a time. Fill his rose orders first and work each variety separate, and finish up with assorted rose orders. Then take carnations in the same way and so on down the line, and last of all fill the assorted box orders. Working this way one man can keep two packers and

two wrappers busy, for a packer should not have to stop to wrap the boxes but pass them along to others to be wrapped.

The next is the delivery, and this is very important and should be in charge of a man that knows his business thoroughly, for no matter how careful you have been with everything else, if the delivery falls down, it means nothing, and a black eye that will take you a long time to cure. There should be enough boys and automobiles provided to handle it in quick order, and your corsages should all be delivered on Sunday morning before the church bells begin to ring. My advice is to start the corsages first and follow up with the plants and cut flowers.

Now some of you may say that it can't be done, but it can. If you try hard enough you can find some plant men at some of the greenhouses whose rush is over before yours begins, who will be glad to earn a little extra money by coming in and packing your plants, and so with the other help you can always find someone to assist you.

Another important thing that I almost forgot is keeping a check on what is sold. The man in charge of the order department should have a list of what cut flowers are ordered and check up on them as they are sold, so that you do not oversell on any item and have to substitute, for if there is anything that hurts the business in my estimation it is substitution. No doubt the most of you here tonight have been following along these lines for years, but maybe there are some here who will get help from some of these suggestions. If so I am well repaid.

PLANT NOTES.

Cyclamens.

The plants of cyclamen grown from seed sown last fall will now be nice, stocky little plants if properly grown and should be large enough to transplant to 2½ or three-inch pots. The soil should be live fibrous loam with about one-third leaf mold, and in mixing a liberal sprinkling of sand should be included. In potting, the small bulb should be so placed that the soil just covers it; many leave the bulb out of the soil, but best results are obtained with the young stock to leave the bulb in the soil. Later, after the bulb has grown large and mature, this is not so necessary. The plants should be placed in a cool house and if possible near the glass and where they can have all the ventilation possible. Just as soon as safe they should be removed to frames outside and plunged in the soil even with the rim of the pot. The cyclamen will not tolerate poor drainage and if anything happens to block the drainage the plant quickly sickens. This sometimes happens where the pots are sunk in the soil and is often caused by angle worms. Where these are seen or the appearance of lumps on the top of the soil denotes their presence, they should be removed at once. In the final potting, be sure and place plenty of crocks in the bottom of the pot.

Salvias.

There are few more popular plants for bedding purposes than the salvia and when properly grown they are a great ornament to a garden either as beds by themselves or as an edging for cannas or other tall plants, the dwarf varieties being especially adapted to this purpose. To make a showing in mid-summer the plants should be started early either by cutting or seeds so that the plants at this time should be large enough for a three-inch pot and should have been pinched back at least once and beginning to branch. These can be potted into four-inch pots in April and will be showing bud by the time for planting them outside in June. Such plants of course cannot be sold as cheaply as the late-sown seedlings that are grown closely together, and allowed to run up to a single stem, but it will not take so many of the former plants to fill the same space and the bed will be in flower through the summer and fall while with the latter too often there is no bloom until just before frost, and when the first frosts are early the plants are not in bloom but a few weeks. The early plants are much more satisfactory to the customer and will cost but little more owing to the larger space which they will cover during the season.

Geraniums.

At the approach of spring, the geraniums and other bedding stock will make rapid growth and from those which are large enough, a top cutting may be taken now. While these cuttings will not make good-sized plants for bedding out, yet they can be grown on for stock plants for another year. It is time now to take account of the stock on hand and look over the amount that has been required in the past, and if it is found that there will be a probable shortage of any varieties procure them at once. They can be obtained at this time, either small plants or rooted cuttings, at low prices. Many growers lose every year by putting off

their buying too late when the prices have advanced to such a figure that there is no profit in handling them. It is seldom that one who has much bedding to do has geraniums enough, especially of S. A. Nutt or Alphonse Ricard, and this is the time to procure the stock, and if a grower has any room to spare it is good business to stock up with these varieties, for there is a guaranteed sale for all well grown plants in May. The plants that are now in three-inch pots will require going over often and spacing out that well-grown stocky plants may be had. If crowded now, tall, weak, spindly plants are too often the result, and when grown in this way, are not fit to make a good showing in the bed when planted.

Bedding Plants.

The plants for bedding out in the spring will take not only much of the plantsman's time, but will keep demanding more room, for the growth from now on will be rapid, and unless constantly watched and cared for, the plants will quickly get crowded and much of the stock injured. The final shift of the geraniums in the northern section of the country will be delayed until the middle of April, but the plants should not be allowed to get badly pot-bound, and they should be given plenty of growing room. The propagating bed should be full of cuttings of the more rapid growing plants and the seedlings will have to be potted as soon as of proper size. The cannas and other bulbs that have been started should be potted and given good location for growing on. Now is the time to take account of stock and see of what kinds there is going to be a shortage and of what there will probably be an over-

supply and obtain the first and dispose of the second. This is the time to buy, for the stocks are large and shipments can be guaranteed, and the prices are low compared to what they will be a month hence. The amount of stock that annually goes to waste is large and a little foresight will prevent much of it. Every summer some growers throw away thousands of plants that have cost much in labor and should have made returns. Auction sales in some sections are the means of disposing of much of this stock, but this is generally at low prices. This stock can most all of it be disposed of by a little judicious advertising and letting the other fellows know where it can be obtained. An attendant at any plant sale in early spring will find many growers looking for all kinds of stock. It is often quite difficult to know just how much of each kind of bedding stock is wanted, but as soon as an oversupply is noted let the other growers know where they can obtain it, and place a price on it that will guarantee a sale. It is much better to move it at some price than to throw it away. The wide-awake, up-to-date growers clean up their stock every year.

SYRACUSE, N. Y.—A municipal rose garden in Thornden park has been promised to the Syracuse Rose Society at an early date by T. H. Mather, city engineer.

LITCHFIELD, ILL.—The Cottage Greenhouses have been sold by R. A. McPheron, the former proprietor, to C. A. Forehand, Staunton, Ill., who will take possession June 1. Mr. McPheron will retire to his fruit farm after 42 years in the florist business.



CINERARIA WITH MAT COVER.

Greenhouse Heating.

Second of the Series of Papers Prepared by H. Ralph Hadlow, of the Watson Engineering Co., Cleveland, O., for the Ohio District of the National Flower Growers Association.

As stated in the preceding paper, which appeared in the January 7 issue of THE AMERICAN FLORIST, page 1231, hot water heating systems may be divided into three distinct forms: open tank gravity system, pressure system and forced circulation system. The most used hot water heating system is the open tank gravity system of the one-pipe upfeed, one-pipe downfeed, two-pipe upfeed or two-pipe downfeed type. The pressure system piping is practically the same as that of the open tank gravity system, with the exception that a heat generator or safety valves are used. The forced circulation system may be either upfeed or downfeed two-pipe system.

OPEN TANK GRAVITY SYSTEM.

The open tank gravity system is the simplest hot water system in extensive use. It is suitable for small installations only, since the circulation is slow and less positive than in the pressure or forced circulation systems. The circulation in the open tank gravity system is produced by the difference in weight of the water in the flow and return risers. The hot water is supplied to the heating coils where the water cools due to exposure to the room temperature, thus increasing the density above that in the supply riser, creating a difference in head and a corresponding flow in the system. This system requires an expansion tank placed at a high point in the system to care for expansion of the water in the pipes, due to this variation in temperature.

The one-pipe upfeed system consists of the flow main taken from the top of the boiler and run uniformly at a slope of not less than three-quarters of an inch in 10 feet downward, dropping at the extreme end and looping back to the boiler with an equal or greater slope. The hot water supply risers are taken from the top of the flow main and connected to the highest point in the heating coil. Returns lead from the lowest point in the coil and connect to the side of the flow main. It is necessary to keep the flow and return mains as far as possible below the highest pipe coil, but great care must be exercised to avoid dropping the flow main so as to interrupt the circulation. This system is not ordinarily adapted to greenhouse heating, due to the necessity of a cellar or tunnel for the flow and return mains, large piping and the sluggish circulation of the water.

The downfeed system permits the use of smaller risers and is more positive in action than the upfeed system, and also facilitates the automatic removal of air from the pipes. In the one-pipe downfeed system the flow main or riser is run from the boiler to the top of the building. Then the main is run around the building horizontally to serve all the coils. The supply lines are taken from the bottom or sides of the main and dropped to the coils. This system may have single or double risers. In the single riser system the returns are connected back into the flow riser, while the double riser system has a flow riser for supplying the hot water to coils, and a separate return riser leading from the coils to the return main; thence back to the boiler. The flow main should grade up uniformly to the main riser and down from the top of the main riser not less than three-quarters of an inch in 10 feet. The risers for the double-riser system



PELARGONIUM EASTER GREETING.

may be made somewhat smaller than in the single pipe system. Either the single pipe or the two-pipe system may be operated with an open expansion tank only, or with a pressure generator and expansion tank.

PRESSURE SYSTEM.

Theoretically, it is possible to heat water to a temperature in excess of 212 degrees Fahrenheit by increasing the pressure, since the boiling point of water varies with the pressure to which the water is subjected. This, however, is not practicable in the open tank system since the hot water will immediately rise to the expansion tank and boil. Various devices have been employed to increase the temperature, thus accelerating the circulation in the system as well as increasing the temperature difference between the water in the heating coils and the air in the room.

The most common type of generator is known as the "Honeywell" generator which maintains the increased pressure on the system by means of a mercury seal, the open end of which is connected to the expansion tank. This permits of the increase in pressure of the water to 10 pounds, which is equivalent to 240 degrees Fahrenheit. The expansion tank with this system is equally as essential as the old type of gravity system. The radiator tappings may be made much smaller than necessary in the old steam controlled systems. Minimizing the size of pipes and valves eliminates as much water as possible from the system and thus increases the capacity and efficiency of the boiler, since heat from the fuel is more rapidly taken out, due to the higher temperature which is maintained, in turn establishing a more rapid circulation of water over the heating surface of the boiler.

The smaller quantity of water and the increased rate of circulation facilitates the more rapid heat transmission. The rate of heat transmission between the hot gases and water increases in proportion to the temperature difference. Sluggish circulation will under certain firing conditions materially reduce the rate of heat transmission and therefore, the efficiency of the furnace.

FORCED CIRCULATION SYSTEM.

The forced circulation system is the most positive of all hot water systems and is best adapted for use in large installations or where conditions do not favor the gravity system. The circulation is maintained by means of a pump, preferably, of the centrifugal type. The piping scheme is essentially the same as for two-pipe upfeed or two-pipe downfeed gravity systems, with the exception that the pipes may be made smaller and the heating surface may be reduced due to more rapid and positive circulation of the hot water through the circulation coils. The pipe must be carefully sized for any heating system. However, special care should be exercised in sizing the pipes for this particular system.

We recommend the installation of the forced circulation systems where the gravity system of hot water is not especially favored. This applies particularly to the larger ranges. This system had the advantage over the steam heating system from the standpoint of the generation of heat. In the hot water system the circulation commences sooner after starting new fire than with steam. The water may be circulated in the system above room temperature and give off heat to the surrounding atmosphere while steam has a definite lower temperature below which it ceases to exist and therefore, no heat is transmitted through the

pipes. This advantage is one of firing. In very mild weather, the water may be maintained at a low temperature which is suitable for the weather conditions.

With the hot water systems, less frequent attention to the fires is required, than with the steam boiler, which will in many cases eliminate the necessity of a night fireman. In the case of the small greenhouse, where a regular night man cannot be afforded for night firing, the temperature may be maintained throughout the night sufficient to prevent injury to the plants, by long firing periods, while with the steam system, the fire may become low and fail to generate steam in which event the system would not give off any heat at all, and possibly result in the temperature falling to a point which would be injurious to the plants.

The hot water system contains a considerable amount of water which will continue to give off heat until the room temperature is attained, while the steam at atmosphere pressure will be condensed and will cease to give off heat below 212 degrees Fahrenheit. For small greenhouse heating, under ordinary conditions, the two-pipe downfeed gravity or pressure system is most practical. If electric current is available, the forced circulation system could be installed and operated economically. For the large installations we would recommend the forced circulation system of hot water heating, due to the positive and rapid circulation of the water, which makes it possible to meet sudden changes in the weather. A thermostatic control may be used with any of the hot water heating systems, so as to maintain a specific temperature of the water.

COMBINATION OF STEAM AND HOT WATER

There is one system which we have not heretofore mentioned, which, under certain conditions, is quite satisfactory. This system consists of the use of a steam boiler operated at high pressure supplying steam to a closed water heater. The heat from the steam is absorbed by the water in the system, which is circulated through the heater tubes. The idea of generating high pressure steam is chiefly to supply steam for operating the boiler feed pumps as well as the pumps for the circulation of water in the system. This system is quite economical; it being possible to use the exhaust steam from the pumps in conjunction with the live steam at reduced pressure.

The piping of the radiation system itself is essentially the same as the forced circulation system herein described. Where electric current for driving the pumps is not obtainable, this system is quite desirable. In the forced circulation systems, the heating coils may be made of pipe and branch tees or of pipe and return bend fittings. More uniform heating can be obtained where the return bend fittings are used. Since it is possible to supply hot water to the coil at the same end where the return is taken thus keeping a uniform mean temperature throughout its length. The consideration of the length of pipe to be traversed is much more important with water than with steam. However, less important with the forced circulation than the gravity pressure systems.

There is little difference in coal consumption of the two systems, the water having the edge on the steam, if any. Crooks or angles in the piping are a decided disadvantage in hot water and steam without pressure, while steam under low pressure shows practically no effect. In all hot water systems the flow main decreases in size when the

branches are taken off, and the return main increases correspondingly. The return main usually has its flow in the opposite direction, so as to give equal water travel for all coils.

All changes in size of pipes should be made with eccentric fittings with straight side of the pipe at the top to avoid water pockets. All piping should be carefully graded not less than three-quarters of an inch in 10 feet and provision made for expansion. The coils must be properly valved, and all risers and mains must be provided with suitable drains, so that the system may be completely drained in case of shut-down of the system. Air pockets must be avoided wherever possible, and where unavoidable must be provided with suitable automatic air vents.

Coils should not be made too long since this makes the circulation less positive and more sluggish. All piping should be reamed after cutting, and run as straight as possible, so as to use as few elbows and tees as possible. The expansion tank should be provided with an automatic make-up water line, gauge glass, vent to atmosphere and overflow, and must be of adequate capacity to take care of expansion and contraction of the water, since the volume of water increases about four per cent from 40 degrees to 212 degrees Fahrenheit. It should be located where there is no possibility of freezing of the tank or piping.

It is customary to make the tank capacity two gallons for each 25 gallons of water in the heating system. The volume of one lineal foot of 1-inch piping is approximately .0447 gallons; 1¼-inch, .0779 gallons; 1½-inch, .1060 gallons, and 2-inch piping .1747 gallons. The bottom of the tank should be not less than three feet above the highest point of radiation.

GRAND RAPIDS, MICH.—The Crabb & Hunter Floral Co., filed notice of its dissolution with the clerk of the county court, March 21, the assets of the firm having been disposed of by a mortgage sale.

PEKIN, ILL.—Frank Geisert and Samuel Benjamin, Jr., will erect a range of five houses, 15x150 feet, at an early date on land recently purchased near this city.

Allied Florists' Ass'n of New York.

FLORISTS' MASS MEETING APRIL 21.

The circular pamphlet giving the particulars of the florists' mass meeting, is ready for mailing, and will be sent at once to all growers, seedsmen, wholesalers, supply men, greenhouse builders and retailers representing the whole city, as well as Long Island, Westchester county and New Jersey.

The New York Rose Growers' Cooperative Association, the Greek-American Florists' Association, the Associated Retailers of New York, the New York and New Jersey Association of Plant Growers, the New York Florists' Club and the Horticultural Society of New York, as well as that of individuals who represent the dominating influences of every branch of the business, have declared their support and are sponsors of this florists' mass meeting.

For better co-operation, for bigger, better business during the rest of 1922 and every year to come, for pleasanter business relations all around, we are holding this meeting. The florists' mass meeting will be held at the Engineering Societies' building, 29 West 39th street, New York, Friday afternoon, April 21, at 3:30 o'clock.

The plans of the Allied Florists' Association of New York for the remainder of 1922 are of the greatest interest to every branch of the florists' trade in the metropolitan district. We have laid out an extensive campaign of unusual advertisements to appear, not when business is good, but when sales are slow, throughout the year in eight New York and Brooklyn newspapers.

Everybody knows that flowers are beautiful; it's no use advertising that. Everybody knows in general that flowers make perfect gifts; why spend money saying it over and over? Our aim in the advertising this year is to build up new ideas of flowers in the public mind.

The point is to be specific. We're going to catch people when they're on their way home and tell them, in a way they can't forget, to take flowers with them. We're going to be original and interesting in what we say. We're going to get our advertising read.

This newspaper advertising is only one feature of the service which is



SCHILLER'S BOOTH AT THE CHICAGO WEST TOWN EXPOSITION.

See Issue of April 1, Page 540.

planned for 1922. A plan has been approved whereby every retailer can tie himself up with this advertising, for more prestige and better business. Our first aim is more co-operation, better understanding of one another by the allied branches of the trade and better understanding of the florist industry by the public.

In order to accomplish this last end, we plan to issue a series of small pamphlets to be given to retailers for distribution, educating the public to a clearer conception of the cost of flower production and merchandising. Pamphlets of this kind explain retail prices, which now seem unreasonable, and promote good feeling towards the trade in general. At the mass meeting, April 21, these and other plans will be discussed; suggestions will be heard and talked over; in short, we will get under way with the biggest movement ever made for business. We want to hear what you think of our plans. We want to get any new ideas you have to offer. We need your support, if we are going to succeed.

Below are listed a few of the sponsors of this mass meeting whose names you will recognize: Geo. Cotsosnas, L. B. Coddington, F. B. Abrams, Wm. Badgley, C. H. Brown, A. T. Bunyard, A. S. Burns, Jr., James G. Carlatas, Marshall Clarke, Eugene Dailedouze, Wm. Duckham, Edward Dupuy, Geo. Hanges, A. M. Henshaw, John Lang, Nicholas Louke, H. Hentz, Jr., E. Hession, Hitchings & Co., Roman J. Irwin, Geo. Jurgens, S. Kahn, Philip Kessler, J. P. Klausner, Lord & Burnham Co., Theodore Malandre, M. Matheron, Edw. McCarthy, F. R. Pierson, Lincoln Pierson, F. Pollatchek, Percy C. Rigby, Wm. Rodman, Geo. Rondires, Jos. F. Ruzicka, Emil Schloss, Robert Simpson, J. H. Small & Sons, G. E. M. Stump, F. H. Traendly, A. Warendorff, H. Warendorff, James Weir & Co.

AUBREY S. NASH, Sec'y.

San Francisco.

MORE STOCK THAN MARKET CAN ABSORB.

The usual spring oversupply of cut stock is now crowding the market and in many instances it is more than can be absorbed. This has caused a general decline in values, except fancy roses. Outdoor stock is now a factor in the market. Extra Mrs. Chas. Russell roses are bringing the highest figures in that stock. Premier is fine and reasonable. Outdoor Cecile Brunner proves most popular. In the short grades, Butterfly, Kaiserin and Ophelia are overabundant. Violets flood the market to such an extent that the bulk of them are being sold by the street merchants. Late narcissi is in full swing being more than plentiful. It is said, however, that this flower will shorten up in the near future. White and Red Enchantress carnations flood the stores, Laddie alone holding its former price. The best grades of sweet peas still command good prices. Bulbous flowers are rapidly disappearing after the most profitable season on record. Prices on hyacinths are not being quoted as they are very scarce. Limited lots of tulips are quickly snapped up and freesias are scarcely seen. Giganteum lily supply is still limited and it is thought that growers are holding off until Easter. Acacia mollissima and fruit blossoms enter largely into decorative work. The supply of lily of the valley is liberal but orchids are limited and much desired as the opera season opened last week. Phalaenopsis, while shortening up, is still sufficient for all purposes. Excellent offerings of gardenias are becoming more numerous. The leading flowering plant is rambler roses, the supply of which is gradually diminishing. Ericas, primulas and cyclamens are plentiful. All green goods are in heavy demand for decorative

work. Outdoor growers are anticipating a long season and one is already cutting marigolds, scabiosas, etc.

GROWERS OF EASTER STOCK.

Growers appear to be in a position to handle a very large business in flowering plants this Easter. At the Eric James range are to be seen as fine a lot of rambler roses as anywhere in this country. If anything they seem to surpass the stock of former years. His foliage plants are also in fine condition. The Western Evergreen Nursery is going to be strong on pot grown Easter lilies and will have several houses ready for the holiday. This firm is heavily stocked with rambler roses. Donoto Bros. will have their usual large supply of rambler roses and lilies. The Mac Rorie-McLaren Co. will make a bid for popular favor with its splendid array of erica novelties. Azaleas will also be ready in quantity.

NOTES.

On the opening day of the Fifth National Flower Show in Indianapolis, March 25, Mayor Shank of that city wired to Mrs. R. E. Darbee, 1036 Hyde street, to present a large basket of flowers to Mayor Rolph advising that the national show commenced and sending greetings from the Society of American Florists. Mrs. Darbee received considerable publicity through the local newspapers because of the unique order.

Ground is being broken at the Besse Boston Dahlia Farms, San Mateo, for growing dahlias the coming season. Bulbs have kept most satisfactorily this winter and Mrs. Lymberry expects to increase her acreage. She reports the constantly increasing demand for this flower has made the move imperative.

Podesta & Baldocchi are making active preparations to handle their Easter trade which is expected to be heavy. The new marble furniture in the shop, recently imported from Italy adds much to its appearance.

Chrysanthemum growers along the peninsula are having great difficulty in securing sufficient propagating stock, in many standard kinds, due to the disastrous cold spell last January.

The flower show of native wild flowers to be held at the St. Francis hotel by the California Wild Flower Conservation League, in May, is attracting considerable attention.

F. D. Pelicano is planting dahlias at his farm on Guttenberg street. He reports a splendid call for his 1922 novelties since the distribution of his catalogue.

At the meeting of the Retail Florists' Association in Native Son's hall, April 5, plans for the Easter advertising campaign were fully outlined.

A. O. Stein had considerable decorating for the opening of the Chicago grand opera season at the local auditorium last week.

H. Plath, of the Ferneries, says the Easter call for foliage plants is excellent, the medium sized stock getting the most call.

JAMES T. LYNCH.

Columbus, O.

GOOD EASTER TRADE EXPECTED.

The time of growers and retailers is now being devoted to arranging for the Easter trade, for which prospects are exceedingly bright. Industrial conditions are gradually improving. The principal flowers are roses, which sell from \$5 to \$12 per dozen; carnations, at \$2 to \$3 per dozen; snapdragons, sweet peas, Easter lilies and pot plants of all kinds. Trade during the past week has shown a slight improvement. Prices are at about the same levels as the previous week. Funeral work has been rather brisk, which is the best feature. With Lent reducing the social functions more attention is being given to it.

NOTES.

Fruit trees, shrubs and bulbs are to be distributed by the city department of education at cost to the people who will agree to plant and care for them. Order blanks are to be obtained from the department and a list made out, which will be filled early in April, giving adequate time for planting. The fruits include peach, dwarf pears, grapes, currants, apples, cherries and plums. In the list of shrubs are deutzias, forsythias, red snowberry, bush honeysuckle, spiraea, Van Houtti and others. The bulbs to be distributed consist of cannas, gladioli, dahlias and madeira vines.

Quite a large delegation attended the National Flower Show, at Indianapolis, last week. Walter Stephens, of S. F. Stephens & Son Co., drove through in his machine. Others present were W. F. Emil, W. E. Metzmaier, Carl W. Huber, William Brust, H. S. Jones, of the Fifth Avenue Floral Co.; E. G. Hill, of the Indianapolis Floral Co.; M. E. Holbrook, of Newark, O., a grower; A. Capuano of the Bexley Floral Co., and others. All reported a very good show.

McKellar the Florist, West Broad street, is recovering from his recent illness and is able to be around again. Trade at this shop is tending largely towards roses, carnations, violets, sweet peas and snapdragons. Active preparations are being made for a heavy Easter trade.

T. J. Ludwig made a cleanup with his Saturday sweet pea special. A large bunch of the blooms are being sold for \$1, and on the first day it was started a total of 62 specials were sold, which is proving to be a good advertising medium.

J. W. L.

Detroit, Mich.

RETAIL FLORISTS' ASS'N ORGANIZED

Pursuant to a call by the Temporary Chairman Louis Charvat, 32 retail florists met at the Hotel Statler April 3. This meeting was for the purpose of organizing and electing officers for the Retail Florists' Association. The officers elected are as follows: Louis Charvat, president; Arthur Cobey, vice-president; T. L. Berry, secretary; J. K. Stock, treasurer.

A commission was appointed to frame a constitution and by-laws on lines similar to those governing the Retail Florists' Club of Chicago. Those appointed were: Peter Papes, Harry Breitmeyer and John Carey.

A spirited discussion was held on various alleged evils that it is the purpose of the association to correct and many suggestions were made to that end. A committee was appointed to confer at various times with a similar committee of the local Flower Growers' Association and with power to co-operate with that body toward the elimination of abuses that now hinder the progressive movement of the florist business. This committee is composed of Philip Breitmeyer, J. K. Stock, John Warncke, Chas. Keller, John Klang and A. Cobey.

The greatest enthusiasm was manifested by the members and all are hopeful of great benefit following the activities of the two new associations.

Those present at the initial meeting were the following: Carl Schneider, Philip Breitmeyer, Harry Breitmeyer, Louis Charvat, Herbert Cassell, Peter Rush, J. K. Stock, A. Cobey, John Klang, J. Wearing, Roy Thibodeau, B. Smokie-wickz, Amos Rideout, Howard Knope, A. Pochelon, Murray Patterson, August Collins, Mrs. Rewitzer, A. Andrews, Peter Papes, Geo. Pamel, Harry Taylor, A. Hilleker, J. G. McMurchey, Chas. Keller, John Warncke, Joe Skryczke, Jack Bleeker, Harry Smith, Fred Pautke and J. F. Sullivan.

The next meeting will be held April 18, 1922. J. F. S.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

THIS ISSUE 76 PAGES WITH COVERS

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MOTHERS' DAY is May 14, the second Sunday of the month.

WE are in receipt of the premium list of the St. Louis Fall Show and annual exhibition of the Chrysanthemum Society of America to be held in St. Louis, Mo., November 7-12. Copies of the premium list may be had on application to J. J. Beneke, 1316 Pine street, St. Louis, Mo.

Personal.

Leonard Barron, editor of the Garden Magazine, is giving a series of horticultural lectures at Marshall Field's, Chicago, this week.

Mothers' Day Misrepresentation.

On the approach each year of the second Sunday in May, the Mothers' Day Association, of which Miss Jarvis, the founder of the day, is president, sends out propaganda against the use of flowers, declaring that florists have taken advantage of the day for profiteering, and proposing ribbons, miniature flags and now buttons, on which is embossed a carnation flower, this latter to be the official Mothers' Day badge, to be sold at 10 cents for the benefit of the association.

While the idea of Mothers' Day and the wearing of a white carnation in honor of one's own mother originated with Miss Jarvis, she does not own nor can she control the method of its observance. She only originated the idea, the countrywide observance of sending and using flowers for the occasion having been brought about by the live florists of every community, who prepare for the event with large stocks of all the standard flowering plants and cut flowers and create a demand for them by featuring their use in connection with the day.

If your mother has or had no pronounced preference, then all flowers are alike beautiful and applicable to be presented or used in remembrance. A foliage or flowering plant is as appropriate for a gift as cut flowers and will probably give more enjoyment, and if planted at the cemetery last the season through or possibly for years.

The trade should pay no attention to the various agencies who, for purposes of their own, are decrying the use of flowers with profiteering lies and other false statements that somehow find space in the newspapers.

Wherever the trade of any community has united in preparing for and featuring the occasion through newspaper advertising a wonderful business has been built up, which in many cities has overtaxed the facilities of the trade. In many other centers, however, where the florists are not alive to their opportunities and do nothing collectively to bring about its observance before the public, there is very little increase over the business of an ordinary week.

In Philadelphia, Pa., Miss Jarvis' own city, where the stores have never collectively advertised the day, the demand is very light. The wholesale markets do a great shipping business, but their orders are nearly all for out of town, which goes to prove that the florists themselves have brought about the demand and general use of flowers in connection with Mothers' Day and not Miss Jarvis.

Omaha's Mothers' Day.

The florists of Omaha, Neb., and Council Bluffs, Ia., called a meeting March 31 to protest against the misrepresentations in the columns of the newspapers regarding profiteering in the sale of flowers for Mothers' Day. This was issued by the Nebraska Auxiliary of the International Mothers' Day Association and advising that its Mothers' Day button be worn instead.

L. L. Reber, of the Arnold Flower Shop, said there was no truth in this talk of high prices. Of course if everybody wanted carnations they would go sky high, but all flowers were appropriate and for anything but carnations prices were but little higher. C. C. Hargadine president of the Omaha Florists' Club, said buttons were as sentimental as a salt shaker. There is only one thing

appropriate to carry the sentiment for the occasion and that is flowers. F. L. Lanson offered to show Mothers' Day officials his books. J. Eiche, of Lincoln, claimed they had the same trouble there but ignored it and always had all they could do. L. N. Rogers never made a cent on buttonhole carnations but sold pot plants to children at 15 cents each and could not be charged with high prices.

President Hargadine summed it up by stating that if other stock was sacrificed to get full crops, the public must expect to pay a fair price or else wear a button.

"Uncle Robert" Speros, who has been spending a few days in Omaha, says there should be one day in the year sacred enough to be free from commercialism and that should be for our mothers. A. E. L.

Botanic Garden, Washington, D. C.

For years there has been efforts made to enlarge the grounds of the Botanic Gardens at the National Capital. Recently through the energetic work of Director George W. Hess, together with interested members of congress and the District of Columbia commissioners an agreement has been brought about that will increase the garden area up to 90 acres. This is land largely owned by the government running out to the Potomoc river. The connecting link is a strip along the old Jones creek canal bed which runs from Maryland avenue along six city blocks to South Capital street thence to Second and N. streets, S. W. and spreads over to include all the land from First street S. E., to First street S. W. extending through to the river.

Large modern greenhouses will be added to the garden equipment in one of which Director Hess expects to hold exhibits of seasonable plants in flowers. With the additional space Director Hess proposes to arrange beautiful landscapes and bedding effects that will make this famous garden one of the most beautiful in the world.

The Late Dr. Walter Van Fleet.

The March issue of Portland Roses, a magazine devoted to roses, published under the auspices of the Portland, Ore., Rose Society, states that on January 31, the day set aside to award to Dr. Van Fleet the greatest rose honors of this country for his great work in the raising of new varieties, he was laid in his grave. He was to receive the trophies awarded him in the test at the International Rose Test Gardens, from the city of Portland, the Portland Rose Society and the American Rose Society. The event was carefully planned and would probably have been one of the most notable gatherings of rosarians ever held in this country.

Asmus Gets Distinguished Service Medal

At a meeting of the board of directors of the Society of American Florists, held in Indianapolis, Ind., March 28, it was unanimously agreed to honor George Asmus of Chicago, with the society's distinguished service gold medal for the most meritorious work in the advancement of horticulture in the past five years. This great honor was a surprise to Mr. Asmus, but is a fitting reward for his sacrifice of time and personal services for the general advancement of the business.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order **For Plant Advs., See Ready Reference Section**

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Experienced saleslady for loop retail flower store. State full particulars in first letter or call personally. **M. Poletsos, 35 East Adams street, Chicago.**

Help Wanted—Experienced man for retail store. Answer by letter stating all particulars. Address

**La Rochelle Florist,
North Avenue New Rochelle, N. Y.**

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,

Key 830 Care American Florist.

Situation Wanted.—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to

Key 825, care American Florist.

Situation Wanted—By young man of 24 years' experience in most branches of landscape gardening and horticulture; preferably on private estate. Address,

**Wm. Bolliger, 905 S. Orchard St.,
Urbana, Ill.**

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address

**G. J. CARJANES,
2094 Eighth Ave. New York**

Situation Wanted

GROWER

Single, 25 years' experience Address
Key 827, care American Florist.

Situation Wanted

Experienced salesman and designer capable of taking charge of retail store. Ready to start work immediately.

M. L.

**4707 Dover Street, CHICAGO
Phone Edgewater 9353**

SALESMEN

We are placing on the market a brand new line of vases, jardiniers, linings for baskets and other specialties made from artistically lithographed metal. We desire men who will represent us exclusively in large centers on commission basis. Write specifying territory you cover and furnish references. Only high grade men considered.

American Stamping Co., Elizabeth, N. J.

HELP WANTED

A good grower, including roses, man with family, looking for a permanent place.

This is a country town, fine people.

**C. C. WONNEMAN & SONS
MEXICO, MO.**

FOR SALE Old established nursery, fully equipped, in one of the largest cities on the Pacific Coast, seed store can also be obtained if desired. For full particulars address

Key 829, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

FOR SALE

20-40 ft. lots about (2½ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waltheim, Forest, Woodlawn and others. Address

**E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.**

FOR SALE

Range of ten greenhouses all stocked with potted plants and a ready market for same. Modern residence and plenty of land. Big bargain and death of proprietor only reason for selling. Reasonable terms to right party.

MRS LESHYN

5329 South Rockwell St., Chicago

Help Wanted

At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.

The Elizabeth Nursery Co.

Box 35, ELIZABETH, N. J.

HELP WANTED

Good all around single man for general pot plants and landscape work. Permanent position for good willing workman. German or Scandinavian preferred. Good board and room on place. State when you can begin work. Place near Pittsburgh, Pa.

EMIL JAHNIG

R. F. D. No. 3. BRIDGEVILLE, PA.

FOR SALE

Complete florist plant, which includes two large greenhouses fully equipped with pots and plants for the year's business, a large garden tract that will grow practically anything, and in addition to this there is a fine modern house that will be sold with the property together with a garage. This proposition is located in a town that has good railway connections and caters to a large population. Price \$6,500, part cash and the balance on easy terms.

FRED V. SCHNURLE & SON, Canisteo, N. Y.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.

**440 S. Dearborn Street
CHICAGO**

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

VAUGHAN'S ASTERS

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Soft Pink	Dark Blue	Pink	White
Crimson	Light Blue	Lavender Pink	Rose
Silvery Lilac	Terra Cotta	Trade Pkt.	35c. Trade pkt. Oz.
Any of above, except where noted.	1/4 oz., 40c.	\$0.25	\$1.40
Mixed, all colors.	1/4 oz., 35c.	.25	1.20

AMERICAN BEAUTY

Similar in type of flower and growth to the well known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth.

Carmine Rose	1/4 oz., 40c.	.25	1.40
Purple	1/4 oz., 40c.	.25	1.40
Lavender	1/4 oz., 45c.	.25	1.60
September Pink	1/4 oz., 45c.	.25	1.60
Rose (New)		.50	

QUEEN OF THE MARKET

The Standard Early Flowering Type

White	Crimson	Lavender	Pink	Purple
Dark Blue	Scarlet	Flesh	Light Blue	
Any of above.	1 lb., \$12.00;	1/4 oz., 30c.	.15	1.00
Mixed, all colors.	1 lb., 10.00;	1/4 oz., 25c.	.10	.80

GIANT BRANCHING

White	Lavender	Rose Pink	Crimson	Purple
Deep Violet	Peach Blossom	Azure	Blue Daybreak	
Any of above.	1 lb., \$12.00;	1/4 oz., 30c.	.15	1.00
Mixed, all colors.	1 lb., 10.00;	1/4 oz., 25c.	.10	.80

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double length of the older varieties and are twisted and curled into a very fluffy effect.

White	Crimson	Dark Pink	Lavender
Purple	Shell Pink	Dark Blue	
Any of the above.	1/4 oz., 35c.	.25	1.20
Mixed, all colors.	1/4 oz., 30c.	.20	1.00

FOR OTHER FLOWER SEEDS SEE OUR "BOOK FOR FLORISTS."

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

THE ROYAL—Early-Flowering Branching

White, Shell Pink, Rose Pink, Lavender, Purple.

Any of the above.	1/4 oz., 35c.	.20	1.20
Mixed, all colors.	1/4 oz., 30c.	.15	1.00

THE KING—The Quilled Aster

Rose, Pink, Violet, White, Crimson, Lavender.

Any of the above.	1/4 oz., 40c.	.25	1.40
Mixed, all colors.	1/4 oz., 35c.	.25	1.20

OTHER AMERICAN ASTERS

Sensation. Dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long. 1/4 oz., 35c. \$0.20 \$1.20

BALL'S WHITE ASTER

The seed of this splendid Giant Aster of the Late Branching Type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—was offered in 1921 for the first time.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctly centered blossoms, ideally formed for long distance shipping. The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in 1/4-ounce packets, containing about 4000 seeds at 1/4 oz., 75c; 1/2 oz., \$1.35; 1 oz., \$5.00.

ASTERS IN MIXTURES

Vaughan's Florists' Mixture.	1/4 oz., 40c.	\$0.25	\$1.40
White Tall Varieties. Mixed.	1/4 oz., 40c.	.25	1.40
Vaughan's Excelsior Mixture, Tall Asters.			
This is amixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Branching and other desirable sorts, includes many kinds separately purchased for this mixture.	1/4 oz., 45c.	.25	1.60

Mention the American Florist when writing.

Pittsburgh, Pa.

BAD WEATHER SLACKENS TRADE

Stock of all kinds has been plentiful the past week, with business none too brisk and reduced prices were in order. The weather has been miserable, dark rainy days that do not produce first class stock, so that it was a poor week from the growers' and wholesalers' standpoint. Everything in season is obtainable including roses in all varieties, carnations, lilies both Easter and callas, snapdragons, jonquils, tulips, sweet peas, baby primroses, forget-me-nots, calendulas, etc. Sweet peas have been the one big disappointment, the arrivals having been poor. If there is not a change the crop will be poor for Easter, for when they are at their best there are never enough to supply the demand.

NOTES.

The writer had the pleasure of a talk with A. W. Smith one day last week and he can be counted as the grand old man of the florist business here. He started with a few hot beds and a stand in the Allegheny market, 48 years ago and has seen the business grow to its present large volume, with its thousands of square feet of glass and the largest floor space of any retail flower shop in America. Although 76 years of age, Mr. Smith still takes an active part in the business, he being at the green-houses the biggest part of the time. Mr. and Mrs. Smith celebrated their golden wedding anniversary last year.

The first week of each month is always a busy one for the florists of this section as both the Florists and Gardeners' Club and the Retail Florists' Association hold their regular monthly meeting during the week. The meetings will be

ROSES

Tausendschon,
Baby Ramblers,

Ramblers,
Magna Charta,

\$1.00 to \$7.50 each.

Hydrangeas, \$1.00, \$1.50, \$2.00.

TULIPS, HYACINTHS, DAFFODILS.

6-inch, 50c; 8-inch, \$1.00; 9-inch \$1.50.

GENISTAS, \$1.50 TO \$5.00

FINE FERNS ALWAYS ON HAND.

HENRY A. WAGNER

575 Midwood Street,

BROOKLYN, N. Y.

Take Interborough Subway (from New York) and get off at Sterling or Winthrop St. Station.

held as usual this week and suitable programmes have been prepared for both of them.

James Higgins, for a number of years local representative of the A. L. Randall Co., has accepted the position as the

firm's representative on the Pacific coast and will leave in a short time for the scenes of his new conquests. Mr. Higgins leaves many friends in this district, who wish him all the success in the world.

All Spring Bulbs

FOR { IN OR OUTDOOR PLANTING
YOUR COUNTER TRADE

ALL WELL MATURED BULBS.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock

Twenty per cent of our No. 1 Bulbs run nearly two inches.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First..	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First.....	32.00	Peace, First.....	45.00
Augusta, Medium.....	25.00	Mad. Monneret, First.....	25.00
Baron J. Hulot, First.....	60.00	Mad. Monneret, Medium....	22.00
Baron J. Hulot, Medium....	52.50	Panama, First.....	35.00
Chicago White, First.....	30.00	Panama, Medium.....	30.00
Chicago White, Medium....	25.00	Florists' Mixed, First.....	25.00
Halley, First.....	35.00	Rainbow Mixed, First.....	40.00
Halley, Medium.....	30.00	Standard Mixed, First.....	18.00
Mrs. F. King, First.....	22.00	Standard Mixed, Medium....	16.00
Mrs. F. King, Medium.....	18.00	Extra Fine Mixed, First.....	27.00

✍ Write for Special Prices on 10,000 to 20,000 lots.

Dormant CANNA Roots

Fine Sound 2 Eyed Roots, Rot Free.

	Per 1000		Per 1000
King Humbert	\$40.00	Florence Vaughan	\$27.00
Yellow King Humbert	40.00	Queen Charlotte.....	27.00
The President.....	60.00	David Harum.....	25.00
Chas. Henderson.....	25.00	Madam Crozy.....	25.00
Wintzer's Colossal.....	30.00	Louisiana.....	25.00
Gustave Gompers.....	30.00	Wyoming.....	25.00
Pink Delight (New)....	80.00	Niagara.....	25.00
Prince Weid.....	30.00	Mixed Colors.....	18.00

Spring "Book For Florists" Ready.

CHICAGO **Vaughan's Seed Store** NEW YORK



CALADIUMS

The kind with sound center shoots

5 - 7 inch.....	100, \$	3.50
7 - 9 inch.....	"	5.50
9-11 inch.....	"	10.00

Fancy Leaved Caladium Bulbs,
in fine condition.

Mixed per 100, \$16.00
Prepaid from Western Springs, Ill.

Joe Myers and Martin Samtman of Myers & Samtman, the rose growers of Chestnut Hill, Pa., stopped off on their way home from Indianapolis. They won several prizes and medals for stock exhibited. The McCallum Co. handle their stock for this city.

Those who attended the show at Indianapolis from this section report that it was one of the best they have ever seen.

Ross Adgate, veteran road man of the McCallum Co., spent several days at headquarters last week.

George Wessenauer and Ed. Blind spent several days in Cleveland, O. last week. E. C. T.

Kansas City Florists' Aroused.

The Kansas City, Mo., florists are aroused at the published request of Mrs. Max Hostetler of Shelton, Neb., president of the Mothers' Day Auxiliary Association that no flowers be worn on Mothers' Day this year on account of the profiteering prices of the florists.

Miss Hayden well known in the trade

C. S. FORD, AGT. FLORISTS' SUPPLIES, NOVELTIES, FAVORS, ETC.

Mail Address, Box 5400, Kingsessing Station, Philadelphia, Pa.

C. S. FORD, Represented A. HERMANN of N. Y., for 20 years, Now Special Agent for:

M. GOLDFARB (Succeeding A. Hermann) Importer of Florists' Supplies, Metal Wreaths, etc., 406 East 34th St., New York, N. Y.

C. S. FORD CO., Established 1881 by C. S. Ford, Jr., Floral Novelties, Gold Felt and Script Letters, Lodge Emblems, Table Favors, etc., Franklinville, N. J. Removed from Quakertown, Pa., and others.

PALMS, FERNS and Other Plant Stock Sold on Commission.

✍ CORRESPONDENCE SOLICITED ✍

ALL PRICE LISTS AND QUOTATIONS ON REQUEST.

of the city said: "It is sentiment that counts, flowers are inseparably connected with the day. People buy flowers and plants on that day that rarely buy at other times."

Another florist claimed that higher

prices than ordinary were unavoidable because of the great demand, but denied there was any profiteering. Plants as well as cut flowers were now sold they being considered appropriate.

E. J. B.

MOTHERS' DAY VALLEY



CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....	\$35.00
Per 500.....	18 00
Per 250.....	10.00

Florists'

Money Maker Brand

Per 1000.....	\$30.00
Per 500.....	16.00
Per 250.....	8.00

Original case of 2500.....\$70.00

Valley for Outdoor Planting

Per 1000.....\$20.00

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

CANNA PLANTS

Standard Varieties, \$8.00 per 100

Ready in 3-inch pots on
and after April 15.

Vaughan's Seed Store

CHICAGO

NEW YORK

A Fair Line Dormant Roots Still Available.

THE NEW JAPANESE KURUME AZALEAS



Unquestionably these new Azaleas are the most important flowering plants that have come forward since the introduction of the Lorraine Begonias and its types and the French Hydrangeas, and we believe they will in a short time due to the ease with which they are handled, their many varied colors and the satisfaction which they will give to the amateur become even more popular than these standard favorites.

The illustration here shown is a 5-inch pot plant, the photograph of which was taken just eighteen months after the cutting was inserted in the propagating bench. It is one of the plants that was shown in our exhibit at the International Flower Show at New York which attracted so much attention. This plant demonstrates the speed with which good salable plants with an abundance of flowers can be developed.

It will be noticed that with the exception of the variety Hinamayo introduced some 6 or 8 years since we are offering these new introductions under descriptive English names and not under the Japanese names under which they were imported. This may be open to criticism but in explanation of same we will state that the Japanese stock supplied to us was so badly mixed, 3 and 4 different colors having been supplied under one label so that identification was impossible. Furthermore, we believe the trade as well as the public in general will better appreciate the descriptive names under which we are now offering them.

YOUR ASSORTMENT OF EARLY SPRING AND EASTER FLOWERING PLANTS HAS BEEN GREATLY CURTAILED THROUGH THE EFFECTS OF QUARANTINE 37. YOUR CUSTOMERS COMPLAIN OF THIS LACK OF VARIETY AND SAMENESS. THE KURUME AZALEAS WILL HELP TO RELIEVE SOME OF THIS MONOTONY.

WE ARE NOW BOOKING ORDERS FOR DELIVERY FALL OF 1922 AND SPRING OF 1923 OF GOOD 2 1/4 INCH POTS OF THE FOLLOWING VARIETIES:

	100	1000
APPLE BLOSSOMS —The name conveys an idea of the color of this dainty flower, which is a delicate old rose suffusion on a silvery white ground, flowers single.....	\$20.00	\$150.00
CHERRY BLOSSOMS —The general color effect of this gem is that of cherry blossoms, the centre of the flower being a delicately lilac-tinted white, shading to a delicate mauve-pink at the edges, semi-double	20.00	150.00
CHRISTMAS CHEER —This name was suggested on account of its brilliant coloring, a real Christmas red, a rich cochineal-carmine, semi-double	20.00	150.00
DAPHNE —Pure white with just a faint suffusion of delicate mauve towards the ends of the petals reminding one of the sweet Daphne odora, single.....	20.00	150.00
FLAME —A most brilliant madder-red with coppery suffusion lighting up wonderfully under artificial light, single.....	50.00	450.00
PEACH BLOW —A beautiful peach blossom pink, shading lighter towards the centre, a perfect gem, single.....	25.00	200.00
PINK PEARL —Suggestive to the popular Rhododendron Pink Pearl in color. A beautiful salmon-carmine shading lighter to the centre, flowers semi-double and remarkably free in large full trusses....	25.00	200.00
SNOW —Purest white, the semi-double flowers being of most graceful shape and remarkably free-flowering and lasting in good shape for an unusually long time	25.00	200.00
HINAMAYO —Introduced some 6 to 8 years since but still very scarce. It is a gem for freedom of bloom, very early. Color a lively pink with crimson suffusion, single	15.00	140.00
CHOICE MIXED VARIETIES	12.00	100.00



HENRY A. DREER,

714-716 Chestnut Street,
PHILADELPHIA, PENNA.

The above prices are intended for the trade only.

CRAIG'S Quality Easter Plants

WILL BREAK YOUR RECORD IN EASTER SALES

Business is reviving, more flowers have been handled this season than ever before. The recent New York Flower Show broke all records in attendances. Prepare for this great event the largest in the history of the trade. Our Easter stock in

RAMBLER ROSES AND EASTER LILIES

is the best we have ever offered.

We cordially invite you to our new home at Norwood Station, Delaware County, Pa., easily reached by the Pennsylvania R. R. to Norwood Station, and Baltimore & Ohio R. R. to Holmes Station, or by trolley. Those having their own greenhouses or conservatories would do well to have shipments made during the last two weeks in March.

ROSES

We desire to make special mention of our large stock of Roses, growing upwards of 10,000 plants in the following varieties. We have no hesitation in saying we are the largest growers of forcing Roses for Easter in America. We are positive our stock will please the most critical buyers, as the quality was never better. It has all been grown cool and will prove very satisfactory.

LADY GAY

In grand condition, trained into fan, globular, and pyramidal shapes, \$2.50, \$3, \$3.50, \$4, \$5, \$6 and \$7.50 each.

Special ball shapes, \$2.50, \$3, \$4, \$5 and \$7.50 each.

Baskets, \$7.50, \$10 and \$12.50 each.

Umbrellas, \$6, \$7.50 and \$10 each.

TAUSENDSCHOEN (THOUSAND BEAUTIES)

This was our finest and most popular Climber last year, and this year our stock is large and the plants are much finer.

Trained plants, fans, globular and pyramidal shapes, \$1.50, \$2, \$2.50, \$3, \$3.50, \$4, \$5, \$6, \$7.50, \$10 and \$12 each.

Baskets, \$10 and \$12.50 each.

Umbrellas, \$6, \$7.50 and \$10 each.

ROSIERE (NEW)

Dark sport of Tausendschoen. Very beautiful.

A great improvement on the popular Thousand Beauties (Tausendschoen) and consequently, a welcome addition to this section. While it has the same habit of growth and general characteristics as Thousand Beauties, the color is superior, a deeper and more even shade of cerise-pink or carmine.

Trained plants, fans, globular, and pyramidal shapes, \$2, \$2.50, \$3, \$3.50, \$4, \$5, \$6, \$7.50 and \$10 each.

Baskets, \$10, \$12 and \$15 each.

Umbrellas, \$6, \$7.50 and \$10 each.

In addition to the above trained Roses, we have also trained some very special designs, such as Aeroplanes, Crosses, Chairs, Pergolas, etc., at \$10, \$12.50, \$15, \$20, \$25 and \$30 each.

BABY RAMBLERS, ORLEANS

Exceptionally fine.
5½ and 6-inch pots, \$15, \$18 and \$24 per dozen.

EXCELSA, NEW CLIMBING ROSE

This variety is known as the Red Dorothy Perkins. The color is brilliant and it is bound to prove the most popular red Rambler.

We offer splendid plants in 6-inch, 7-inch and 8-inch pots, \$1.50, \$2, \$2.50, \$3.50, \$4, \$5, \$6, \$7.50, \$10, \$12 and \$15 each.

Baskets of Excelsa, \$10 and \$12.50 each.

Umbrellas, \$6, \$7.50 and \$10 each.

PAUL'S SCARLET CLIMBER

One of the most promising climbing Roses yet sent out. Vivid scarlet, semi-double flowers of medium size, produced in large clusters, and in great profusion. The color does not burn or fade. This Rose has been exhibited extensively in Europe and received numerous awards.

5 and 6-inch pots, trained plants, \$1.50, \$2, \$2.50 and \$3 each.

HYBRID ROSES

Including Columbia and Mrs. John Dunlop. Very fine plants in bud and flower for Easter sales.

6-inch pots at \$15 and \$18 per dozen.

MAGNA CHARTA

Exceptionally well grown and well flowered stock. Considered by all to be the very best Hybrid Rose for Easter sales.

5½, 6 and 7-inch pots at \$18, \$24, \$30 and \$36 per dozen.

LILIUM GIGANTEUM

We have the largest and finest stock of Lilies ever offered by us for Easter sales. Suggest placing orders early to avoid disappointment, such as was experienced last year.

6-inch pots, with from 4 to 10 flowers.
8-inch pans, with from 12 to 25 flowers.
Cut Lilies. All of the above are 25c per flower and bud.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in the price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases.....	\$1.50 each
Three-quarter size cases.....	1.25 each
Small size cases.....	.50 each
Half size boxes.....	1.00 each

TERMS

CASH WITH ORDER: Kindly send sufficient to cover the entire bill. We do not make shipments C. O. D. unless remittance has been made on account to guarantee acceptance. This does not apply to regular customers.

REMITTANCE: Remittances should be made by money order or New York drafts. If money is sent, letter should be registered. All prices quoted in this list are strictly net.

SHIPPING INSTRUCTIONS: Give your name, post office, county and state and the name of your nearest express office to which shipment is to be made. We have always made it prominent in our printed terms that our goods are sold F. O. B. cars at the point of shipment and are at the purchaser's risk while in transit. Because of the present unsettled conditions we wish to emphasize still further that we do not guarantee safe delivery. The ownership of all goods sold by us passes to the purchaser on delivery by us to the carrier, and the issuing of the receipt by the carrier ends our responsibility. Any claims for damage should be made promptly to the agent at the point of delivery.

CORRESPONDENCE: We endeavor to answer all correspondence promptly, but owing to the pressure of business we ask that all requests be clearly and concisely stated. **ERRORS:** Keep a copy of your order. We aim to have our orders correctly filled. When we are at fault we shall make satisfactory correction.

Robert Craig Co., Norwood Station, Delaware Co., Pa.

Milwaukee, Wis.

STOCK IN GOOD DEMAND

Not many in the trade have had much cause for complaint regarding business conditions the past fortnight. To judge by the demand the retailers were busy especially with funeral and hospital work. The growers are all cutting plenty of stock which brings good prices. Sweet peas head the list regarding supply, for the daily receipts, regardless of weather conditions, are heavy. Bulbous stock likewise is plentiful. Good carnations are scarce, and no doubt some are holding back for the coming holidays, which is bad business at its best, especially at this season of the year. Plenty of roses are obtainable with the main call for medium and shorts.

NOTES

Maggie Edlefsen Kroseberg, 628 Grand avenue, will move to more spacious quarters on Eleventh street between Grand avenue and Wells street. They will also occupy the living quarters in the same building. Mr. Kroseberg will make a trip to the old country in the near future.

The Edlefsen-Leidiger Co., retailers at 419 Milwaukee street, have changed their corporate name to Semler-Leidiger Co. Miss Rose Semler, who has been with this firm since its inception, has been its vice-president for many years.

The Holton & Hunkel Co. has a fine lot of roses, genistas, Easter lilies, bulbous stock in pots and pans which will be in prime condition for the Easter business. At Brown Deer their roses will be right on time for Easter.

The C. C. Pollworth Co. will have a good cut of fancy carnations, such as took prizes at Indianapolis at the recent National Flower Show. Their pot plants are fine and the assortment is good.

James F. Fox, who left the hospital March 27, expects to be able to visit his establishment the end of this week. A few weeks' rest will be necessary to put him back in the harness.

We are pleased to report that Mrs. Fred H. Holton, who was very sick, is again able to be around, although not yet quite as strong as she would like to be.

Everybody is anticipating a big Easter business, caused by good general busi-

ness of the past week and the inquiries by the public for stock at this time.

The A. F. Kellner Co. say that the recent style week caused a larger demand for ornamental and blooming plants than ever before.

The Gust Rusch Co. promise a good supply of roses from the Cudahy Floral Co., with no shortage in sight of any of the other items.

There is still considerable frost in the ground and the season is backward compared to the same period of 1921.

E. O.

Toledo, O.

BUSINESS GOOD IN SPITE OF RAIN.

The weather during the past week has been anything but springlike, but flower shops in all parts of the city report brisk business. There seems to be no end to the call for funeral flowers, with birth-days and flowers for the sick helping out to some extent. Flowers are being used in this city for many such purposes, due to the consistent and constant advertising of same in the trade. Stock is plentiful, but cleans up nicely. Roses,

Large Easter Supply

ROSES

All the leading varieties grown for this market in quantity to meet all demands.

Carnations

Fancy Red, White and Pink. Good supply of fresh stock so place your orders with us.

EASTER LILIES

Splendid supply of fancy cut Easter Lilies in all lengths of stem.

Sweet Peas, Tulips, Jonquils, Violets, Snapdragons, Daisies, Valley, Callas, Calendulas, Freesias, Etc.

ALL GREEN GOODS

Get Our Quotations on Roses and Other Stock in 1000 Lots.

EASTER PRICE LIST—

	Per 100
Crusader	
Special	\$40.00
Fancy Long	\$30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00
Premier	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00
Russell	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00
Milady	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00

	Per 100
Columbia	
Special	\$35.00
Fancy Long	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	6.00 to 8.00
Sunburst	
Special	25.00
Long	20.00
Medium	15.00 to 18.00
Short	6.00 to 8.00
White	
Special	30.00
Long	25.00
Medium	15.00 to 18.00
Short	6.00 to 8.00
Butterfly	
Special	30.00
Long	25.00
Medium	15.00 to 18.00
Short	6.00 to 8.00
Extra Special Roses Billed Accordingly	
ORCHIDS	
Choice Home-grown Cattleyas—\$1.00 to \$1.25 each.	

MISCELLANEOUS FLOWERS	
Carnations	Per 100
Assorted	\$ 8.00
Valley	6.00 to 8.00
Sweet Peas	\$2.00, \$3.00, \$4.00
Calendula Orange King	3.00 to 6.00
Jonquils	8.00
Jonquils (King Albert)	8.00
Tulips	6.00 to 8.00
Darwin Tulips	10.00 to 12.00
Lupines	1.50 to 2.50
Daisies	3.00 to 4.00
Pussy Willows	4.00
Calla Lilies	3.00 to 4.00
DECORATIVE GREENS	
Ferns	\$4.50 per 1000
Adiantum	\$1.50 to \$2.00 per 100
Plumosis	50c bunch
Sprengeri	35c to 50c bunch
Boxwood	per case, \$12.50
Smilax	\$3.00 doz.
Galax	per 1000, \$ 2.00
Mexican Ivy	per 1000, 10.00
Leucothoe	per 1000, 10.00
Cocos palm fronds	per 100, 4.00

Prices Subject to Change Without Notice. Open Week Days 8 a. m. to 5 p. m.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

Japanese Lily Bulbs



For indoor planting now or later and for outdoor planting in May. Arrange for your supply now and we will ship when you say the word. *Lilium Auratum* and *Rubrum* are ideal for planting in the open especially in perennial border and they furnish excellent cut flower material particularly *L. Rubrum* and *L. Magnificum*, which are now very popular for use in Memorial design work, etc. (Complete cultural directions for the asking.)

Magnificum and Rubrum

	Per 100	Per 1000
7 to 9 inch, 220 to case.....	\$11.00	\$18.00
8 to 9 inch, 200 to case.....	14.00	22.00
8 to 10 inch, 180 to case.....	15.00	22.00
9 to 11 inch, 140 to case.....	15.00	22.00
10 to 11 inch, 120 to case.....	20.00	22.00
10 to 12 inch, 100 to case.....		21.00
25 bulbs at 100 rate.		

Lilium Auratum

	Per 100	Per 1000
8 to 10 inch, 150 to case.....	\$19.00	\$24.00
10 to 11 inch, 80 to case.....	35.00	25.00

Lilium Giganteum

6 to 8 inch, 400 to case.....per case, \$47.50

AMERICAN BULB CO.

172 North Wabash Ave., CHICAGO, ILL.

particularly Premier, Mrs. Chas. Russell and Killarney, are good offerings and are in strong demand. Carnations are in fair supply and their quality is excellent. Lilies, sweet peas and lily of the valley are sufficient for all demands. Those florists who have greenhouses in connection are strongly featuring pot tulips, hyacinths and daffodils and the surplus is used to good advantage in funeral work. The writer has seen some wonderful baskets and other designs made up of these flowers. Florists are preparing for Easter and it seems now as if business would justify large preparations, as many factories report a substantial increase in their pay rolls.

NOTES.

The writer dropped into Metz Brothers' shop the other day and found that some excellent changes and alterations had been made in their store. The refrigerator has been moved to make way for a modern and attractive office that looks very businesslike. Trade shows life at this store.

Not many of the local florists attended the National Flower Show at Indianapolis. Frank M. Schramm, who attended last week, says it was a wonderful exposition and hopes it will be brought to this city some time in the future.

John Barrow is showing some exceptional tulips, daffodils and hyacinths these days and reports the demand very brisk. Besides retailing, he ships all over northwestern Ohio.

Harry Heintz is already booking orders for his fine crop of Easter lilies, of which he is an excellent grower. He is also nursing along some exceptional hydrangeas.

Kusel & Gilbert, on Buffalo street, had a busy week turning out funeral work. This firm's trade is showing a steady and healthy growth.

A. C. K.

Montreal, Que.

McKenna, Ltd., are treating the public to an F. T. D. window display, which brings out in detail the rapid way in which floral orders can be transmitted. Highways and roadsides are depicted, small balloons marking the location of various cities of importance. Begonias, kalmias and fancy ferns figured prominently in the arrangements, the whole display showing careful thought. This firm is installing a Frick refrigerating plant of about three-fourths tons capacity, the first in this city, it is said.

Business generally has shown improvement the past two weeks.

NOTES.

C. W. Neilson's greenhouses are full of polyanthus, primroses, azaleas, and rhododendrons of large size. Sweet peas of excellent quality are being cut and a fine crop of pansies, equal to anything seen in this locality, is coming on.

C. Gratton has a very fine display of Easter lilies in excellent shape and well budded. Excellent Darwin tulips are grown in 10-inch pans and make a very showy plant. Sweet peas also look good here.

Rowville Greenhouses are shipping carnations of good quality, which will be a factor in the Easter trade. St. Bridget anemones of large size and fine coloring are seen here.

Some fine azaleas, rhododendrons and rose bushes are seen at the A. Wilshire range. He is cutting some extra fine callas.

Rose bushes of various sizes and very fine rhododendrons are being grown by R. Scott.

Geo. Hopton is growing some very good *Lilium longifolia*.

GEO. C. WEILAND, President
 FRED SCHRAMM, Vice-President
 RUDOLPH ELLSWORTH, Secretary
 CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
 L. D. Phone Private Exchange
 Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

EASTER CUT FLOWERS

Roses, Carnations, Peas, Valley, Orchids,
 Freesias, Tulips, Etc.

Best Lilies for Easter 25c Per Bud

These are selected flowers on long and medium stems.
 Grown by the most expert bulb specialist in these
 parts, there will be no better Lilies anywhere. The
 supply is not so large as in other years, so order early.

For the convenience of the trade our store will be open half a day on Easter Sunday.

EASTER PRICE LIST

Crusader	Per 100
Special	\$40.00
Fancy Long	\$30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Premier	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Russell	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Milady	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Columbia	
Special	35.00
Fancy Long	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00

Sunburst	Per 100
Special	25.00
Long	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
White	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
Butterfly	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
Angelus	
Special	30.00
Long	25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

Extra Special Roses Billed Accordingly

ORCHIDS

Choice Home-grown Cattleyas—\$1.00 to
 \$1.25 each.

MISCELLANEOUS FLOWERS	Per 100
Carnations	
Assorted	\$ 8.00 to \$10.00
Laddie	15.00
Valley	6.00 to 8.00
Sweet Peas	\$2.00, \$3.00, \$4.00
Calendula Orange King	3.00 to 6.00
Ball's Calendula	8.00
Jonquills	6.00
Jonquills (King Albert)	8.00
Tulips	6.00 to 8.00
Darwin Tulips	10.00
Lupines	per bunch 1.50 to 2.50
Daisies	3.00 to 4.00
Pussy Willows	4.00 to 8.00
Calla Lilies	per doz., 3.00

DECORATIVE GREENS

Ferns	\$4.50 per 1000
Adiantum	\$1.50 to \$2.00 per 100
Plumose	50c bunch
Sprenger	35c to 50c bunch
Boxwood	per case, \$12.50
Smilax	per 1000, \$3.00 doz.
Galax	per 1000, \$ 2.00
Mexican Ivy	per 1000, 10.00
Leucothoe	per 1000, 10.00
Cocos palm fronds	per 100, 4.00

Prices Subject to Change Without Notice. Open Week Days 8 a. m. to 5 p. m.

Order Your Easter Roses From Us!

Choice Stock in all the Leading Varieties in all Lengths of Stems.

We grow all the Roses we handle and you will find it pays to buy Direct of the Grower.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

ORDER NOW FOR EASTER.

Business has been very quiet the past week, but is improving at this writing and prices have advanced considerably the last few days. Roses are in good supply, but are moving well, although there are more than enough to go around. Mrs. Chas. Russell, Premier and Milady are arriving in splendid condition and the same holds true for roses in general. Carnations are moving better than they have been and have advanced considerably in price. Lilies are in large supply and the receipts of callas are exceptionally heavy. Choice snapdragons and stocks are obtainable in good sized quantities. Colored freesias are having a good call, especially a new purple, which is making new friends every day. Candytuft and wall flowers are included in the offerings. Calendulas, single and double violets, daisies, pansies, forget-me-nots, tulips, jonquils, southern jonquils, narcissi and mignonne are in good supply. Lily of the valley is in good supply and the receipt of orchids are large enough to meet the demand. Pussywillows are seen everywhere. Greens are plentiful. The local people are back from the Indianapolis flower show and are all devoting their attention to the Easter business. Lilies will be in strong demand for Easter, judging from the many early orders that are being booked in the wholesale market. Some dealers are inclined to believe cut lilies will be scarce, while others claim there will be enough to fill all the orders at the prices quoted. Pot lilies are well sold up, according to all reports in this vicinity, with some dealers refusing 20 cents spot cash for 1,000 lots, and not anxious to sell at 25 cents and even 30 cents in some instances. Blooming plants in general will be scarce, according to the leading growers, who are already sold out in some items and are refusing orders every day. Cut flowers will be in good supply, but will clean up early with favorable weather; consequently everyone who has not already placed his order will do well to do so immediately.

BOYAR'S EXHIBIT AT UPTOWN CHICAGO SHOW.

Boyar's Flower Shop, 5004 Sheridan road, was the only floral exhibitor at

PREPARED CYCAS LEAVES

(Best Quality Cycas on the Market.)

To introduce our stock to new customers we will ship 100 assorted sizes, up to 36 in. long for the special price of.....\$6.00

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.



Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

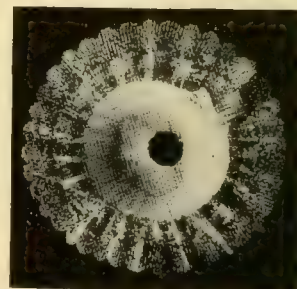
The John C. Meyer Thread Co.

Lowell, Mass., U. S. A. Dept. XYZ.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago



Colonial Bouquet Holders

The use of a Fancy Bridal Holder adds 100 per cent to the beauty of a shower bouquet and also adds to the Florist's profit. Made in white and pink, special shades made to order. ALL ORDERS FILLED PROMPTLY.

SPECIAL EASTER OFFER

Fancy Covered Holders with Bows
 Style No. 5-L—Size, 6½ inches inside measure. Price each, \$1.50; per dozen.....\$15.00
 Style No. 8-L—Size, 8 inches. Price each, \$2.75; dozen.....\$30.00
 Style No. 10-L—Size, 10 inches. Price each, \$4.50; dozen.....48.00

Lace and Chiffon Edge Holders
 Style No. 4-L—Size, 6½ inches. Price each, \$1.25; dozen.....\$12.00
 Style No. 7—Size, 8 inches. Price each, \$2.00; dozen.....21.00

Fancy Bridal Muff with Streamers
 Price each, \$9.00; per dozen.....\$90.00

TONNER

30 E. Randolph St., CHICAGO

Phone Central 6284

Large Supply of

ROSES

Premier, Russell, Columbia,
Sunburst, Butterfly

FOR EASTER

Big Crop of

CARNATIONS

We have all the standard and best new varieties, and can supply the best grade in quantity for Easter at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

EASTER PRICE LIST—Subject to Change Without Notice.

PREMIER		100	COLUMBIA		100	BUTTERFLY		100
Special		\$25.00	Special		\$20.00	Special		\$25.00
Select		20.00	Select		15.00	Select		20.00
Medium		15.00	Medium		12.00	Medium		15.00
Short		10.00	Short		8.00	Short		10.00
ROSES—Our Selection						ROSES—Our Selection		\$8.00
RUSSELL		100	SUNBURST		100	CARNATIONS		100
Special		\$20.00	Special		\$20.00	Fancy		\$8.00
Select		15.00	Select		15.00	Good		6.00
Medium		12.00	Medium		12.00	Callas	per dozen,	\$2.50-\$3.00
Short		10.00	Short		8.00	Ferns	per 1,000,	\$4.50
						Galax	per 1,000,	2.00
						Sprengeri and Plumosus	per bunch	.50c

Our Range of Greenhouses Is One of the Three Largest in America and will be in Full Crop for Easter.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph St.,

L. D. Phone
Randolph 2081

CHICAGO

Let Us Book Your Easter Orders and Be Assured of Getting Quality Stock.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Violets, Calendulas, Sweet Peas, Easter Lilies, Callas,
Rainbow Freesias, Jonquils.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

the Uptown Chicago Exposition, March 28-April 1. The entire decorative arrangements of the large armory were executed by Edw. Boyar, proprietor of the establishment, ably assisted by Mrs. Boyar and J. B. Barnett, consisting of 164 hanging baskets of asters and smilax. An interesting feature of the decorations was 150 imitation parrots, sus-

pended throughout the hall from wires attached to the ceiling. The firm supplied the 10 very artistic bouquets for the bridal group of the style show, consisting of sweet peas, White Killarney and Ward roses. The Boyar booth, with its fine array of flowers was the center of attraction at all times.

NOTES.

John Hoffman, employed for several months as a forest preserve guard, was shot and killed in front of the West Thirty-fifth Street Bank, March 30, by a shabbily dressed companion, who escaped in an automobile.

Mandy Doetsch is now with A. T. Pyfer & Co.

Place your orders for **CUT FLOWERS**
for **EASTER** with us **NOW**. You can
always rely upon us for Your supply.

HEADQUARTERS

Easter Lilies

Biggest and best supply in the country. Place your orders with us.
now and avoid disappointment. All orders filled promptly.

HEAVY SUPPLY OF ROSES FOR EASTER

You will make no mistake by placing your orders with us for we will have
the same fancy stock to offer that gave such good satisfaction last year.

FANCY CARNATIONS

Complete line of Cut Flowers and Greens. Plenty for everyone who orders early.

✎ Write for Special Easter Price List. ✎

Premier
Columbia
Russell
White Killarney
Milady
Sunburst
Ward
Ophelia
Cecile Brunner
Carnations
Callas
Valley
Cattleyas
Violets
Daisies
Pansies
Forget-Me-Nots
Mignonette

Z M
E A
C & N
H N

30 E. Randolph St.
CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Snapdragons
Tulips
Darwin Tulips
Jonquils
Sweet Alyssum
Pussy Willows
GREENS
Plumosus
Sprenger
Galax, bronze
Galax, green
Ferns
Adiantum
Smilax
Mexican Ivy
Boxwood
Leucothoe
Laurel

Easter Cut Flowers

Large supply of choice stock particularly Roses, Carnations, Lilies, Callas, Sweet Peas, Violets, Tulips, Jonquils, Snapdragons, Daisies, Pansies, Orchids, Calendulas, Candytuft, Etc.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

ROSES - CARNATIONS

LILIES, PEAS, FREESIAS, JONQUILS, TULIPS, CALENDULAS, VALLEY, ETC., IN LARGE SUPPLY FOR EASTER.

You will be pleased with our stock, which is selected and packed to arrive in the best possible condition. We aim to fill each order so satisfactorily that you will come back for more.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing.

Peter Pearson and his Mrs. Warren G. Harding tulips occupied a prominent place in the picture magazine of the Chicago Herald and Examiner March 31. The tulips were on display all last week at the West Town Exposition.

Wietor Bros. are in full crop for Easter and are cutting heavily in roses and carnations especially Premier, Mrs. Chas. Russel and Columbia. Leo Wietor is on his way home from California and is due to arrive this week.

T. E. Waters, of the Ove Gnatt Co., Inc., received a package April 1 that was a winner. The sender did not disclose his identity but what is worrying the boys most is what became of the other part of the package.

The Poehlmann Bros. Co., have a splendid lot of Easter stock in great variety. This however, was reported all sold early this week. Some azaleas in the smaller sizes are remarkably fine being full of bloom.

Zech & Mann are having a good call for stocks which are arriving in large supply this week. This house will be strong on cut lilies for Easter again this season and are busy booking orders for same.

Miss Corinne Allen, of Allen & Heasley, Benton, was a welcome visitor this week. Miss Allen has been in the retail business for about a year and is well pleased with the sales the past season.

A. L. Vaughan & Co. will have a good supply of cut lilies to offer for Easter in addition to its regular line of stock. Jonquils are in heavy supply here this week and at times are in strong demand.

Hugh Will and wife of Minneapolis, Minn., were the guests of Hans Jepsen and wife March 31, when they were on their way home from the Fifth National Flower Show at Indianapolis.

Chas. Erne, of Erne & Co., received an unexpected consignment April 1 that is on exhibition at the store. Be sure and read the inscription and then try and find out who mailed it.

The E. C. Amling Co. is offering Russian statice in addition to its regular line of stocks. Alois Frey's new purple freesia is attracting much favorable attention here.

The George Wittbold Co., is considering the erection of another apartment building on the Buckingham place property, moving the greenhouses to Edgebrook.

E. W. Vineca, manager of the Crowl Fern Co., Millington, Mass., and wife visited here for a few days on their way home from the Indianapolis flower show.

Arthur Christianson, who has been in the employ of the Ove Gnatt Co. since it opened its local office and display room, is back with Paul Blome & Co.

The Chicago Flower Growers' Association is featuring particularly fine lupines in addition to its regular line, not to mention fancy sweet peas.

George Reinberg is cutting so many callas that his store manager, Robert Northam, is having his hands full moving them.

Wittbold's giganteum lilies at Edgebrook are of good height and will make Easter with some favorable weather.

Ed. Martin has resigned his position with Kennicott Bros. Co. to enter the employ of the J. A. Budlong Co.

A. Henderson & Co. say the demand for cannas, gladioli and other spring bulbs continues brisk.

A. Lange, Ed. Winterson and Fritz Bahr are planning a trip to Rockford this week.

ROSES

AND

CARNATIONS

In Heavy Supply for Easter

Lilies, Fancy Stock, \$20.00 to \$25.00 Per 100.

Sweet Peas, Violets, Tulips, Jonquils, Daisies,
Valley, Calendulas, Etc.

Satisfied customers everywhere speak highly of Reinberg's Roses, and Carnations. Give your customers the best. Place your order here.

You Get the Best Stock in the Chicago Market at
the prices quoted when you place your order here

EASTER PRICE LIST—

Crusader	Per 100
Special	\$40.00
Fancy Long	\$30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00
Premier	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00
Russell	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00
Milady	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00
Columbia	
Special	35.00
Fancy Long	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00

Sunburst	Per 100
Special	\$35.00
Long	20.00
Medium	15.00 to 18.00
Short	8.00 to 10.00

White	
Special	30.00
Long	25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00

Butterfly	
Special	30.00
Long	25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00

Extra Special Roses Billed Accordingly

ORCHIDS

Choice Home-grown Cattleyas—\$1.00 to \$1.25 each.

MISCELLANEOUS FLOWERS

Carnations	Per 100
Assorted	\$ 8.00 to \$10.00
Valley	6.00 to 3.00
Sweet Peas	\$2.00, \$3.00, \$4.00
Calendula Orange King	3.00 to 6.00
Ball's Calendula	8.00
Jonquils	6.00
Jonquils (King Albert)	8.00
Tulips	6.00 to 8.00
Darwin Tulips	10.00 to 12.00
Lupines	1.50 to 2.50
Daisies	3.00 to 4.00
Pussy Willows	4.00
Calla Lilies	per doz., 3.00

DECORATIVE GREENS

Ferns	\$4.50 per 1000
Adiantum	\$1.50 to \$2.00 per 100
Plumosis	50c bunch
Sprengeri	35c to 50c bunch
Boxwood	35c bunch
Smilax	\$3.00 doz.
Galax	per 1000, \$ 2.00
Mexican Ivy	per 1000, 10.00
Leucothoe	per 1000, 10.00
Cocos palm fronds	per 100, 4.00

Prices Subject to Change Without Notice. Open Week Days 8 a. m. to 5 p. m.



PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Southern Wild Smilax, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

W. J. Keimel, Elmhurst, Ill., requests that all those who attended the Indianapolis flower show last week and are holding certificates should turn them over to him stating time and train they returned on or deliver them direct to Herbert Wiley, general agent passenger department, Chicago, Indianapolis & Louisville railroad, 606 Merchants' Loan & Trust building, 112 West Adams street, Chicago. Mr. Keimel is anxious to complete his work as early as possible and requests everyone to take action immediately so those entitled to the reduced rate on the certificate plan may secure same in the time limit.

The Juvenile Furniture Co., 904 South Morgan street, which was almost completely destroyed by fire last week is the concern that Joseph Ziska & Sons are interested in. John Ziska says that the factory will be in operation again in a few weeks.

Henry Arnold, of Tonner's, gave a surprise party April 1 in honor of Frank Jarel. Max George of the Zech & Mann force acted as master of ceremonies and kept things humming smoothly until the grand finale the following Monday.

Michael Leider of Park Ridge, who attended the Indianapolis flower show with Louis Hoeckner and wife, took a liking to the new Carnations Betty Jane and Surprise and will grow them for the local market next season.

Official notice has been received at Maywood that the government has appropriated \$10,000 to beautify the grounds of the Speedway hospital.

Robert Newcomb, representing the Burlington Willowware Shops, Burlington, Ia., is visiting friends here this week.

A west side rug store gave away a Boston fern with every order at its spring opening sale last week.

C. L. Washburn and wife entertained Chas. P. Mueller, of Wichita, Kan., at their Hinsdale home April 2.

Peter Reinberg, Inc., reports a large number of inquiries for Easter with a strong call for lilies.

The American Bulb Co. says business was highly satisfactory at the Indianapolis show.

George Wittbold, with Henry Wittbold & Son, is back from a business trip to South Bend, Ind.

Vaughan's Seed Store reports the retail seed business good this week.

R. M. Reed will join the force at Kenicott Bros. Co.'s store April 10.

A number of changes will take place in the trade in the near future.

W. N. Rudd celebrated another birthday anniversary March 30.

D. E. Freres & Co. are moving choice snapdragons in quantity.

E. C. Amling is expected home from California for Easter.

Peter Pearson is adding another Moninger house.

Arbor Day will fall on April 14 this year.

ARTIFICIAL FLOWERS

AND FOLIAGES

Fox-Brushes, Thistles, Geraniums,
Roses, Autumn Branches, With Fruits, Etc.

Ask for a sample shipment, carriage paid.

CASH WITH ORDER OF \$5.00 OR MORE.

ARIE P. VRIJ, P. O. Box 941, ROTTERDAM, HOLLAND

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

Visitors: J. J. Hess, Omaha, Neb.; J. S. Wilson, Des Moines, Ia.; C. W. Johnson, Rockford; Chas. P. Mueller, Wichita, Kan.; V. J. Gorly, of Grimm & Gorly, St. Louis, Mo.; Miss Rennisson, Sioux City, Ia.; J. F. Ammann, Edwardsville.

St. Louis, Mo.

EXCEPTIONALLY GOOD TRADE REPORTED

The market has been exceptionally good the past week and from present indications it is thought the Easter trade will surpass former years. Spring flowers are in most demand with roses and carnations closely following. Roses are improving in quality Premier and Mrs. Chas. Russel bringing \$6 to \$20 per 100. Columbia, Crusader, Butterfly, Sunburst are meeting a good demand at \$4 to \$15 per 100. Excellent carnations move rapidly. Lily of the valley demand is fair and stock is gradually deteriorating. Orchids move slowly and violets are very poor. Delphiniums clean up early each day at \$3 per dozen spikes. Light blues have large spikes with many immense flowers. Double calendulas are fine at \$3 to \$6 per 100. Both cut and pot callas are popular, cut stock selling at \$2 to \$3 per dozen while pot yellows are going at 50 cents per flower. The call for Easter lilies is steadily increasing at \$25 per 100 blooms, pot stock going at 30 cents per flower. Jonquils, hyacinths and tulips are selling well. Sweet peas are an important item stock moving out rapidly. A good demand is noted for stocks. Spanish irises continue to arrive but the demand

is only fair. Snapdragon developed a strong demand last week, excellent flowers bringing \$2 to \$3 per dozen. Pot plants are most popular, roses tulips, hyacinths, jonquils and hydrangeas heading the list. Asparagus plumosus and A. Sprengerii, adiantums, ferns, galax and leucothoe sell easily.

INDIANAPOLIS EXHIBITORS.

W. A. Rowe won first prize in pink carnations and A. Jablonsky, Olivette, carried off blue ribbon for flesh pinks, with his new kind, Carnation Betty Jane. Woodlawn Gardens, Edwardsville, Ill., won a first in whites. Phil Goebel, Jr., Webster Grove, took 11 out of 16 firsts in sweet peas, a remarkable showing.

The third annual garden show will be held at the Missouri Botanic gardens, May 20-21. There is no charge either for entries or admission. The show is staged by the Garden Club and its main object is to encourage gardening and demonstrate what can be done in the way of raising flowers, shrubs, etc. It will be open to the public from 9 a. m., to 10 p. m.

The local delegation to the Indianapolis show, 70 strong, were loud in their praise of the exhibition and hoped that the Sixth National Flower Show could be staged here as the show just finished was to have been held in this city in 1917 but was postponed on account of the great war.

J. K. M.

BEAUMONT, TEX.—A cyclone here, week of March 25, did considerable damage.

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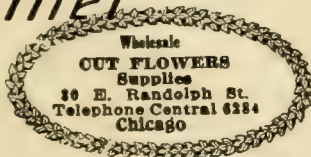
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	Dozen
Roses Mrs. Chas. Russell..	\$6.00 @ \$35.00
" Butterfly	4.00 @ 20.00
" Columbia	4.00 @ 20.00
" Dunlop	4.00 @ 20.00
" Premier	6.00 @ 35.00
" Hoosier Beauty	4.00 @ 25.00
" Killarney Brilliant..	4.00 @ 15.00
" White Killarney..	6.00 @ 20.00
" Mrs. Geo. Sawyer..	6.00 @ 20.00
" Milady	4.00 @ 25.00
" Mrs. Aaron Ward..	4.00 @ 20.00
" Sunburst	4.00 @ 20.00
" Ophelia	4.00 @ 20.00
" Dbl. W. Killarney..	4.00 @ 20.00
" Cecile Bruner	3.00
" Our Selection	5.00
Calendulas	4.00 @ 6.00
Daisies	1.50 @ 2.00
Cattleyas, per doz.	12.00 @ 18.00
Valley	6.00 @ 8.00
Carnation	3.00 @ 5.00
Easter Lilies	25.00
Sweet Peas	1.50 @ 3.00
Paper Whites	3.00 @ 4.00
Violets	1.00 @ 2.50
Freesia	4.00 @ 6.00
Tulips	4.00 @ 8.00
Jonquils	4.00 @ 8.00
Iris, per doz.	5.00
Pansies, dozen bunches..	2.00
Adiantum	.75 @ 1.50
Ferns, per 1,000.....	4.00
Galax, per 1,000.....	2.00
Leucothoe	1.00
Sprengerli, Plumous Sprays,	
per bunch	.50 @ .75
Mexican Ivy	1.00
Boxwood, 35c per lb., case	9.00
Southern Wild Smilax, per	
case	7.50

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Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Enough for two quarts, either pink or
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are a satisfactory flower for your corsages. We make a specialty of Gardenias and will have a big supply at Easter at \$4.00 to \$7.50 per dozen.

To avoid disappointment, place your order at once.

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Philadelphia, Pa.

STOCK SELLING UP CLOSELY.

There has been a very fair demand the past week, all good stock selling up close at moderate prices. It is not the time of year when fancy, long stemmed stock brings what the growers think it is worth, but as the quantities are so much greater the total figures, even at lower prices, foot up satisfactorily. There is a good out of town demand, that is the balance wheel of this market and which patronage appears to be getting stronger each year. The stock of roses in all standard varieties is fine. Carnations are slowing up a trifle, but there promises to be a good crop at Easter. Sweet peas are seen in quantity, with first grades of splendid quality. They are largely used in corsage work in place of cattleyas, which are now scarce. Snapdragon as a quantity stock was never seen better and sells well. There are daffodils galore, mostly Emperor. White lilac and lily of the valley are splendid stocks. Calendulas, white and yellow daisies, stocks and pansies are small flowers that find a market for spring boxes. Fine larkspur is a feature.

THIS CITY AHEAD.

That the rose growers of this market hold the supremacy for their favorite flower against all competition was shown at the Fifth National Flower Show, when on rose day they captured all the first prizes in classes in which they entered and also some of the seconds when in competition with one another. The record of the Jos. Heacock Co. was wonderful. Their Hadley vase was superb. Ophelia, Butterfly, Pilgrim, Crusader, Columbia and Double White Killarney were all unbeatable, winning a first on every entry.

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, April 5.		Per 100
Roses, American Beauty...	\$10.00@	\$100.00
" Russell	6.00@	16.00
" Dunlop	6.00@	12.00
" Pilgrim	6.00@	16.00
" Crusader	6.00@	20.00
" White Killarney...	6.00@	16.00
" Ward	6.00@	12.00
" Maryland	4.00@	10.00
" Hoosier Beauty...	6.00@	16.00
" Columbia	6.00@	16.00
" Hadley	8.00@	20.00
" Premier	6.00@	16.00
" Ophelia	6.00@	16.00
" Butterfly	6.00@	16.00
" Cecile Brunner...	3.00@	16.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Calendulas, per bunch...	.75@	1.80
Carnations, fancy	8.00@	10.00
Carnations, ordinary	4.00@	6.00
Cattleyas, per doz.	9.00@	12.00
Callas	2.50@	3.00
Easter Lilies	25.00@	
Lily of the Valley.....		8.00
Smilax, per dozen.....		6.00
Violet	1.00@	1.25
Cyripediums, dozen.....	4.00@	6.00
Sweet Peas	2.00@	3.00
Freesia	6.00@	
Jonquils	6.00@	
Myrsotis, per bch.....	.50@	.75
Politicus		4.00
Marguerites	3.00@	4.00

BUFFALO, April 5.		Per 100
Roses, White Killarney...	\$6.00@	\$12.00
" Dbl. Wht. Killarney	6.00@	12.00
" Milady	6.00@	18.00
" Maryland	3.00@	10.00
" Sunburst	5.00@	12.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	12.00
" Russell	8.00@	15.00
" Premier	6.00@	18.00
" Cecile Brunner	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	3.00@	5.00
Easter Lilies	20.00@	25.00
Mignonette	3.00@	5.00
Narcissus, Paper White...	3.00@	4.00
Rubrum Lilies	8.00@	10.00
Snapdragons	6.00@	10.00
Sweet Peas	.50@	3.00
Violets	.75@	1.00
Freelias	3.00@	6.00
Daisies	2.00@	3.00
Golden Spur	3.00@	5.00
Tulips	4.00@	6.00
Calla Lilies	15.00@	25.00

PHILADELPHIA, April 5.		Per 100
Roses, Beauty, special ...	\$75.00@	\$100.00
" Butterfly		15.00
" Ophelia	6.00@	12.00
" Columbia	6.00@	20.00
" Mrs. Chas. Russell	10.00@	25.00
" Dbl. Wt. Killarney	8.00@	15.00
" Hadley	12.00@	25.00
" Sunburst	8.00@	15.00
" Wards	4.00@	8.00
" Premier	6.00@	20.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	1.00@	3.00
Carnations	2.00@	6.00
Cattleyas	75.00@	100.00
Easter Lilies	15.00@	25.00
Lily of the Valley.....	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	1.50@	3.00
Sweet Peas	.50@	3.00
Violets, single	.50@	1.00
Violets, double	.75@	1.00
Callas	15.00@	20.00
Daffodils	3.00@	6.00
Tulips	5.00@	8.00
White Lilac, per bunch...	2.00@	2.50

John Welsh Young won a first on his Ophelia and a first and second on his Pilgrim. Myers & Samtman have the honor of owning the best rose not yet disseminated in Celestial which won over Montgomery's seedling \$9.199 and Hill's Columbia and obtaining for them the gold medal. Their vase of 100 Celestial was remarkable and was awarded a silver medal. They also won first for 50

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WM. C. LYNCH, Manager

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PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets and Carnations

Berger Bros.

The Choice of the Market in

EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

any disseminated red and second for 50 American Beauty. They also exhibited American Legion of fine quality, their vase of 50 opening up much like Francis Scott Key in form and color.

The Florex Gardens and John Andre were unfortunate in trusting their large shipments to the express companies, as they did not arrive until late in the afternoon long after the judges had made their awards. The quality of the stock was very fine and more firsts would have been brought to this city had these gotten into the competition. The other local entries which the exhibitors brought with them as excess baggage is a lesson for the future.

EASTER STOCK.

Much has been said about the excellence of the Easter stock as seen with the growers but it is developing even better than expected. The large trained roses of the Robert Craig Co., are wonderful as are their huge blocks of lilies and hydrangeas. Mark Mills says that in all his long experience he has never had a finer batch of pot Easter lilies, and that the W. K. Harris stock generally and particularly the hydrangeas is exceptionally fine. The Bickley greenhouses whose stock is handled by Berger Bros. have over 60,000 hyacinths, tulips and daffodils in pots and pans, all of which stock is in splendid shape timed right to the hour for the Easter trade.

FLORISTS' CLUB MEETING.

The April 4 meeting of the Florists' Club held at the Adelphia hotel was largely attended. There was a fine exhibition of Easter plants, the best ever made before the club. Choice roses were also a feature. The lecture by Chas. Henry Fox on "Analysis of the Flower Business," with illustrations was a most enjoyable feature the speaker was at his best and with cut flowers deftly arranged presented many new ideas to his large audience.

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PITTSBURGH, April 5.		Per 100
Roses, Beauty, spl., doz...	9.00	\$60.00
" " fcy., doz...	7.50	45.00
" " ex., doz...	6.00	25.00
" " No. 1, doz...	4.00	15.00
" American Legion...	8.00	25.00
" Killarney	6.00	15.00
" Maryland	6.00	15.00
" Sunburst	6.00	15.00
" Mrs. Aaron Ward...	6.00	15.00
" Russell	8.00	25.00
" Columbia	6.00	20.00
" Ophelia	6.00	25.00
" Hilda	6.00	15.00
" Premier	8.00	25.00
" Madam Butterfly...	8.00	25.00
Carnations	5.00	6.00
Calendulas	2.00	4.00
Calla Lilies, per doz...	2.50	3.00
Daisies, Yellow	2.00	4.00
Lilies	20.00	25.00
Valley		6.00
Ferns, per 1,000	5.00	
Galax, per 1,000	2.00	
Plumosos, per bunch...	.50	
Sprengerl, per bunch...	.60	
Smilax, per doz. strings...	3.00	
Sweet Peas	1.00	3.00
Violets		1.00
Baby Primroses	.50	1.00
Jonquills	4.00	6.00
Tulips	4.00	8.00
Snopdragons, per doz...	.75	2.00
Pussy Willows	3.00	5.00

MILWAUKEE, April 5.		Per 100
Roses, Killarney, W. K'ty.	\$ 6.00	\$18.00
" Premier	8.00	35.00
" Ophelia	6.00	20.00
" Columbia	8.00	30.00
" Ward	5.00	12.00
" Butterfly	8.00	20.00
Carnations	6.00	8.00
Hyacinths	8.00	12.00
Orchids, Cattleyas, doz...	12.00	18.00
Stawflowers, bunch	.25	3.00
Sweet Peas	1.00	3.00
Wild Smilax, per case...		7.50
Fancy Ferns, per 1,000...		4.00
Paper Whites	4.00	6.00
Calendulas	4.00	8.00
Tulips	4.00	6.00
Galax, per 1,000		2.00
Asparagus, per bunch...	.50	.75
Valley	6.00	8.00
Lilies, per doz...		3.00
Calla, per doz...	2.50	3.00
Daffodils	6.00	8.00
Snopdragons	12.00	20.00
Darwin Tulips	8.00	10.00
Forget-Me-Not's, bunch	.35	.50
Pansies		1.00

The Robert Craig Co.'s bed of crotons at the big show made a great hit with the visitors.

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MINNEAPOLIS, MINN.

RICE BROTHERS

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218 North Fifth St.

Send list in for quotations.

St. Louis, April 5.		Per 100
Roses, Premier	\$3.00	\$18.00
" White Killarney	3.00	8.00
" Columbia	3.00	12.50
" Crusader	4.00	12.50
" Ophelia	3.00	10.00
" Russell	4.00	20.00
" Ward	2.00	5.00
" Butterfly	3.00	10.00
" Sunburst	3.00	12.50
Carnations	3.00	6.00
Valley	6.00	10.00
Mignonette	8.00	10.00
Sweet Peas	.30	1.50
Violets	.30	.50
Callas, per doz...	8.00	15.00
Lilies, per doz...	12.00	20.00
Leucothoe		.75
Galax, green, per 1,000....		1.50
Galax, bronze, per 1,000....		1.50
Ferns, per 1,000		4.50

CINCINNATI, April 5.		Per 100
Roses, Premier	\$6.00	\$20.00
" Russell	6.00	20.00
" Columbia	6.00	20.00
" Butterfly	6.00	20.00
" Pink Killarney	6.00	20.00
" White Killarney	6.00	20.00
" Sunburst	6.00	20.00
" Mrs. Aaron Ward...	6.00	20.00
" Ophelia	6.00	20.00
" Baby Doll	3.00	4.00
Daffodils	4.00	6.00
Freelias	4.00	6.00
Rubrum	4.00	8.00
Calla	12.50	15.00
Primulas		1.00
Violets	1.00	1.50
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Leucothoe		5.00
Plumosos (south) per bch...		.25
Smilax, per string	.15	.25
Hyacinths	4.00	6.00
Coontie Leaves		2.00
Mahonia Leaves		1.00

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E. C. Amling Co.

OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

NOTES.

Edward Reid would have liked very much to have gone to Indianapolis but was kept busy with the best Lenten trade he has ever enjoyed. Choice Premier and Columbia roses together with high grade carnations are features of his stock.

The Leo Niessen Co., is certain that John Andre whose roses they handle would have had several firsts to his credit had his stock arrived on time at Indianapolis, they are preparing here for a great Easter trade in cut flowers.

Manager Lynch, of the Philadelphia Growers' Cut Flower market is much pleased with the business during the past two weeks and the promise from his growers of a fine crop in all lines of cut flowers for Easter.

Carl Cortis of the Jos. Heacock Co., now offers only first premium roses, but charges nothing extra for the title, preferring to give his customers all the benefits in handling the choice stock.

Richard Umfrid and William Dunning who ran the Fox Floral Shop on North Broad street have dissolved partnership. The business will be continued by Mr. Umfrid.

George Burton attended the great national show as a judge in the rose classes. There could be none better.

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.
104 West 28th Street, NEW YORK CITY
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440 SOUTH DEARBORN STREET, CHICAGO

New York.

MARKET CONTINUES SLUGGISH.

To use a time worn expression, "the market went to pieces," the past week. Freakish weather was to some extent blamed for it but the result would probably have been the same with any other kind of weather. The first two days of the week were so warm and humid that roses and tulips opened up about as soon as they were out of the boxes. March 29 was a fair day as to weather but cold rain set in on the following day and continued for the remainder of the week. Slackness in trade for two weeks before a great holiday is not unusual but it seems to be going the limit this year. The steamship offices report heavy bookings for European ports and similar news comes from Boston, Mass. It is believed that steamship travel, outward bound, will equal if not exceed that of pre-war years. The people that can afford to travel are usually good customers of florists when they are here and their absence is felt in the trade. As an offset it may be stated that there is likely to be a good Easter trade and there should be many steamer orders. Memorial Day is not far off and it may be hoped that the memory of our soldier dead will serve as an incentive to a greater observance of the occasion. To show that we have not exaggerated the condition of the market it may be stated that many No. 1 pink roses are selling at \$3 per 100. About a month ago they brought \$8 to \$12. As shorter grades are always more in demand than specials it is unnecessary to enlarge on conditions in that grade. It would seem that about all the growers that ship to this market are sending in sweet peas this season. They are good sellers but enough is a plenty. Lily of the valley is also glutting the market. As unlike some other flowers its supply can be regulated and it seems surprising that growers of it do not catch on. Good cattleyas are arriving but there is little demand for them and the same can be said of various other offerings. It is about this way in this city—When people want flowers they will pay good prices; when they don't want them—good night! There was necessarily a little more activity in the market Saturday. It stopped raining but the weather continued cold and cloudy which may put a slight check on the supply.

April 3.—The weather is clear and cool and there is more life in the market but as there must be some stocking up by retailers Monday, the improvement may be but temporary.

NOTES.

The range of Anton Schultheis, College Point, is now managed by Anton Schultheis, Jr. It is showing a fine line of Easter plants, noteworthy being ericas, roses and hydrangeas. Mr. Schultheis, Sr., and wife, who are at Miami, Fla., will remain there until after Easter.

Henry Hession and brother, of the Hession carnation range, Flatbush, Brooklyn, visited the Indianapolis show and displayed their new carnation. My Welcome.

Walter F. Kleine, well known to the retail trade of this city, is now the florist at the Hotel Majestic, Central Park, West, and 72nd street.

Sullivan, Dolan & Co., 112 West Twenty-eight street, is now receiving a

Gold Letters and Scripts

Best and cheapest on the market .
Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

fine line of Hadley, Ophelia, Premier and Columbia roses.

Fine pot lilies from the range of F. R. Pierson, Tarrytown, are being sold by J. A. Millang, Sixth avenue at Twenty-sixth street.

Wm. Kessler and wife, who spent several weeks at Miami, Fla., are home again and much pleased with their trip.

The Easter plant outlook from the growers' viewpoint is good, most of them reporting they are about sold out.

Frank H. Traendly and other bright lights have returned from Indianapolis and report a fine exhibition.

The Kuhn retail flower store, Sixth avenue near 50th street is undergoing extensive improvements.

M. C. Ford, in the Eighteenth street market, continues to receive fine American Beauty roses.

Cattleyas, gardenias and other good offerings are being received by Doyle & Booth.

Decorations and funeral work are brisk with A. C. Scemmadau, 485 Eighth avenue. A. F. F.

Toronto, Ont.

BUSINESS CONDITIONS EXCELLENT.

Business conditions are good and trade has kept up remarkably well the past month. There is considerable sickness and a large call for funeral work and the market has cleaned up daily so that the usual surplus at this season is absent. Stock is of excellent grade and when a shortage is noticed it is in the cheaper kinds which are used in made-up work. Roses are all of good quality, Dunlop, American Beauty, Columbia, Butterfly and Premier being principal kinds. Carnations are in fair crop and look well. Sweet peas were never better and there is a good supply of lily of the valley, orchids, lilies and all bulbous stock.

NOTES.

The death of Sir John Craig Eaton, one of Canada's best known citizens and one who leaves a place in the life of this city and Canada which no other man can fill, occurred March 30. A keen patriot, sincere philanthropist, generous employer, shrewd and candid business man and all round worthy citizen, for 15 years was president of the largest retail establishment in the British Empire, the T. Eaton Co., Ltd. Sir John was only 43 years of age and his broad sympathies and frank candor made him popular with his 20,000 employees. Saturday the flags of the city were at half mast and many business houses placed memorial windows in his honor and many words of generous praise came from the different pulpits Sunday. At the request of Lady Eaton the phrase "No flowers" appeared in the funeral notices, but it was made known through the newspaper comments that those desirous of sending flowers could do so by giving them to the different hospitals. This



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WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Mention the American Florist when writing.

was carried out in many instances and many flowers were sent direct to the church where the public services were held and afterwards to the hospitals. Telegraphic orders were forwarded direct to the late residence as ordered, but it meant the cancelling of many thousands of dollars worth of stock and designs.

A few weeks ago about 15 of our retailers got together on co-operative advertising and each Saturday they have announced that with the increased sunshine and larger production of flowers they are enabled to give their customers good quality flowers at greatly reduced prices. This so far has worked out well and many customers are coming back to the stores, many of them stating that the high prices have kept them from

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26th STREET

New York City

Telephones:
3864 and 3158 Watkins**William Mackie**

Wholesale Florist

31 and 43 W. 18th St., NEW YORK

Carnations and Sweet Peas of Fine Quality.

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WHOLESALE COMMISSION

All the New and Standard Varieties of
Roses, Violets, Carnations, Valley, Lilies, Etc.

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CONSIGNMENTS SOLICITED

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Prompt and careful attention to your
interests. Consignments Solicited.

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Wholesale Florist

55-57 W. 26th St., New York

Telephone: 2046 Watkins

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Wholesale Flower Markets

	NEW YORK, April 5.	Per 100
Roses, Beauty	\$ 2.00 @	\$ 60.00
" Premier	3.00 @	20.00
" American Legion	3.00 @	20.00
" Crusader	3.00 @	25.00
" Golden Ophelia	2.00 @	8.00
" Columbia	1.00 @	5.00
" Pilgrim	1.00 @	12.00
" Hadley	3.00 @	25.00
" White Killarney	1.00 @	6.00
" Dbl. Wt. Killarney	2.00 @	12.00
" Dunlop	2.00 @	15.00
" Aaron Ward	3.00 @	10.00
" Ophelia	1.00 @	15.00
" Scott Key	8.00 @	60.00
" Sunburst	2.00 @	12.00
" Mdm. Butterfly	3.00 @	15.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus, per bch..	.25 @	.75
Carnations	1.50 @	3.00
Carnation Laddie	6.00 @	8.00
Cattleyas	15.00 @	125.00
Daisies, Yellow	.50 @	2.00
Gardenias, per doz.	.50 @	4.00
Iris, per doz.	1.50 @	2.00
L. Rubrum	8.00 @	10.00
Leucothoe, per 1,000.....	5.00 @	7.00
Lilies, White	6.00 @	15.00
Lily of the Valley	.50 @	4.00
Mignonette, per doz.	.50 @	.75
Snapdragons, per doz.	.50 @	1.50
Smilax, doz. strings.....	1.25 @	2.00
Galax, green and bronze, per 1,000	1.50 @	2.50
Ferns, per 1,000	2.00 @	2.50
Violets	.15 @	.40
Sweet Peas	.50 @	1.50
Callas, per doz.	1.50 @	2.50
Tulips, per doz.	.35 @	.40
" Darwins, per doz.	.50 @	.75
Asp. Plumosus, per bunch, southern	.15 @	.50
Pansies, cut	.75 @	1.50
Narcissus, yellow	.35 @	.50

Frank H. Traendly

Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, NEW YORK

Between 26th and 27th Sts.

Telephones: 798 and 799 Watkins

Orchids, Roses, Carnations, and all the
other best products of the leading growers.

Mention the American Florist when writing.

HERMAN WEISS

121 W. 28th St., NEW YORK

Snapdragons, Roses, Carnations, Bouvardias
and Orchids.

As Well As All Other Flowers in Season.

Member
New York Wholesale Florists' Protective Ass'n

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WHOLESALE FLORISTS

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Watkins 10255-1771Telephones (4422) Watkins D. J. Pappas
(4423) President**United Cut
Flower Co., Inc.**

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111 W. 28th St., NEW YORK

PHONE 2335 WATKINS
2336**WM. KESSLER**

Wholesale Florist

113 W. 28TH STREET

Bet. 6th & 7th Aves. NEW YORK

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Everything in Cut Flowers
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For prompt and satisfactory results ship to

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WHOLESALE FLORISTS

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All Seasonable Flowers

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-

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24-30 Stone Street

ROCHESTER, NEW YORK

Joseph S. Fenrich

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Roses, Carnations, Peas,
Violets and Lilies.

FOR EASTER ORCHIDS VIOLETS

Mossiae, Trianae, Schroederi, Hybrids

Largest Receivers of Violets

ROSES

Hadleys, Sunbursts, Columbias, Ophelias, Premier, Double White

GARDENIAS
FINEST GROWN

SWEET PEAS
EVERY SHADE GROWN

CARNATIONS

Laddies, Wards, Matchless, Supreme, Perfection, Reds
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DOYLE & BOOTH

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121 WEST 28TH STREET,

NEW YORK

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Offers For The EASTER TRADE

HOWARD'S FAMOUS CARNATIONS and
GODDARD'S GOLD MEDAL LADDIE

SWEET PEAS IN ALL COLORS AND GRADES

A Big Cut of FINE VALLEY, SMILAX and CALLAS.

VIOLETS OUR SPECIALTY

We Can Supply Any Quantity for Easter.

Shipping Orders Given Personal Attention and Satisfaction Guaranteed.

Also Spencer Sweet Peas, Carnations, Snapdragons and Other Seasonable Flowers.

CLARENCE SLINN, WHOLESALE FLORIST

43 WEST 18TH STREET, NEW YORK

Telephone Watkins 2453.

buying stock. From the way these sales are taking it appears that many of our old-time transients will be brought back to the shops again.

The outlook for Easter stock is very promising and with favorable weather there should be a plentiful supply. Many lilies are being grown and they appear

good, fair and indifferent, as many are on the short side, but roses, carnations, sweet peas and bulbous stock, with the usual supply of plants all show great promise.

The Retail Florists' Club held its annual theatre party, on March 31. Baskets and bouquets were presented to the

actresses and considerable publicity received from the press.

Nine delegates went from this district to attend the Fifth National Flower Show at Indianapolis and we expect a full report of the exhibition at our next club meeting night.

H. G. D.

FRANK H. TRAENDLY

Telephones, Watkins 0797-0798-0799.

CHARLES SCHENCK

Traendly & Schenck, Wholesale Florists

436 Sixth Ave., ^{Between} 26th and 27th Sts., NEW YORK

**Look to the Left and Keep RIGHT
FOR EASTER**

For a good profitable business you should have the best the market affords.

Extract from the N. Y. Times.

March 16, 1922.

Prize for Roses Won by New Entry.

Traendly & Schenck receive \$500.00 for what is called best Exhibit yet seen.

First in the big 1000 Rose competition.

A Dark Horse as far as flower shows are concerned.

Traendly & Schenck of New York, took the \$500.00 prize for what was said to be the finest rose exhibit ever shown at the

Grand Central Palace

However, the above prize was won **Three Times at Three Shows.**

By handling the **FIRST PRIZE ROSE STOCK** you cannot go wrong.

You will also have the satisfaction of being able to inform your customers that you handle only

FIRST PRIZE ROSES

We will quote you prices on request.

We also have the finest

Peas, Superb Valley

and a general supply of finest quality stock of everything required in an up-to-date Flower Shop.

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FOR THE EASTER TRADE

THE FINEST

Scott Key and American Beauty Roses

Also a good line of other Popular
Roses and the Finest Carnations.

A General Variety of Seasonable Stock

IN PLANTS

THE CELEBRATED F. R. PIERSON FERNS

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VIOLETS—Doubles, blue and white, in any quantity.

SWEET PEAS—Long stems in all colors.

VALLEY—Any quantity of Siebrecht's good stock.

TULIPS—All varieties, also Darwins.

NARCISSUS—Bicolor Spurs, King Alfred.

STOCKS—The best to be had in all colors.

Other miscellaneous stock. Prompt and personal attention to shipping orders.

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Of the Finest Quality in
Plants and Cut Flowers at the

FLOWER MARKET OF

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Out of Town Orders for Any Part of the City of New York Promptly filled.

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AMERICAN BEAUTIES

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Our usual large supply will be of the **FINEST QUALITY.**

— PLACE YOUR ORDER EARLY —

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JOSEPH J. LEVY

WHOLESALE
DEALER IN

CUT FLOWERS

56 W. 26th Street,

Telephone
Farragut 8863

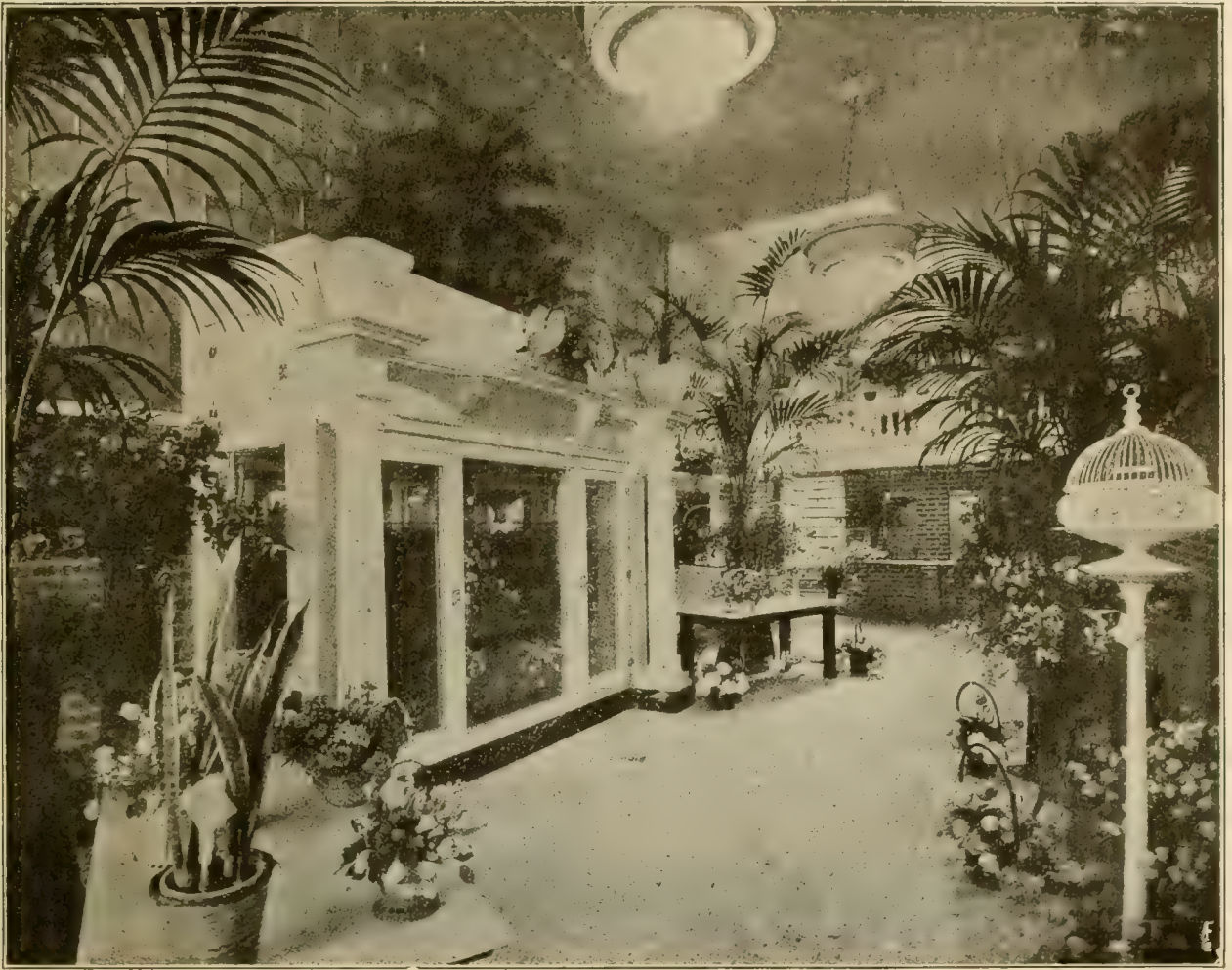
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Colonial Florist, Inc.

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Telephone 5822 Audubon

Orders From Out-of-Town for this City or Steamer Promptly Filled.



YOUR CUSTOMERS WILL BE PERFECTLY SATISFIED IF YOU

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SAMUEL MURRAY

—FOR—

Kansas City and Vicinity

We Give the Florist the Same High Class Service That We Do the Customer

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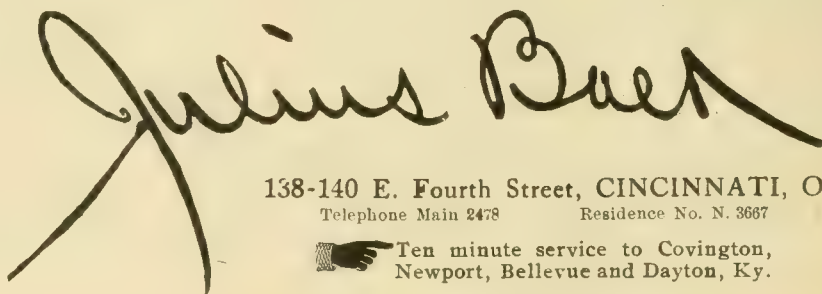
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HIPPODROME BUILDING, 44th ST. and SIXTH AVE., NEW YORK
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"Flowers Scatter Sunshine"

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Orders from Other Cities Carefully
and Promptly filled.

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Particular Attention
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We can reach Trans-Atlantic Piers
Within 10 minutes.

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Center of the City

Careful Attention to every Order
Member F. T. D.

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TO

ALL OUR FRIENDS!

Coming again to the celebration of this
Glorious Anniversary

that means so much that is good to the people of the world, what can be more appropriate in the joyful intercourse of friends with friends than the use and appreciation of the choice gifts of nature,

FLOWERS AND FLOWERING PLANTS?

The name "Malandre Brothers" on a box of flowers is a guarantee of quality

Orders from other cities receive our personal attention, and will be filled with the finest stock and promptly delivered

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2077 Broadway, near 72nd St.,

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Phone: Columbus 6893.

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THE BEST OF FLOWERS DELIVERED PROMPTLY ANYWHERE.**NEW YORK****PETER F. MCKENNEY
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FLORIST**Orders From Other Cities Receive
Very Prompt and Personal Attention**256 Fulton St.**

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**Christatos & Koster
FLORISTS****717 Madison Avenue****NEW YORK**

Bet. 63rd and 64th Sts.

Branch: Ocean Ave., WEST END., N. J.

Orders from other cities promptly filled.



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INC.

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Mention the American Florist when writing.

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FLORIST****1174 Madison Ave., NEW YORK**Orders from other cities promptly filled
with good stock.

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We have the stock and want your business. Our two stores handle a large and complete line of Cut Flowers and Plants, and are located so that deliveries can be made in the shortest possible time.

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THE HOMES OF FLOWERS

CHICAGO

Alpha Floral Company

Our Motto:
Satisfaction,
Quality and
Service.

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Members of the F. T. D.

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Flowers, Plants, Decorations, Landscapes

Flowers grown at our own Greenhouses, Stamford, Conn.

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Strict Personal Attention Given Orders for
City Houses, Hotels or Steamers.

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AT FIFTY-FIFTH STREET

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6739

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Send your Orders for Chicago ^{and Suburbs to}

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The Florist

All orders carefully filled under the supervision of
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Morris Goldenson**

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We solicit telegraph order. Regular trade discount.

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150 East Fourth Street

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EXPERTS TO ARRANGE THEM.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

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Mall and Telegraph orders carefully filled.
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416-418 Bloomfield Ave.

F.T.D. & NATIONAL FLORIST



Deliveries: Montclair, Caldwell, Verona, Glen Ridge, Bloomfield and all of the Oranges.

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Chas. H. Grakelow

Broad St., at Cumberland

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341 Madison Ave.
Opp. Hotel Biltmore
New York

Fifty Years
Exacting
Fulfillment.



**ORDERS
IN OR
AROUND**

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

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SAVANNAH, GA. ←

John Wolf

The Largest Grower
of Cut Flowers in the South

Member of Florists' Telegraph Delivery.

Buffalo, N. Y.

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440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
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Members of Florists' Telegraph Delivery.

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17 E. MONROE ST.

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George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association

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TORONTO, CAN.

Canada's Best Known and Most Reliable
Florist

Only
the
Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and
guarantee safe arrival.

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745 Buckingham Place
L. D. Phone, Buckingham 1000

Send us your retail orders

We have the Best Facilities in the City
No Branch Stores, Established 1857

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George Stathes

889 Columbus Avenue
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NEW YORK

Well Equipped for Everything in
the Retail Line.

Orders from other cities promptly filled.

Established 1891

Tell It With a Flowergram

J. D. FLESSAS

FLORIST

665 Columbus Avenue
Bet. 92nd and 93rd Streets

NEW YORK

Telephone Riverside 1593

Personal attention given out-of-town orders

SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central
part of Nevada and Idaho

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Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico.
No orders too large, none too small.

TERRE HAUTE, IND.

THINK OF HEINL'S

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

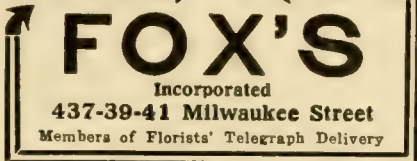
Night and day service in all Central
Pennsylvania.

CHICAGO.



77-79 E. Madison Street

Milwaukee, Wis. ←



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FROM NEW YORK EXCEPT AS NOTED.

April 10.

Nervier, Belgian Line (Antwerp).
Cabo Ortgal, Ybarra Line (Barcelona-Seville).
FROM BOSTON, Maine, I. M. M. Lines (London).

April 11.

Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).
Algeria, Cunard-Anchor Line (Glasgow).
Thistlemore, Furness Lines (Newcastle-Leith-Dundee-Middlesborough).
FROM PHILADELPHIA, Graciana, Furness Lines (Newcastle-Leith-Dundee).

April 12.

France, French Line (Havre).
Britannia, Fabre Line (Lisbon).
FROM PHILADELPHIA, Vauclin, French Line (Bordeaux-Havre).
FROM BALTIMORE, Breedyk, Holland-America Line (Rotterdam).

April 13

Giuseppe Verde, Transatlantica Italiana (Naples-Genoa).

April 14.

FROM NEWPORT NEWS, Breedyk, Holland-America Line (Rotterdam).

April 15.

La Bordonnais, French Line (Havre).
Ohio, French Line (Bordeaux-Havre).
Ikala, Cunard-Anchor Line (London).
Assyria, Cunard-Anchor Line (Glasgow).
Fenchurch, Fabre Line (Marseilles).
FROM PHILADELPHIA, Nitonian, I. M. M. Lines (Liverpool).
FROM BOSTON, Winnifredlan, I. M. M. Lines (Liverpool).
FROM HAMPTON ROADS, Mahopac, I. M. M. Lines (Antwerp).
FROM PORTLAND, Vitella, Cunard-Anchor Line (London).
FROM PHILADELPHIA, Wyncote, Furness Lines (Glasgow).
FROM WEST SAINT JOHN, Manchester Corporation (Manchester).

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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)



Bees Ltd
Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

Mention the American Florist when writing.

Telephone Schuyler 6375

The Boulevard Floral Co.

2391 Broadway, New York

Member F. T. D.

Prompt delivery for out-of-town orders.

"Say It With Flowers"

KARADONTES

FLORIST

3185 Broadway, New York

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Greenhouses at Morsemere, N. J.

Telephone 629 J. Morsemere

Grows all Kinds of
Cut Flowers and Plants

Wholesale and Retail

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EVANSTON, ILL. 3025 Central St.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

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I. B. KELLER SONS,

FLORISTS

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Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY, MISSOURI.

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

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CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

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The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

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MRS. E. A. WILLIAMS

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Members of Florists' Telegraph Delivery.

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Hess & Swoboda FLORISTS

1415 Farnum St.

PHONES
1501 and L1582

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Mention the American Florist when writing.

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(Successor to Charles E. Grunewald)
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924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhineland. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists Filling Telegraph Orders.

Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Masur, Florist, 256 Fulton St.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Brettmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August K. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Kidge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—W. A. Blaedel Sons.
New York—The Boulevard Floral Co.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Christatos & Koster, 717 Madison Ave.
New York—N. Christatos, 1028 Sixth Ave.
New York—Colonial Florists.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Ehmann Flower Shop.
New York—J. D. Flessas, 665 Columbus Ave.
New York—L. Gluck, 23rd St. and Lexington Ave.
New York—Hession.
New York—Irene Hayes.
New York—Karadontes, 3185 Broadway.
New York—Kottmiller.
New York—Kuhn, Florist, 896 Sixth Ave.
New York—W. S. Lee, 44th St. and 6th Ave.
New York—Leikens, Inc., Florists.
New York—Joseph J. Levy, 55 W. 26th St.
New York—Malandre Bros.
New York—Markatos, 1174 Madison Ave.
New York—Matthew A. Battista.
New York—Peter F. McKinney.
New York—Myer, Madison Ave., at 58th St.
New York—Olympia Florist.
New York—Pappas Bros., 2216 Broadway.
New York—W. P. Sears, 840 Sixth Ave.
New York—Geo. Stathes, 889 Columbus Ave.
New York—G. E. M. Stump.
New York—Vidal, Inc., 342 Madison Ave.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Seery.
Paterson, N. J.—Edward Seery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery.

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

FOR ST. LOUIS

WIRE

Grimm & Gorly

LITTLEFIELD, Florist WORCESTER, MASS.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthews.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists
Phones:
Rhineclander
107-420-775

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Bronx, New York City
Fordham Florist
421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK. Telephone Audubon 6618
Established 1906
Olympia Florist
(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop
G.E.M. Stumpff
Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS
South Jefferson Street
Elks' Building Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

LOUISVILLE, KY.
AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

PITTSBURGH, PA.
A.W. Smith Co.
KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.
Middlemount Gardens
Members F. T. D. Association.

Mention the American Florist when writing.

LA CROSSE, WIS.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.
Malandre Brothers
2077 Broadway, near 72nd St.
Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

NEW YORK.
BROADWAY FLORIST
2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing.

NEW YORK
Chatmas Florists
CHATMAS BROS.
2726 Eighth Avenue
Bet. 144th and 145th Sts.
Telephone Audubon 6044.
Orders from Other Cities Promptly Filled
Mention the American Florist when writing.

FREY & FREY
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing.

Kansas City, Mo.
W.J. Barnes
FLORIST, K.C.Mo.
Kansas and Western
Missouri.
Up-to-date Service.
F. T. D. Est. 1890
Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"
Member of Florists' Telegraph
Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

MICHIGAN.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



WIRE YOUR ORDERS
Metairie Ridge Nursery Co., Ltd.
LEADING RETAIL
FLORISTS
135 Carondelet St.
NEW ORLEANS
F.T.D.

Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

Mention the American Florist when writing.

BROOKLYN, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

Eleven Stores

Main Store—Lewis Ave. Cor. Hancock St
Telegraph orders delivered to all parts of
New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing.

Randolph & McClements



Floral Experts
5936 Penn Ave., Pittsburgh, Pa.

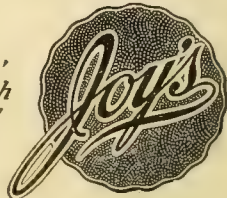
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Orders in
or around Washington, D.C.

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FLORIST
900 Fourteenth Street

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THREE
STORESChattanooga
and AtlantaMEMBER
Florists'
Telegraph
Delivery

Mention the American Florist when writing.

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44 Carmine Street
Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

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Chicago



Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



New York's

SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park Floral Co.

S. E. GILES, President.
E. P. NEUMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.

WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Seattle-Rosala Bros.

Finest floral studio
in Northwest.
Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN,
WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEWARK, N. J.

PHILIPS
BROS.

938 BROAD STREET

Members of Florists'
Telegraph Delivery.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city
within 150 miles of Newark.Telephone
Market 494

Mention the American Florist when writing.

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

New York.

Telephone
Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential
section.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel. The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel. The next annual meeting will be held at Chicago, June 19-20, 1922.

STAMFORD, CONN.—The Quality Seed Store here is asking an extension.

MILLET prices to growers in most areas is the lowest in several years.

L. D. WALLER, of the L. D. Waller Seed Co., Guadalupe, Calif., is due in Chicago April 6.

MAIL and counter trade in the middle-west both show material improvement this week.

SAN DIEGO, CALIF.—J. B. Agnew, of 4433 Hermosa way, is planning to make an eastern trip next June.

THE striking hard coal miners are said to be preparing for a spring garden planting on an unusually large scale.

ONION SET prices in the Chicago district this week are as follows: Yellows \$3.00; whites \$2.75 and reds \$2.00.

ROCKFORD, ILL.—The H. W. Buckbee Co. filled 20,000 orders in the plant department, the last 15 days of March.

"GOVERNMENT CERTIFIED" means only that the potatoes are fit to eat, not that they're good seed. States certify seed potatoes.

CHARLES WATERMAN, the well known Chicago onion set dealer, is republican candidate for the state legislature in the seventh district.

PRICES of bags at Chicago, April 5: Anchor, 16 oz., \$30.00 per bale, in bale lots or over; Royal River, 16 oz., \$30; National, 16 oz., \$30.00; Crown, 12 oz., \$25.00.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade this week were as follows: Timothy, \$3.00 to \$5.25 per 100 pounds; Red Clover, \$15 to \$20.

VISITED CHICAGO: H. A. Johns, of the Sioux City Seed Co., Sioux City, Ia.; A. L. Beckert, of Beckert's Seed Store, Pittsburgh, Pa., returning from Montana.

THE J. C. Robinson Seed Co., Waterloo, Neb., in its April calendar says: "Don't get discouraged—it's often the last key in the bunch that opens the lock."

THE Canadian Seed Growers' Association has issued its catalogue of registered seed produced in 1921. The headquarters of the association are at 114 Victoria street, Ottawa, Ont.

SANTA CRUZ, CALIF.—The Bulb Growers' Supply Co. is a new firm recently organized by Robt. O. Lincoln, formerly of Los Robles, Calif., and Delos Whipple, who have purchased six acres near this city and will specialize in freesias, gladioli and other bulbous flowers.

ST. LOUIS, Mo.—On Saturday, March 25, the St. Louis Seed Co., had 3,800 retail sales. Lawn grass seed was a leader. Their price for blue grass at retail was 75 cents per pound, 10 pounds \$7.00.

THE failure of the Everette R. Peacock Co., Chicago, is causing much concern to local stockholding market gardeners. Report now has the liabilities as high as \$750,000, but the receiver, Edwin Buell, 105 West Monroe street, claims figures are still unavailable.

Southern Seedsmen's Association.

NEW ORLEANS CONVENTION, MAY 29-31.

The annual convention of the Southern Seedmen's Association will be held at the St. Charles hotel, New Orleans, La., May 29-31. The hotel is centrally located and every attention will be given the delegates while in the city. Frank S. Love, P. O. Box 27, Montgomery, Ala., is secretary-treasurer of the organization.

Another Evansville Suit.

Evansville, Ind.—Judge Elmer Q. Lockyear, of the Vanderburg county superior court ruled against B. F. Metcalf & Son, of Syracuse N. Y., April 1, in a suit to recover \$10,992.71 from the First National Bank of St. Louis, Mo., which grew out of the affairs of W. H. Small & Co., bankrupts, wholesale seed distributors, a \$1,000,000 concern. B. F. Metcalf & Son purchased 610 bags of timothy seed from the Small company, which gave a warehouse receipt and drew a draft which was accepted and paid. Evidence showed that there was no seed in the warehouse at the time of the purchase. The Metcalf concern sued for the recovery of the money from the St. Louis bank, claiming fraud. Judge Lockyear held that of the two innocent parties, the bank was entitled to the money and was given permission to apply the sum of \$103,000 that W. H. Small & Co., owed it when the failure of the Small company occurred.

W. B. C.

Catalogues Received.

Thos. W. Emerson Co., Boston, Mass., seeds, bulbs and plants; Conard & Jones Co., West Grove, Pa., florists' plants.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS=WHEELER SEED CO.
GILROY, CALIFORNIA

The Best Color Chart.

PRICE, \$1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Horticultural Board Admits Dicytra.

In the summer of 1921, the Federal Horticultural Board refused permits for *Dicentra spectabilis*. Under date of March 29, the board admits error in the above decision and states that it finds insufficient stock available at the present time. The board would do well not only to look up its other similar cases in which permits have been denied and further reverse themselves, but would do exceedingly well to state the maximum amounts which they are allowing importers to bring in, it being well known to the trade that certain individuals have been given permits for a very large number of certain items, while other individuals have been allowed to import but a few.

The secrecy in the operations of this public board should be done away with as early as possible.

Field Seeds.

Unfavorable sowing weather for the third consecutive week brought about by too much rainfall further retarded the demand for field seeds. Warm weather and sunshine are needed to liven up the trade and induce country merchants to replenish small stocks. No far-reaching gains were made in prices of any seeds during the week ending March 18, but alfalfa and sweet clover prices were considered firmer and a little higher in a few markets. Alsike clover, timothy, and Japanese millet were quoted lower in several important markets.

In a few markets, seedsmen were reducing their prices on red clover but taking the country as a whole the market for this seed was considered to be unchanged from the previous week.

The first large arrival in many weeks of Italian red clover seed at New York was reported for the week ending March 18. About 273,700 pounds arrived from Italy and 102,700 pounds from Germany, both subject to the seed importation act. Several more consignments of Italian seed are expected within a few weeks. About 121,000 pounds of crimson clover from France and 22,000 pounds of white clover from Germany arrived at New York.

Prices for crimson clover are considered firm but the demand usually does not become active until after the domestic crop is harvested. A few

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California
QUALITY—SERVICE
SPECIALTY

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomsdale Farm BRISTOL, PA.

markets increased their prices 50 cents per 100 pounds on alfalfa seed and the trend was considered upward for this seed, as well as for sweet clover.

About 169,000 pounds of timothy was exported to Great Britain during the week and the export demand at New York was still reported as good. The export demand for Kentucky bluegrass and redtop at important eastern seaports continues to be fairly good. Declines of five to 25 cents in timothy prices occurred in several markets, but some of the largest seedsmen anticipate much more business in this commodity as soon as the soil in many sections is in better shape to work. Prices for other grass seeds were considered to be firm but remained at last week's levels. About 11,300 pounds of rye grass arrived at New York from Great Britain.

Japanese millet was 25 to 50 cents per 100 pounds lower in a few markets and other millets were about 10 cents lower in one or two important markets, which seemed to indicate a slight weakening in the position of these seeds from the preceding week. A late spring, however, would enhance the demand for millet as well as for sorgo seed.

About 80,300 pounds of rape arrived at New York from Holland. Approximately 495,600 pounds of canary mostly from Argentina and 163,600 pounds of sunflower seed from Argentina were imported at New York during the week. The total imports of these seeds at New York since Jan. 1 amount to 1,254,300 pounds of canary (all from Argentina except 44,000 pounds from Italy) and 643,680 pounds of sunflower seed from Argentina.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, March 18, 1922, as given by the government market reporter of March 25, 1922:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York.....	\$7.50	\$52.00	\$24.00	\$26.50
Baltimore.....	7.25	50.00	23.00	26.00
Richmond.....	8.00	49.00	24.00	26.50
Buffalo.....	7.35	50.00	24.50	26.50
Toledo.....	7.00	53.00	26.00	26.90
Louisville.....	7.40	50.50	25.50	26.50
Chicago.....	7.30	53.00	23.40	25.50
Minneapolis.....	6.75	62.00	25.00	27.00
St. Louis.....	6.90	60.00	24.20	25.00
Kansas City.....	7.00	55.00	25.00	23.00
Denver.....	7.75	48.00	25.00	24.00
Salt Lake City.....	8.00			
Average for the United States same date:				
1921.....	\$7.05	\$27.65	\$14.85	\$21.15

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

Mention the American Florist when writing.

THE ALBERT DICKINSON COMPANY

35th St. at California Ave.,

CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

THE L. D. WALLER SEED CO.

Wholesale Growers to the Seed Trade

SELECT STOCKS OF

Flower Seed, Sweet Pea and Nasturtium
in Variety

GUADALUPE, CALIFORNIA



BURPEE'S SEEDS GROW

Wholesale Price List for Florists and
Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Return Envelopes
Catalogue Envelopes
Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn. VALLEY, Douglas County, NEB.

EDGAR F. HURFF

SWEDESBORO, N. J.

Growers of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Richard Diener Company, Inc.

Originators and Growers
of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

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An experience of half a century in
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KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

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Kenilworth
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Price Per 1000 Seeds..... \$2.50

10,000 lots..... @ \$2.25 per 1000

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April is the best month for sowing; give bottom heat.

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Sweet Pea and Nasturtium Specialists.

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Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pipe
German type for forcing. Case lots only
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JAP. LILY BULBS, Giganteum 6-8 and 7-9
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GLADIOLUS BULBS, best commercial varie-
ties and sizes; all northern-grown.

BAMBOO CANES, natural and dyed green,
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RAFFIA, natural or colored, dependable
brands, 25 lbs. up.

LATER SHIPMENT

French Bulbs,	Dutch Bulbs,
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Write for prices on business stationery,
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PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, As-
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Growers of

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Get the benefit of our 73 years' experience.

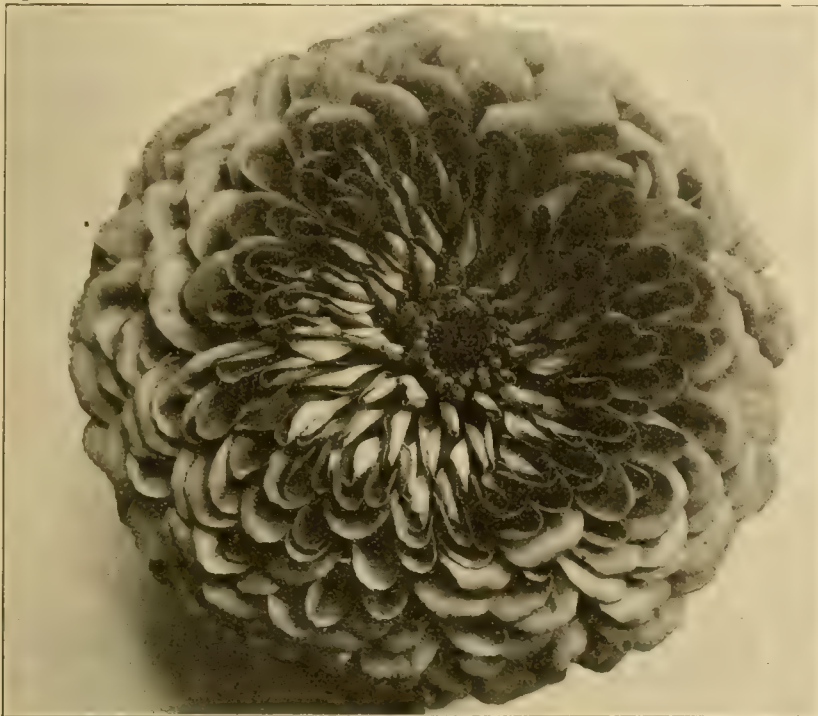
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are now being mailed to the trade. If you have not received a copy to date and are interested in securing really first-class stock, kindly write us.

We are offering this year:

Dahlia - Flowered Zinnias

in separate colors, as well as many other novelties in Zinnias, Asters and Sweet Peas.

Mr. Florist, please — Ask your local seedsman for

“Bodger’s Unrivalled Seeds.”

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City of Sunshine and Flowers, **LOS ANGELES**

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Japanese Bulbs, Plants and Seeds
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Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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NOORDWYK, HOLLAND
Hyacinths, Tulips, Iris, Daffodils, Crocus, Etc.
Novelties and Seedlings a Specialty!

FRYNOVELD & SONS **SUPERIOR BULBS**
61 VESEY ST., N.Y. CITY.
Hillegom, Holland. Ollioules, France.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

INDIO, CALIF.—The Cowgill Date Gardens is erecting a new offshoot rooting house, comprising 4,300 square feet.

MINNEAPOLIS, MINN.—The pay of common laborers in the parks here has been cut 50 cents per day.

DUBLIN, GA.—Mofton Moffett will start a nursery and greenhouse range in this city at an early date.

TROY, O.—A. H. Ellerman recently purchased land near this city and will establish a nursery at an early date.

VENTURA, CALIF.—W. P. Weber is establishing a nursery in the Imperial Valley, in addition to his five other nurseries in the state.

WHITTIER, CALIF.—Mrs. Sara A. Pleas, formerly peony specialist at Spiceland, Ind., will celebrate the eighty-eighth anniversary of her birthday April 24.

FARMER'S BULLETIN No. 1252, of the United States Department of Agriculture, Washington, D. C., is entitled "Sawflies Injurious to Rose Foliage," containing descriptions and remedies, well illustrated.

PORTLAND, ORE.—Officers elected by the Portland Rose Society here at its annual meeting held recently, are as follows: W. Guy Talbot, president; Otto W. Miekke and Jesse A. Currey, vice-presidents; Charles T. Geuffroy, secretary, R. G. Jubitz, treasurer.

NILES, CALIF.—The California Nursery Co., Geo. C. Roeding proprietor, recently added a fruit tree department by purchasing the Placer County Nursery, Loomis. Facilities have been established at Niles to handle the output of the new department, one of the features being a display bed of small trees.

Arbor Day Anniversary.

FOREST WEEK PROCLAIMED.

The period from April 16 to April 22 was officially designated as forest protection week, and April 22 was fixed as the golden anniversary of Arbor Day, in a proclamation issued April 1, by President Harding.

Illinois Arbor Day Plans.

Illinois' plan to plant soldier memorial trees in school yards on Arbor Day, April 14, an outgrowth of the "Plan to Plant Another Tree," campaign recently initiated by clubs, civic organizations and agricultural associations, has developed into such a big idea that school superintendents in other states are joining the movement to make it a midwest affair.

The spring planting programme will be started by the schools in both city and country and will be followed by highway planting by various organizations. In Michigan it is said that 978,412 pupils will take part in the ceremonies and reports from Iowa indicate that trees will be planted in every school yard in the state.

Boston, Mass.

MARKET AT LOW EBB.

The market this week reacted as was expected owing to the warm spring weather the first of the week. All stock was affected though carnations and roses were the worst hit, the prices receding in some cases as much as 50 per cent. Jonquils were also hard to move, some very fine stock being sold as low as \$2 and \$3 per 100. Specialties such as orchids, lily of the valley and gardenias were really the only things which held their own, the supply being light which is the saving factor for them. There has been a feeling among the salesmen that they can have a general house cleaning at the week end as the market has been rather firm for the past few Saturdays and consequently they hold stock from midweek to week end for better prices. This week though the weather conditions were against them, and the heavy snow and sleet storm of Friday and Saturday simply killed off what business there might have been. To sum it all up this was the most disastrous week we have seen for many months.

NOTES.

The New England Florists' alliance held its meeting at the City Club April 1, W. H. Elliott in the chair. E. Naukam presented his report. There are 100 members in good standing at present. The wholesalers and commission men are not inclined to join and give no reason.

Jack Cook, the Commonwealth avenue Florist, has the sympathy of the trade in the loss of his wife who passed away March 31, from a complication of diseases.

An exhibition of wild flowers and ferns common to New England, will be staged in Horticultural hall, May 3-7.

E. F. S.

Fort Wayne, Ind.

BUSINESS IS DULL.

There was a heavier rainfall during the past week than for many months, and business suffered accordingly, trade having been quiet with the exception of funeral work, until Saturday, when "Old Sol" shone his brightest and the florists enjoyed a record trade. Both blooming plants and cut flowers sold well and these receipts made up somewhat for a dull week. In regard to the supply, there was a glut on the market of roses due to the quiet week. Bulbous stock is also coming on faster than it can be moved, on account of the warmer weather. Snapdragon is of excellent quality. Easter lilies are being offered and retail at 30 cents per bloom, but indications are that they will be much higher for Easter. Sweet peas are very plentiful, and prices have declined. Cinerarias meet with a good sale, and a few calceolarias are being offered. Hydrangeas have appeared on the market the past week, also ramblers roses. Although the sale of cut flowers has fallen off some during Lent, there has been a good demand for corsages. *Prima obconica* is being offered. Special Saturday special sales are being run by many of the retailers, which helps to ease conditions.

NOTES.

The local florists who attended the Fifth National Flower Show were: Aaron Shive and wife of the Flick Floral Co.; Clem. Lanternier and wife Ed. Lanternier, F. J. Knecht, Mr. and Mrs. Henry Freese, R. W. Doswell and wife, John Doswell, Herbert Gluserkamp and Clarence Comincavish.

Ralph Tinkham, of the House of Flowers held a sale of Danish pottery last week with good results. He reports business much improved. Mr. Tinkham and Miss Junetta Schock attended the National Flower Show at Indianapolis the latter part of the week.

The Blossom Floral Co., is selling some handsome bulbous stock, and specimen snapdragons. Mr. and Mrs. Richard Blossom of this firm spent several days at the Fifth National Flower Show.

Some very nice hydrangea plants are being shown by the Doswell Floral Co. This firm is located opposite the Inter-urban terminal, and enjoys quite a good business from traction travellers.

Edgar Wenninghoff is showing excellent arrangements of pot tulips jonquils and hyacinths. He reports a good trade in flowers and plants for the hospital the past week.

Flowers. Visitor; Robt. Greenlaw, of the S. S. Pennock Co., Philadelphia. Pa.

H. K.



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Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

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HARDY ENGLISH IVY

2-inch, \$2.75 per 100, \$25.00 per 1000.
3-inch, 3.75 per 100, 35.00 per 1000.

Good, bushy plants in 4-inch pots, tied up to 2-inch stakes, \$4.80 per doz., \$25.00 per 100.

HARDY Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in our March price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottil and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3-inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

March Price List Ready.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

Sound Bulbs of Highest Vitality From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, OVERVEEN, HOLLAND, or to

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HILL'S CHOICE NURSERY STOCK FOR FLORISTS' TRADE

Transplanted Evergreens

Strong, heavy and well rooted. Prices listed are 100 rate. Send for 1,000 rate prices.

	Abies (Fir)	Inch	Each
1000	Douglasi	6-8	\$0.13
2000	Tsuga Canadensis	6-8	.18½
	Juniperus (Juniper)		
1200	Canadensis	8-10	.20
750	Horizontalis	6-8	.32½
2000	Virginiana	12-18	.25
	Picea (Spruce)		
2000	Excelsa	12-18	.17½
1250	Pungens	8-10	.16½
	Pinus (Pine)		
500	Austriaca	8-10	.22½
900	Sylvestris	10-12	.20
	Taxus (Yew)		
700	Cuspidata	6-8	.35
	Thuya (Arbor Vitae)		
1200	Occidentalis	12-18	.20
500	Siberica	10-12	.50
6000	Pyramidalis	10-12	.45

HILL'S BOXWOODS

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.

BOXWOOD—	Each
Ball Shaped, 14x14 inches, B&B	\$3.50
Ball Shaped, 16x16 inches, B&B	4.25
Ball Shaped, 18x18 inches, B&B	5.50
Ball Shaped, 24x24 inches, B&B	6.50
Pyramid Shaped, 2½ feet, B&B	4.50
Pyramid Shaped, 3 feet, B&B	6.50
Standards—Stem, 14 inch, Crown, 16 inch, B&B	6.50

Hill's Specimen Evergreens

Balled and Burlapped (B&B)	Prices quoted apply to 5 or more of a single variety and size. Feet	Each
75 Tsuga Canadensis	3-4	\$ 3.50
200 Juniperus Virginiana	2-3	2.50
100 Juniperus Glauca	2-3	3.50
250 Pinus Mugho Compacta	1-1½	2.00
200 Thuya Pyramidalis	2-3	2.50

Deciduous Lining Out Stock

	Inch	Each
5000 Acer Platanoides	6-8	\$0.05
2000 Berberis Thunbergii	4-6	.03½
500 Crataegus Punctata	6-10	.08½
4000 Juglans Nigra	12-18	.03
1000 Ligustrum Iboia	12-18	.05
500 Lirodendron Tulipifera	18-24	.05
500 Pachysandra Termin	4-6	.07
4000 Quercus Palustris	6-10	.07
8000 Quercus Rubra	10-12	.05½
2000 Rosa Canina	10-12	.01½
5000 Spirea Van Houttei	12-18	.05
5000 Symphoricarpos Alba	12-18	.03
500 Tilia Americana	12-18	.09
500 Viburnum Dentatum	10-12	.09

Transplanted Shrubs and Vines

	Feet	100
100 Cornus Paniculata	1½-2	20.00
150 Cotoneaster Acutifolia	2-3	32.50
500 Ligustrum Amurense	2-3	25.00
125 Philadelphus Coronarius	2-3	25.00
75 Spirea Froebelli	1-1½	25.00
50 Spirea Opulifolia	2-3	20.00
500 Spirea Van Houttei	2-3	25.00

Each x indicates one transplanting. 50 of the same variety and size at 100 rate. 500 at the 1000 rate.

Send for Complete Catalog.

THE D. HILL NURSERY CO., Inc., Box 404 **DUNDEE, ILL.**

Evergreen Specialists. Largest Growers in America

Mention the American Florist when writing.

Some Excellent Stock

	Per 100	1,000
50,000 2-in., Geraniums, Ricard		
Poltevine, Nutt., Montmort,		
Perkins, Vlaud, Buchner, etc.	\$5.25	\$50.00
2¼-in., Heliotropes, 3 varieties	4.00	38.00
2¼-in., Marguerites, 3 varieties	5.00	45.00
2¼-in., Stocks, 2 varieties	3.25	30.00
2¼-in., Calendula Orange King	3.00	28.00

Also abundance of other stock. Liberal extras for early orders.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

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STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The **CONARD & JONES CO.**
Robert Pyle, Pres.



WEST GROVE PENNA.
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CARNATIONS

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HOME of World's Best HYACINTHS

Largest Growers in Holland.

Also extensive Cultures of Tulips and Narcissus.

Special Prices and Terms on Demand.

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Our products will win patrons for you.

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17 BATTERY PLACE

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M. Koster & Sons

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Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

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Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

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Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, April 4.—Cucumbers, per crate, \$3.50 to \$6; head lettuce, per crate, \$3.50 to \$5; carrots \$3.50 to \$4 per barrel; cabbage, \$2 to \$2.50 per crate.

New York, March 31.—Cucumbers, \$3.50 to \$7.50 per basket; radishes, 100 bunches, \$3.25 to \$4.50; tomatoes, per crate, \$1.25 to \$3.25; lettuce, per crate, \$6 to \$7; beets per crate, \$1.50.

Vegetable Movement.

WEEK OF MARCH 27-APRIL 1.

Texas early Bermuda onions have appeared in several consuming centers, the prices as a whole maintaining former levels.

Potato values are steady and new Florida stock is meeting with a good demand. Sweet potatoes showed some declines, but strawberry markets were firmer under a limited demand. Apple prices show no change.

Shipments over 11 important lines of railroads of both fruits and vegetables for the week ending April 1 totaled 9,118 cars compared with 8,683 the preceding week. Most staples moved in heavier volume except potatoes, spinach, cauliflowers and barreled apples which showed a decrease.

Sugar Beets.

The sugar-beet industry of the United States produced more than 1,000,000 tons of sugar and the 106 factories, 97 of which were in operation in 15 states, paid American farmers more than \$99,000,000 for their beets in 1920.

In a comprehensive new bulletin, No. 995, "The Sugar Beet Industry in the United States," the United States Department of Agriculture says that almost any fertile soil capable of producing good yields of other crops will, if properly handled, produce good sugar beets. This statement, however, is restricted by considerations of climate, moisture and topography as related to the questions of producing enough beets of the requisite sugar content within reasonable hauling distance to maintain a sugar-beet factory.

The bulletin reviews the history of the sugar-beet industry from the first mill, built in 1870 at Alvarado, Calif.; analyzes soil, climatic and topographic requirements; and deals at length with the necessary equipment, best methods of planting and cultivation; the important relation of the sugar-beet to the live-stock industry; the management of parallel and rotating crops; the labor problem; insect and disease enemies of sugar beets; and the business of selling beets to the sugar manufacturers. "The successful production of sugar beets on any farm depends to a great extent upon the temperament of the farmer and upon his attitude toward the production of this crop," says the bulletin, adding that the man who handles cows, especially dairy cows, is more inclined to take up the growing of such an in-

tensive crop as sugar beets and is more apt to succeed in this line than the grain or forage crop man.

A list of more than 50 department publications on different phases of the beet-sugar industry is included in the bulletin, which may be had free upon application to the Department of Agriculture, Washington, D. C.

Elmer D. Smith & Co.

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Chrysanthemum Specialists

Catalogue Free.

Chrysanthemum Novelties My Specialty.

CANNAS

Need room, sound strong 2-3 eye roots, true to name. Austria, Chas. Henderson, D. Harum, Egandale, Gladiator, Orange Bedder, Mad. Crozy, Niagara, Queen Charlotte, F. Vaughan, R. Wallace, etc., \$2.00 per 100, \$17.00 per 1000.

Allemanlay, Buttercup, Crimson Bedder, Wm. Saunders, Golden Gate, Wyoming, Wintzer's Colossal, \$2.50 per 100. Cash.

SHELLROAD GREENHOUSES

Colgate, Box 76, BALTIMORE, MD.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower
PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

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GERANIUMS

Our selection at this time.

From 2-in. pots \$3.50 per 100, \$35 per 1000

DRACAENAS, Strong, 2-in. \$4 per 100

SMILAX, 2-inch, \$3.00 per 100

Also Coleus and Rex Begonias

Elmer Rawlings, Wholesale Grower,
ALLEGANY, N. Y.

Mention the American Florist when writing.

Easter Plants!

EASTER LILIES, 6-in. pots, 4 to 10 blooms, 25c per bud and bloom each.

HYDRANGEAS, Very best French varieties, Pink, Blue and White, \$1.50, \$2.00, street and walk one (1) square north.

ROSES, Tausendschon and Rosarie, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00, \$7.50 each.

Baby Ramblers, Red and Pink, fine for basketwork, \$1.50, \$2.00, \$2.50 and \$3.00 each.

Magna Chartas, very good, \$2.00, \$2.50, \$3.00.

PANDANUS VEITCHII, 6-in. pots, \$2.00 each.

DRACAENA MASSANGIANA, 7-in. extra heavy, \$4.00 each.

Cash with order, except from regular customers. Packing material charged at cost. All goods travel at purchaser's risk and expense.

WM. K. HARRIS, 55th Street and Springfield Avenue,
W. PHILADELPHIA.

To reach greenhouses, take No. 13 trolley on Walnut street, get off at 56th street and walk one (1) square north.

Seasonable Stock

READY NOW

Petunia, double named varieties; Gertrude, light pink; Snowball, pure white 6 other distinct varieties, 2 1/4 inch pots, \$6.00 per 100, \$60.00 per 1000.

Heliotrope, Jersey Beauty and Florence Nightingale, good purples, 2 1/4 inch, at \$5.00 per 100, \$45.00 per 1000.

Asparagus Sprengerii, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Asparagus Plumosus, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Gracilis Luminosa, Prima Donna, Erfordia, Superba and Mignon, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, Argentea, Guttata, Sandersoni and Alba Picta, 2 1/4 inch, \$8.00 per 100.

Rose Geranium, 2 1/4 inch, \$6.00 per 100.

Boston Fern and Teddy, Jr., 2 1/4 inch, \$6.50 per 100, \$60.00 per 1000.

Plumbago Capensis and Capensis Alba, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.

English Ivy, heavy 4 inch pots, \$20.00 per 100; 2 1/4 inch, \$5.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA.

ABELIA GRANDIFLORA. Strong, 2½-in., per 100, \$4.50; per 1000, \$40.00.
THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

ACALYPHA.

ACALYPHA LANDERII. 2½-in. pots, per 100, \$5.00; per 1000, \$45.00.
THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

ADIANTUM.

Adiantum. Hybridum, 4-inch, 25c; 5-inch, 50c each. California, 5-inch, 60c; 6-inch, 75c each. Add 5 per cent for packing.
J. F. AMMANN CO., Edwardsville, Ill.

ASPARAGUS.

Asparagus Sprengerii, 2½-inch, per 100, \$5.00; per 1000, \$45.00; 3-inch, per 100, \$10.00; per 1000, \$90.00; 5-inch, per 100, \$25.00; 6-inch, per 100, \$35.00. Plumosus, 2½-inch, per 100, \$5.00; per 1000, \$45.00.
The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., \$6.00; 3-in., \$10.00; 4-in., \$15.00 per 100. Vaughan's Seed Store, Chicago and New York.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus. 3-in. Asparagus Sprengerii, each 7c. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus Sprengerii, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Birds-nest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 55th and Springfield Ave., Philadelphia, Pa.

ASTERS.

Asters. Vaughan's. For varieties and prices see display advertisements elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Asters, Queen of the Market, transplanted, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

BEGONIAS.

BEGONIAS. Coralline Lucerne, 2½-in., per 100, \$10.00. Rosea Picta, Argentea Guttata, Rubra, Thurstonii, Alba Picta, Pres. Carnot, Sandersonii, Alba Perfecta. All 2½-in., per 100, \$6.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.00 per 1,000; 3-in., \$6.00 per 100; \$50.00 per 1,000. R. Vincent, Jr. and Sons Co., White Marsh, Md.

Begonias. Fine 2½-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BEGONIAS.

Begonias. Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 50 Park Place, N. Y.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana. 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Surplus stock; money returned if sold out.

5-7-in. Caladium bulbs. Per 100, \$3.00
7-11-in. Caladium bulbs. Per 100, 2.00
H. W. PETERSON Mo.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Hyacinths, tulips, iris, daffodils, colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

Bulk. Hyacinths, tulips, iris, daffodils, crocus, etc. De Graaff Bros., Ltd., Noordwyk, Holland.

BUDDLEIA.

BUDDLEIA MAGNIFICA. Per 100, \$4.50; per 1000, \$40.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Buddleia, white, pink and lilac, 2½-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

CANNAS.

CANNAS. Select 2 and 3 eye roots. King Humbert, \$4.50 per 100; Florence Vaughan, \$3.00 per 100; Wintzer's Colossal, \$5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand.	Now ready.
Matchless	100 1000
Miss Theo	4.00 35.00
Nebraska	5.00 40.00
Enchantress	4.00 35.00
Ward	5.00 40.00
Harvester	8.00 70.00
White Wonder	5.00 40.00
Bernice	5.00 40.00
Aviator	5.00 40.00

Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at \$5.00 per 100; \$45.00 per 1000. Orders filled in rotation as received. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

Mrs. C. W. Ward	100 1000
Matchless	\$3.50 \$30.00
White Enchantress	3.50 30.00
Pink Enchantress	3.00 25.00
Rosette	3.50 30.00
Laddie	12.00 110.00

WIETOR BROS.

Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

Carnations. Write for price list of latest varieties. F. Dörner & Sons Co., Lafayette, Indiana.

CHRYSANthemUMS.

CHRYSANthemUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

Chas. Razor (white)	100 1000
Richmond (yellow)	\$3.00 \$25.00
Roman Gold (yellow)	3.00 25.00
Pink Chieftain (pink)	3.00 25.00
Intensity (maroon)	3.00 25.00
Marigold (yellow)	3.00 25.00
Octonto (white)	3.00 25.00
Early Frost (white)	3.00 25.00
Seidewitz (pink)	3.00 25.00
Rose Perfection (pink)	3.00 25.00
Smith's Ideal (white)	3.00 25.00
Golden Queen (yellow)	3.00 25.00
White Chieftain (white)	3.00 25.00
Thanksgiving Pink	5.00 50.00

POMPONS.

L. Doty (light pink)	\$3.00 \$25.00
Buckingham (pink single)	3.00 25.00
Godfrey (late pink)	3.00 25.00
H. Canning (bronze)	3.00 25.00
Volunteer (yellow)	3.00 25.00
White Gem (white)	3.00 25.00

WIETOR BROS.,

Wholesale Growers of Quality Cut Flowers.
30 East Randolph St., Chicago.

CHRYSANthemUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razor, Celebration, Major Bonaffon, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview White and Golden Chadwick, \$35.00 per 1000.
December Beauty, \$45.00 per 1000.
Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, \$5.00 per 100.
Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1000.

ELI CROSS.

150 Monroe Ave. Grand Rapids, Mich.

ROOTED CARNATION CUTTINGS.

Ward, Supreme, White Wonder, Matchless, Aviator, Herald, Well rooted cuttings, per 100, \$5.00; per 1000, \$45.00.

WIEDEMANN BROS.

Wilsonville Ore.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.**CHRYSANTHEMUM CUTTINGS.**

Clean, healthy stock, ready for immediate delivery.

	100	1000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.,

Wholesale Florists.

30 E. Randolph St., Chicago, Ill.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

Chrysanthemum novelties for 1922. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CLEMATIS.

CLEMATIS PANICULATA. Japanese Virgin's Bower. One of the most beautiful of our hardy flowering vines. 2 1/4-in. pots, per dozen, 75c; per 100, \$4.00. Field-grown, per 100, \$8.00; per 1000, \$75.00.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield Dept. C. Ohio

COLEUS.

Coleus, Verschaffeltii, Firebrand, Golden Bedder and six other best bedding kinds; dwarf branched plants, \$2.50 per 100. Terms cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100; 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

CYCLAMEN.

Cyclamen, for one week only. 2 1/4-in., \$10.00 per 100; \$90.00 per 1000; 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, 18, all different, labeled, several classes and colors, \$2.00—retail value about \$5.00; 6 sets (108 dahlias), \$10.00. 18 mixed, unlabeled, \$1.00—\$5.00 per 100. Hybrid dahlia seed, \$1.00 per packet. Named cut-flower sorts, double red, pink, yellow or white, \$9.00 per 100. Everything PREPAID. Catalogue FREE. ALT F. CLARK, "The Dahliaist," Netcong, N. J.

Dahlias, best varieties for florists' use. LYNTHURST FARM, INC., First Road.

Hammonton, N. J.

DELPHINIUMS.

DELPHINIUMS. 2 1/4-in. from cold frames; in prime condition. Bella Donna and Formosum, per 100, \$5.00; per 1000, \$45.00.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield Dept. C. Ohio

FERNS.

Hardy Ferns at wholesale prices:

	10	100
Evergreen and Marsh shield ferns	\$1.00	\$ 8.00
Maldenhair and wood ferns	1.00	9.00
Goldiana and Ostrich ferns	1.20	10.00
Cinnamon and interrupted	1.30	12.00
and 11 other varieties. Illustrated descriptive list mailed free. 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maldenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK, Ferndale, Askov, Minn.		
BOSTON FERNS		
Good, strong bushy stock.		
5-inch		\$0.40
6-inch		.75
7-inch		.90
10-inch		2.00
Packing charges free		
DAVIS FLORAL CO.,		
Davenport,		Iowa.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

FERNS.

FERNS. Boston, Teddy Junior, Roosevelt and Whitmanii. All 2 1/4-in., per 100, \$6.50; per 1000, \$60.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

DISH FERNS. Holly, Winiseti and Aspidium, per 100, \$4.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Table ferns, standard varieties, 2 1/4-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Ferns. 4-in. Boston and Verona, per 100, \$22.00. 6-in. Boston, ready for 8-in., each 80c. EDGAR EASTERDAY, Nokomis, Ill.

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00; 5-in., \$50.00 per 100. Vaughan's Seed Store, Chicago and New York.

GLADIOLI.

Gladioli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus Bulbs. Clean, healthy stock; best we have ever had. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladioli. America, Principine, Primulinus Hybrids and good mixed, 1-in. and up, all blooming size, \$10.00 per 1000. H. HILLS, Bristol, Ind.

PRIMULINUS HYBRIDS. A fine lot of planting stock, 3/4 to 9/16-in., per 1,000, \$3.50; bulblets, per quart, 60c. EDWIN C. POWELL, Silver Spring, Maryland.

GERANIUMS.

Geraniums, Nutt Buckner, Ricard, Poitevine and Viald. Good short jointed plants. 2-in., \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums. S. A. Nutt, 2-in., per 100, \$5.00; Beate Poitevine, 2-in., per 100, \$6.00. S. A. Nutt, rooted cuttings, per 100, \$3.50. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GRAPE CUTTINGS.

Grape Cuttings. An extra fine lot of select Grape Cuttings. List free by return mail. NASH NURSERY, Three Rivers, Mich.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kingston, Ala.

Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

HYACINTHS.

Hyacinths. Home of world's best. Special prices and terms on demand. Guilemond & Son., Tisse, Holland.

HYDRANGEAS.

FRENCH HYDRANGEA

2 1/4-in. pot plants. Late summer propagation.

\$7.00 per 100; \$60.00 per 1000.

Avalanche, Baby Bimbinet, Gen. Vibrage, Souv. de Mad. Chautard, La France, La Lorraine, Lillie Mouillere, Mme. E. Mouillere, Bouquet Rose, Radiant, E. G. Hill, Mousseline, Mme. A. Nonin.

The following newer sorts, at \$12.00 per 100: Etincelant, Satinet, Trophee.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield Dept. C. Ohio

HYDRANGEAS.

Field-grown, one-year old, in the following varieties and sizes:

Henry Lambert, Wm. Pfitzer, Lily Mouillere, Mme. Petrick and Mme. Riveraine.
3 to 6 branches 35c each
6 to 9 branches 40c each

ANTON SCHULTHEIS,
316 Nineteenth St., College Point, N. Y.

IRISES.

IRISES.

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcosia, Mo.

IVIES.

Hardy English ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1000; 3-in., \$3.75 per 100; \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LANTANAS.

LANTANAS, Comte de Blencourt, pink; Alba Perfecta, white; M. Schmidt and Teo Dex, orange scarlet; Jacob Schultz, crimson; Radiation, orange red. Per 100, \$5.00; per 1000, \$45.00.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield Dept. C. Ohio

LEMONS.

LEMON PONDEROSA. 2 1/4-in., per 100, \$7.00; per 1000, \$65.00.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield Dept. C. Ohio

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

NURSERY STOCK.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape Vines, 1 and 2-year; Spirea Von Houtel, 12-18 in., 18-24 in., 2-3 feet, 3-4 feet. Write for prices. T. W. RICE, Geneva, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

ORANGE, OTAHEITE. 2½-in., per 100, \$6.50; per 1000, \$60.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

PANSIES.

Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. HILL-CREST GARDENS, Albert Lea, Minn.

Pansy plants, Giant Trimadeau, mixed, per 1000, \$4.00, postpaid. S. T. DANLEY & SON, Macomb, Ill.

Pansies. Strong August seedlings, Mastadon strain, \$4.00 per 1000. H. HILLS, Bristol, Ind.

PINKS.

HARDY SCOTCH PINKS. 5 named sorts, 2½-in. pots, per 100, \$4.50; per 1000, \$40.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

PRIVET.

California Privet, 18-24-in., per 100, \$3.00. Amoor River South Privet, 18-24 seedlings, per 100, \$2.00. We have an assortment of tree seedlings and shrubs. Send for spring trade list, now ready. FOREST NURSERY CO., McMinnville, Tenn.

PRIMULAS.

Primula obconica, 2½-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

ROSES.

2½-in. OWN ROOT FOR PLANTING OUT TO GROW ON.

The following at \$7.50 per 100: Baby Rambler, Van Fleet, Etoile de France, Gen. MacArthur, Gruss an Teplitz, Hadley, Hermosa, Hiawatha, Hoosier Beauty, Mock, Kaiserin, A. Victoria, Killarney, Lady Hillington, La France, Magna Charta, Maman Cochet, pink and white, Marechal Niel, Radiance, Red Radiance, Richmond, Roserie (Dark Pink Tausendschoen) Tausendschoen, Sunburst and others.

The following at \$9.00 per 100: Columbia, Ophelia, Mrs. Aaron Ward, Gen. Jacqueminot, Mrs. Laing, My Maryland, Paul Neyron, New Paul's Scarlet Climber. Ask for complete list of others and 4-in. pot plants. Roses for Greenhouse planting, grafted or own root, 2½-in. pots. Ask for price list.

Bench Grown Roses ready from now on. Ask for complete list of varieties.
2 Year Old Field Grown Roses (dormant). Ask for full list.

ROMAN J. IRWIN
43 W. 18th St. New York

ANGELUS.

The Sensational White for 1922. Order now for March delivery.

Prices will be:

Grafted.	Own Root.
100.....\$ 42.50	100.....\$ 35.00
1,000..... 375.00	1,000..... 300.00
2,500..... 912.50	2,500..... 725.00
5,000..... 1,750.00	5,000..... 1,375.00
10,000..... 3,350.00	10,000..... 2,600.00

CHARLES H. TOTTY CO.,
Madison, N. J.

ROSES.

2½-INCH ROSE STOCK.

	100	1,000
Russell	\$13.00	\$120.00
White Killarney	9.00	80.00
Ophelia	9.00	80.00
Columbia	9.00	85.00
Columbia, 3-inch	12.00	100.00

WIETOR BROS.
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St. Chicago

ROSES. Two million plants. Forcing, bedding and outdoor varieties; both 2½-in. and 4-in.; own-root. Write for descriptive catalog and prices, and send us a list of your wants.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

See ad Mch. 4. Send for list 350 best sorts. Leedle Co., Expert Rose Grow., Springfield, O.

SALVIAS.

SALVIAS. St. Louis, America and Splendens, 2½-in., per 100, \$4.50; per 1000, \$40.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEEDS.
Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000.
S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangold; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrier Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and the highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Kohnert, Gilroy, Calif.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seeds. New crop Asparagus plumosus Nanus, per 1000, \$4.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Lettuce Seed Specialists and general wholesale seed growers. C. C. MORSE & CO., San Francisco, California.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

TREE SEEDLINGS.

Tree seedlings by the millions. Nurserymen send want list. Inquire for descriptive price lists, seeds and seedlings, trees, shrubs and plants. AMERICAN FORESTRY CO., Pembine, Wis.

VEGETABLE PLANTS.

Cabbage Plants. Chas. Wakefield, Copenhagen, Market and Succession. Transplanted, growing outdoors, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

VERBENAS.

LEMON VERBENA. 2½-in., per 100, \$5.00; per 1000, \$45.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

VINCAS.

VINCAS. 3-in. Vinca Var., each 7c. ED. GAK EASTERDAY, Nokomis, Ill.

VIOLETS.

VIOLETS. Clean and healthy. Lady Hume Campbell, Princess of Wales. 2½-in., per 100, \$4.50; per 1000, \$40.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Dept. C. Ohio

MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. DE WITT SISTERS, Feather flowers exclusively. Battle Creek, Mich.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-inches high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Glass Cloth. A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Bladen, Neb.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC. REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

of THE AMERICAN FLORIST, published weekly at Chicago, Ill., for April 1, 1922.

State of Illinois, County of Cook.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Michael Barker, who, having been duly sworn according to law, deposes and says that he is the editor and business manager of THE AMERICAN FLORIST and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, and if a daily paper, the circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

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Editor and Business Manager—Michael Barker 440 South Dearborn Street, Chicago, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation,

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AMERICAN FLORIST COMPANY.

Michael Barker, Sec'y.

Sworn to and subscribed before me this 31st day of March, 1922.

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[SEAL.]

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Vol. LVIII.

CHICAGO AND NEW YORK, APRIL 15, 1922.

No. 1767

THE AMERICAN FLORIST

ESTABLISHED 1885

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The thirty-eighth annual convention will be
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SUGGESTIONS FOR PLANT GROWERS.

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Although the freestias are a cheap bulb they should not be thrown away, for it takes but little attention to ripen them off after they are through blooming and as good bulbs can be procured as those that are purchased. The freesia is a native of southern Africa, so they are blooming at the natural season when flowered in midwinter in the north. But the bulbs must be allowed to mature their growth and then dried off gradually. The pots or boxes in which they are grown can then be placed in full sunlight and allowed to become very dry. A shelf near the glass makes an admirable place on which to place them after the growth has finished, and no more watering is required, but they must not stand where any drip from a roof on a stormy day is liable to keep them moist. They can be shaken out in June and the bulbs started, as it is comparatively easy to select the flowering bulbs and store in a dry place until wanted for planting. For Christmas blooming the bulbs should be started early in July and a succession of plantings until September will give the grower flowers until the following spring.

Bedding Plants.

The general florist will now have his hands full with bedding stock, which should now be spread out and given the necessary room. The geraniums should be spaced, and if any have grown too tall to make shapely plants the tops should be cut back, but at the present day the trade wants a geranium in bloom at bedding time, and very little pinching should be done after the first of April, for it will take from then until the first of June to produce a new branch with a flower. Ageratums, alternantheras, alyssums, heliotropes and like blooming plants should be kept on the move and be given good light positions. Salvia should be kept pinched back until the latter part of the month, which should produce fine, shapely plants. The coleus should be

rooted and the top rubbed out as soon as established in the pots. Seedlings should be potted or flatted, the former preferred if a price can be obtained commensurate for the extra labor, but if flatted give them room enough to develop properly. Cannas will now require a warm, light location and plenty of root room. The one great factor in growing good bedding stock is at this season, to keep the plants moving and never allow them to get a check, for if once severely checked, a good plant is an impossibility.

Hydrangeas.

There are very few plants that are generally grown that show more variance in their culture or in the returns to the grower than the hydrangeas, especially those that are grown for summer blooming. In looking over the stocks in the several markets one will often see the extremes of these plants grown in the same sized pot; one with eight to 10 heads of bloom, short and stocky, with fine foliage, an ornament on any porch in any yard; and the other tall and long jointed, with two or three heads of bloom and five or six branches with no flowers and the foliage thin and small, the former bringing the grower \$3.00 to \$3.50 and the latter hardly averaging \$1.50. Yet these two plants have practically cost the grower the same amount of labor. These plants grow rapidly and must have plenty of room, an abundance of sun and lots of nourishment. It is useless to try to grow a good plant when they are crowded together. Many growers finish these plants by raising the pots over the benches of bedding plants that do not now require the full amount of sun, placing the hydrangeas about four feet apart in the center of the bench and standing the pot on a stand two feet above the other plants. This gives the hydrangeas a fine location. When the plants have set their buds, the pots will probably be full of roots and a watering of liquid manure once or twice a week will greatly assist them in finishing up

the flower and keep the foliage in good color. To grow good hydrangeas they must have plenty of food, room enough to grow shapely and for the air to circulate all around the plant and a light well ventilated location. Under these conditions they are easily grown and are remunerative to the grower.

Lilium Lancifolium.

Among the best flowers for greenhouse culture during the summer months is the *Lilium lancifolium*, of varieties *rubrum*, *roseum album* and *Melpomene*. While these varieties can all be grown outside, yet under those conditions they rarely give perfect flowers and they also tarnish quickly in the direct rays of the sun or under heavy rains, and to have flowers that can be used for decorative work or designs it is far better to grow them under glass. Those that are to bloom in July should have been started in March, but for August blooming they can be planted now. One of the easiest ways to grow these bulbs is to plant them in boxes from four to six inches deep, not too large, but of a size that one man can handle when filled with soil. Do not fill the boxes too full when planting the bulbs, for like all lilies they throw out roots at the surface, so it is well to leave room for top dressing later. Grow them in a cool, shady location and after the spikes begin to grow, give them plenty of water and keep them tied erect to stakes. Constant fumigation will be necessary to keep the green fly in check. This is in no way forcing these bulbs, and if properly dried off after blooming the bulbs may be grown year after year and a good crop of flowers obtained.

Sweet Peas.

A sowing of sweet peas made in pots late in March which can be transplanted outside as soon as all danger from late frosts is passed, will give a crop of these flowers two or three weeks earlier than the seed sown in the ground. There is generally a time in late June and early July that the sweet peas in the greenhouses come very poor, owing to the excessive heat under glass and the infection of red spider, and the early sowings outside are not yet in flower. Five or six seeds sown in a three-inch pot and these placed on the sill or window ledge or on a hanging shelf will make nice stock for planting out after the middle of April and the advantage of those started in the greenhouses over the ones sown in the cold ground will be quickly seen upon trial. They can be grown so that they will take but little valuable room under glass and the extra expense of this and the labor in transplanting them, will be more than recompensed by having fine flowers at a time when most of the stock is in poor condition. The plants that are growing inside will require considerable attention as the sun increases in power; the growth is very rapid and the vines must be kept erect or crooked flower stems will be the result. They should be gone over every day, and where the growing shoots are getting away from the supports they should be fastened to them.

NILES, O.—John Dunstan, grower at 26 Girard street, has opened an up-to-date flower shop in the Shelton block to dispose of his stock.

ROGERS, O.—The greenhouses of Geo. Young, one mile south of this city, were almost totally destroyed by fire recently, the loss being \$1,000 with no insurance. Mr. Young is planning to rebuild at an early date.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

With the rush of Easter over, and it is the hope of THE AMERICAN FLORIST that it was most successful for everyone, there is that matter of great importance, the inventory, in which should be listed all left over stock in plants and cut flowers, special baskets and other supplies bought for the Easter trade and which are still on hand. While the business of the week is still fresh in mind a record should be made of all the important features, the plants that sold best and where they came from, the various styles of plant baskets, colors, etc., with details of their filling, and ribbon decoration; how the bulbous pans sold and all the other details of the plant section, including the pot coverings; how the cut flower orders were handled, the corsages and the wreaths for the cemetery as well as deliveries. Best of all write fully your suggestions for the improvement of next season's business as it occurs to you at this time, all of which will be found most valuable when arranging for the Easter season of 1923.

Easter weddings will now keep those busy who make a bid for this business. A few good sized orders for these functions are a great help to use up any overstocks of Easter lilies, hydrangeas and rambler roses. Galvanized iron or tin buckets in various sizes painted green, are most appropriate in this decorative work, as plants in full flower which often at times have to stand over night in a building with even a little heat, if placed in these buckets can be watered and there is no danger of drip or their drying out. Painted, green tubes, two inches in diameter and a foot long, with a wire hook at the upper end will hold stalks of lilies, long stemmed roses or other flowers and be

hung to pots, pot covers or other vantage points in the decoration to give a finished touch, where it would be dangerous to place plants.

Pansy boxes and Bellis daisies should now be in demand; they make a fine showing until after May 10, when it is time to fill with the summer geraniums.

Keep a good showing of flowering plants as they help to decorate the shop and if well featured are almost certain to move off satisfactorily. The annual forget-me-not is now at its best, which, with its wealth of blossoms makes a beautiful gift pan. Feature boxes of spring flowers, with a few arranged and displayed in the case and window. Just the suggestion brings to mind a use for them and sales are frequently made when the pretty arrangement catches the eye and is ready to take along.

The window should be kept attractive, so much so that some one is always standing in front. To be effective it must always have a story to tell and no matter how much work is put on it good business is sure to result.

This is the season of special sales when flowers can be bought in quantity at low values. Short stemmed roses, sweet peas and a host of other flowers can be featured in the small, tumbler or vase handle baskets, that if a window is filled with them will attract attention, and with the silent salesman price card move off quickly.

Every live florist has always a number of features in his store or window that are a trifle out of the ordinary; many are just staple plants or flowers featured in a little different way or given a decorative use or setting by which a new interest is created. It is this getting the people to stop and look that counts. Watch the persons who pass by the shop, for say 15 minutes, and note how many pause to look in the window. Then place a well written card of good size, about 12 x 16 inches, describing the win-



AN EASTER BASKET.

dow features and count up those who now glance in for the same period of time and the difference will surprise you.

"Our Saturday Box" is a title for a special for the week end; it puts the thought in the mind that often flowers in the home over Sunday will be welcome and the sale is made. It is just one of the 100 ways in which business may be quickened and things kept moving.

A wedding scene for the window will attract attention now, as this is the season for such affairs. A kneeling stool nicely decorated or a shower bunch with an explanatory card or a more elaborate display shows that this work is a specialty with the establishment and is certain to influence orders or bring inquiries that should be followed up.

Carefully scan the social columns in the newspapers every day and follow up the chances for business offered. Many orders are secured by the live, progressive man who goes after them that would have gone elsewhere had he not made the bid.

New Uses for Flowers.

The use of flowers in the commercial world is growing in spite of the fact that the florists have made no effort whatever to develop it. Florists seem obsessed with the idea that their only field is the social one, yet knocking at their doors is this opportunity, a field that gives as great promise as any I know of.

There was a time, not so long ago, when it would have been considered effeminate and showed a weakness in a business man to have floral displays in a business house. Today, hardly a new enterprise opens its doors without having a few flowers about the place. The writer has been watching this chance for the florists to develop this new field for some time, and his observation has been that banks were the first industry to take the lead in this new move. When the financial men of a community, that is, the men upon whom all commercial enterprises must in a measure depend, set their seal of approval on a custom, you may depend upon that custom being a good one.

On November 29 the National Exchange Bank, Baltimore, Md., moved into new quarters. This bank first opened its doors in 1865, and in the 56 years of its business life, efficiency and service have been its watch words. The equipment of these new quarters is the most modern that could be devised for banking purposes. So proud were the officers and directors of the way in which they had built, that the public was invited to inspect the new building. On this occasion, wise as these veteran financiers had been, men who all their business lives had known but one thing, finances, they had their eyes opened to the fact that sentiment is not lost, even amid the borrowing and lending of money.

Early in the morning of the opening day the florists' trucks of the city began to drive up to the doors of the bank with quantities of flowers from all parts of the country, all bearing cards of congratulations and wishing them prosperity for the future. One noticeable thing was the part played by the F. T. D. service. Nearly every city in the east was represented.

BANK OFFICERS CONVERTED TO FLOWERS.

The writer asked one of the officers of the bank what he thought of flowers for such an occasion. His reply was: "They are wonderful; they give a new spirit to the whole thing." These financiers, who had grown old amid



AN EASTER BASKET.

what is considered the greatest power on earth, had no experience with flowers, except, perhaps, years ago when they sent a camelia for their wives' hair when they were courting, or more recently when the women folks were giving a dinner and they received the florists' bills to pay. These financiers were just as excited and nervous over the bank's floral offerings as any debutante at her first cotillion.

Now let's talk business. The first question I am going to ask the florists is: What are you doing to educate these business men in the greater use of flowers? There is just one thing that was responsible for the quantities of stock used at the opening of this bank's new home, and that is the education disseminated by the national publicity committee in popularizing the slogan, "Say It With Flowers." Are you doing your part? Are you contributing your just share to this cause?

When the sale of Liberty bonds was on there was a phrase: "Give till it hurts," and yet we all know that in reality we were just investing our money at a fair rate of interest. Those were the days in which we were taught thrift, and every dollar you invest in the systematic publicity of the greater use of flowers for business purposes is going to prove a better investment than the purchase of Liberty bonds. On occasions like the opening of this bank it is pathetic to see such people groping for the light. They are willing to learn and yet there is no systematic effort being put forth by the florists of this country to educate them. We never pick up a trade journal but we see an

appeal from Henry Penn or John Young for funds to keep the national publicity of "Say it with Flowers" going. The half-hearted campaign the committee has been able to carry on because of the lack of funds, is looked upon as wonderful by publicity experts for the amount of business it has brought to the industry, and yet the surface has not been scratched.

A GOOD INVESTMENT.

Now let us use our imagination. Let us suppose a photograph of the interior of this bank on the opening day, with its immense baskets of fine roses, bunches and horse-shoes, for the latter were there in abundance. Many of these bankers in their ignorance thought that when sending flowers for such an occasion the emblem should be one representing good luck. They were like the employees of the proprietor of an oyster business; when he died the employees would have nothing but an oyster reproduced in flowers. But take the photograph of this flower-decked bank and reproduce it on one of the pages of the Saturday Evening Post, with such data as an expert like Major P. J. O'Keefe, of Boston, Mass., could supply. It would be money well invested.

The business man is always on the alert for good things; a hint is all he needs. Beautiful as this bank was, with nothing but the best grades of flowers used, admired by everyone, yet to the eye of a florist it fell far short of what it might have been. A case of southern smilax and a truck load of palms would have made a setting for these offerings that would have doubled its artistic effect.

R. T. P.

THE CARNATION.

Carnations—Past, Present and Future.

Address by Albert M. Herr, Lancaster, Pa., Before the American Carnation Society at Hartford, Conn., January 25-27, 1922.

"Carnations—Past, Present and Future," sounds like and is a mighty big subject. Do not expect too much from the writer, for this will be more of a ramble than a continuous journey. It must have been in a fit of abstraction that I yielded to persuasion of your secretary to tackle this subject. At least it was not due to anything in the line of the old time wet goods, so we will have to blame it on the characteristic way your president and secretary have of getting what they want. They wanted a paper for this meeting; there were only a few of us at this Washington, D. C., convention and I was made the victim. Now, it's my turn at them and here goes.

God, in his wisdom, created the universe, and set mankind upon a little whirling ball, suspended in infinite space and surrounded by numberless worlds and suns, so that man might know how small he is against the background of all things. This is how I, a geranium grower, feel today in the presence of the divine flower, it's growers and hybridizers. I can, however, look back to many happy and profitable days spent with carnations and look forward to experimenting with their hybridization in the future.

To speak of carnations in the past is a misnomer as they have no past, being a strictly modern production. We only know that the carnation evolved from it's predecessors up to the point where it was noticed by man and brought to it's present state of development.

The past, for this paper, will go back to October 15, 1891, at 2 p. m., when Edwin Lonsdale opened the organization meeting of this society, which was the result of a call issued by C. W. Ward, 19 of us signing our names to it.

Sometimes in the hurly burly of success we forget the men who made that success possible. I am, if nothing else, a good Elk and believe in writing the faults of our fellow men on the sand and their virtues on the tablets of our hearts and memories. Before going any farther I want to call to memory two men of two distinct types but both carnation noblemen—Fred Dorner, Sr., and C. W. Ward. Mr. Dorner was perhaps, the pioneer in the present day development of the carnation, (a development that fortunately is being continued by Fred Dorner, Jr., with equal success). Carnation history will give you a long line of hard working predecessors, but Mr. Dorner gave to C. W. Ward a vision and with his means to carry it out we must give him credit for putting the carnation on the upward plane financially where it is today, as well as some wonderful developments in the line of hybridizing, developments that if followed up would no doubt, have given us some valuable additions by this time.

In those days the three great lights of carnationdom were Dorner, Ward and Fisher with a number of smaller lights, all worthy of mention and all or nearly all attaining results, some greater than others. To go back and recall these results is also a matter of history and today there are none or at least very few of their efforts in evidence. This business seems to be an ever changing one and because of this a fascinating one, yet it does seem a pity that the noble work done by your predecessors in a few years becomes

merely a memory. Mr. Dorner at one of our meetings made the announcement that the life of a carnation was about six years. This has been exceeded in many cases with his own varieties but it is nevertheless true that varieties do not have long lasting qualities.

RESULTS OF FIRST MEETING.

Getting back to that first meeting the following resolutions were adopted: To improve the excellence of the flower; to improve the methods of cultivation and the methods of placing it on the market; to increase it's use as a decorative flower; to improve the methods of growing cuttings and plants as well as marketing the same; to infuse into the grower a more thorough understanding of the general rules of successful business management.

With very slight modifications these rules can be applied to the society and it's members today. In fact they might well be framed and hung up in your office, instead of that sign, "this is my busy day." If you would cut a little of that busy bee business and take a little time each morning to read over these resolutions before getting into harness, perhaps at the end of the year both you and your carnations would be the better for it. Another suggestion brought out at this meeting was the use of carnation foliage in offering flowers for sale. Of course, right now you need not offer anything, not even service, to sell them, but these conditions will not last forever, and the day will come when you must put forth some inducement to the consumer to buy your carnations. To any one who loves them nothing can be handsomer than a bunch of good carnations with several buds in various stages of development and some of their own foliage. The critical and artistic buyer will gladly pay the price if you are a salesman and come back time after time as regularly as the clock ticks.

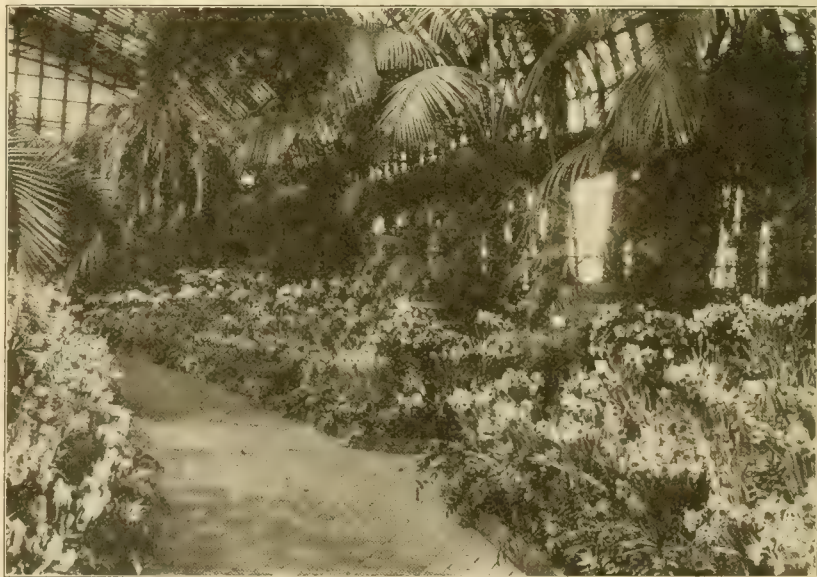
Before leaving this first meeting we must not lose sight of the fact that three retailers gave a detailed report of what in their estimations was the ideal carnation, to serve as a guide for the grower and hybridizer. The gist of those recommendations is to strive for size, not too double but with center petals erect to avoid a flat flower. In color the colors to be decided and pure. They also made a plea for a light shade of pink that would go with made-up

work and blend with other colors. This has since been obtained in the Enchantress type and colors, preceeded by Daybreak a grand variety in its day. I am not an advocate that all new ideas and all new things are tommy rot and not half so good as the old ones, but some of these old time ideas would work out better today than they did then and a few of them might and ought to be revived and this to my mind is one of them, a real recommendation from the retailer to the grower.

A paper of this kind would be incomplete without mentioning John Thorpe's prediction of carnations with 4-inch flowers on three foot stems and selling at \$1 each. We have had a few of these but the demand for this class of stock is very limited. It seems that the medium sized flower of good color, with plenty of fragrance and good keeping qualities sold at a reasonable price, is the one that meets the popular demand.

In these first days of the society there was considerable groping for cultural knowledge and the meetings consisted of cultural papers and discussions, much of our present day knowledge being due to these papers and the discussions that followed. The social feature was developed very rapidly and many interesting incidents could be recalled, along this line. Just before a meeting in Chicago, the Florists' Club of that city wrote me to try and attend. I wired to E. G. Hill, of Richmond, Ind., then a carnation enthusiast and an originator of no mean ability, to go with me if possible. Traveling by way of Richmond we arrived in Chicago about 6 p. m., attended the meeting, slept in a room with a poker game going on at our door, with four revolvers on the table to keep the game straight, but we slept all the same and early the next morning started for home. This is just a sample of the enthusiasm we had in those days.

Speaking of enthusiasm recalls a banquet we had in Toronto, Ont., where Wm. Scott was down for a speech and the toasts were all drunk in ice water. Sitting next to him, he remarked to me, "How can one work up any enthusiasm on ice water." Those were not ice water days. At another banquet held in Brooklyn, N. Y., a miniature war was put on with champagne corks as artillery and more than one full dress suit received a shower of champagne. Are we any better off to-



EASTER DISPLAY AT GARFIELD PARK, CHICAGO.



CHICAGO FLOWER GROWERS' ASSOCIATION EXHIBIT AT NATIONAL FLOWER SHOW, INDIANAPOLIS, IND., MAR. 25-APRIL 1.

day? I doubt it. According to John Westcot's theory we worked hard and we played hard, but times change and we are the cause, so "requiescat in pace."

Being in the "down east" district one recalls the names of Wm. Nicholson, M. A. Patten, Peter Fisher, E. N. Pierce, S. J. Reuter, C. Warburton and, of course, your own Wallace R. Pierson. All carnation enthusiasts in their time. These men were boon companions to R. Witterstaetter and E. G. Hill and others from the west and if we could have an account of their round table talks it would be both interesting and instructive.

Matters went along pretty smoothly until 1892, when we had our first scare from carnation rust, this scare continuing for a number of years, but better houses and better methods of culture has made it practically a forgotten issue. It is occasionally found today, in fact, I found recently a very good case of it on a novelty, but the grower considered it a minor matter. It is fortunate that it has died out before we started on our present day mad career of quarantines or there is no telling what might have happened to the carnation industry.

Coming down to present day varieties, it would be presumptuous on my part to attempt to do justice to either originators or varieties. They are here for your inspection and actions speak louder than words. I would like to do justice to your secretary, the present day Dorners, your host of eastern hybridizers, and some of the good varieties or recent introductions. At the first meeting the committee of retailers, consisting of John Westcot, Robert Kift and H. H. Battles, agreed that a good clear yellow carnation was badly needed. We have it today in Maine Sunshine. A good free blooming pink was needed and we Pennsylvanians think that our Henry Elcholz has given it with Lassie. The rest of the story is before you.

FRAGRANCE OF FIRST IMPORTANCE.

Hybridizers should attain first for fragrance, for a carnation without fragrance is a nonentity; substance, second; habit and freedom, third; size and color, last, and in the latter give decided shades as there is little call in our markets for fancy combinations. They should also aim to produce a good summer blooming strain of carnations, a strain that could be planted in gardens along with roses and other garden plants which, I believe, would add to their value as a cut flower with the public. Some years back it was thought that we ought to have a race of carnations that would make good pot plants, but to my mind we do not need these and they would not benefit carnation growing as an industry.

Next to the production of needed kinds, we should have in the United States a Carl Engleman to devote a good portion of his range for experimental purposes and make it the Mecca for carnation growers here that his establishment is in England. There is no end to the education such a place would be to our wideawake American growers. Publicity, like many other things, has been neglected by the American carnation growers and the Britishers are far ahead of us in this respect. We have plenty of the very best trade paper publicity, but what we want and need is Associated Press publicity, news notes and items of interest to the general public. Such items are always eagerly sought by the press and are of incalculable good if truthfully presented. Here are a few:

Messrs. Lowe & Shawyer, Oxbridge, Eng., with 130 acres of grass, have six carnation houses 43x276 feet, and have carnations growing in them for three years in succession, in full health and vigor, plants fully six feet high filled with buds and flowers of first quality.

Some room for discussion here. Carnation roots are known to have gone into the soil to a depth of 12 feet, showing conclusively that they are gross

feeders. (This might be used as an argument for solid beds.)

In South Africa our winter carnations are a popular garden flower and new kinds, such as Laddie and Maine Sunshine sell for \$1.75 per plant. We all know the publicity that Thomas W. Lawson gave to Peter Fisher and his variety, Mrs. T. W. Lawson. We know what a furor there was all over this land and how everybody wanted to see it. Any store that was fortunate enough to obtain a few for their window had an attraction that nothing before or since equaled. There is no reason why other meritorious varieties should not have similar publicity.

In 1891 the need of carnation growers was better business methods; in 1922 the same need exists, in fact, to a certain extent, a greater need exists today. The first step is to get the cost per flower of your production. This, of course, on account of various conditions, cannot be done to the fraction of a cent, but in a society with the scope this one has it ought to be practical to arrive at a fair average cost. This cost is absolutely necessary to arrive at a fair selling price. It is also necessary as a guide to individual growers for comparison. The man who can decrease it by fine equipment or better business methods will have just that much more profit. The man who would increase the costs would reduce his profits in proportion and he would know when to quit.

COST TABULATION IMPORTANT.

Cost tabulation has been discussed from time immemorial, but let me tell you that today is the time to stop discussing it and getting down to actual work. Cost knowledge is as necessary to the life of your business as the action of your heart is to your own life. Look back and see the prominent men who grew carnations under the haphazard system then in vogue and see how many have dropped out. Take a man like E. G. Hill, whom no one could accuse of not being a good business-

man. Carnations for some years were a big feature of his business, but he was growing in competition with men who knew absolutely nothing about costs and today they are not part of his business. Today the carnation has some advantages over the rose as a great many of these carnation men have dropped it and taken up roses, the consequence being that carnations are scarce and roses too plentiful, but this condition is not going to last and the quicker carnation men can stabilize their business the better it will be for it and them. To stabilize it, cost comes first, then co-operation and cannot meet with the success that the til we have real co-operation we will carnation deserves.

When the wholesaler tells the grower not to grow a certain variety of carnation and the grower goes ahead and plants this same variety in quantity, then there is lack of co-operation on the part of the grower. When a wholesaler tells the grower to produce a certain kind which he knows can not be grown at a profit, then there is lack of co-operation on the part of the wholesaler.

When the retailer gets carnations for \$1.00 per 100 and sells them for \$2.00 and \$2.50 per dozen, then the grower does not get his just share of the transaction, and his only remedy is to get an exorbitant price when the demand is below the supply and the retailer can not make his just share of profit. Any business man will tell you this is a wretched condition of business and that it will take real co-operation to remedy it.

To have real co-operation we must first get rid of that spirit of greed and selfishness that seems to have reached its culmination in the past four years. This thing of everybody for themselves and the devil for the hindmost will send the business to the gentleman in question just as sure as the sun rises. I was going to advocate that carnations should be advertised at a certain moderate price, say \$2 to \$2.50 per dozen, from September 15 to June 15, with prices doubled for special days, and then let the grower and the retailer get together on a wholesale price covering the same period. This, I am told, is not feasible, but like the man who is convinced against his will, I am of the same opinion still. I fully believe that the stabilizing of prices to the public and letting them know about it would build this business to wonderful proportions. It is a poor rule that has no exceptions, and this would, no doubt, run up against some exceptions, but these, if properly explained in your sales and advertising, could be overcome.

After all is said and done, it is the public who make or break a business. People will buy only what they want, when they want it, and at a price that they consider fair. With oceans of publicity you can sometimes create a demand and at all times stimulate a demand, but unless you can make your advertising absolutely truthful better not advertise at all. There is nothing will kill a business quicker than to use a finely worded advertisement and then not live up to the letter of that publicity.

In some of the national advertising now being done (I am not speaking of our own) the dealers are not living up to the wording of them and, as a consequence, the trade mark or slogan is a detriment rather than a help to sales. If we are not extremely careful to "Say It With Flowers" of the right kind eventually our slogan will lose its pulling power and that is a loss we all should work to avoid, for we have the best of them all.

Finally, this carnation society, to my mind, should be a combination of grower, wholesaler and retailer all working together for the advancement of the industry it represents. Every meeting should have a report from a committee consisting of three retailers, three wholesalers and three growers, one each from a different center, say Chicago, St. Louis, Mo., and New York, this committee to report on the high spots of the business for the year past and the weak spots as well and give recommendations for the year coming.

Following the Golden Rule will not grow carnations, but unless you are growing them as a hobby then you will want to make their growing a business. As a business following the Golden Rule is the only sure road to success. Every other business is coming more and more to recognize this fact; let us beat them to it. Carnations and roses or roses and carnations (which ever way you want to put it) are the staple cut flowers of commerce, and why should not the growers work hand in hand. I am not making any apologies for this paper, but I did hope to give you a little more than I have been able to do. The time I had set aside for preparing it was so full of other things that I could not devote the time desired. Any questions about old times that you have I will be glad to try and answer, and do not hesitate to knock. I have been secretary of too many things and too many years to mind criticisms or differences of opinion.

Kloosterhuis' Methods.

The Horticultural Trades Association of England has communicated the following to the British Nurserymen and Seedsmen of December 16, 1921.

E. Kloosterhuis, Jr., has set up trading in England as a rose specialist at Uckfield, Sussex. This might be quite all right, and Mr. Kloosterhuis might easily have become as respected and successful as any British-born trader, but unfortunately Mr. Kloosterhuis is not, in our judgment, acting at all properly. He seems to be hostile to the British nursery trade and endeavoring to injure the trade.

This is unfortunate, because we are informed that the Kloosterhuis firm in Holland is much respected by British nurserymen, and a British nursery firm actually got young Mr. Kloosterhuis

his passport and vouched for him to the British authorities in war-time. After this it is difficult to credit the way young Mr. Kloosterhuis writes about the British trade to the trade's own customers. The executive council of the Horticultural Trades Association has reluctantly decided that Mr. Kloosterhuis' methods must be made public, and therefore we give below copies of two postcards which this trader has sent to private customers:

"November 14, 1921.

"Dear Sir—I'm much obliged for your inquiry. Can offer you the wanted 50 bush roses in good quality, budded on the best stock, seedling Dog Brier, for 55s., carriage paid. Cash must be sent with order. I beg to enclose herewith my full list. I sold the last fortnight over 3,000 bush and 500 standards to members of the National Rose Society. I used to grow and supply roses only to the trade, but since they charge so high to the retail, I try to supply at half price.—Yours faithfully, E. Kloosterhuis."

"November 18, 1921.

"Dear Sir—Thanks for yours of the 17th to hand. Don't you be misled by humbug of some nurserymen about British grown. Most of them sell for three-quarters of what they sell in roses, outside England grown. Mine are grown in a cold climate on the best stocks and on the best possible rose soil, and are perhaps better than them, so-called superior British grown. I have supplied the British trade for over 20 years with over 100,000 rose trees annually, but since they are charging so much money from the retail people, I try to supply at lowest price.—Yours faithfully, E. Kloosterhuis."

We directly challenge Mr. Kloosterhuis' statement that he has supplied the British trade "for over 20 years with 100,000 rose trees annually." We believe he is aged about 30, and he certainly was not supplying the British trade as a child! Before the war he was calling on British nursery firms for orders for the Holland firm. We also understand that he has been a cycle agent, amongst other activities. And when he talks about "the humbug of some nurserymen about British-grown" he is talking nonsense. If it is humbug, how is it that the Dutch horticultural expert, Dr. K. Tjebbes, tells everyone that the British are better?



EASTER DISPLAY AT GARFIELD PARK, CHICAGO.

We have already challenged Mr. Kloosterhuis last week in the trade press as to whether his rose trees are Dutch or British-grown, but he has not replied. And he has not replied for a very good reason. We now understand that he grows nothing himself, and that all his stuff is imported. Mr. Kloosterhuis may think the difference between British and Dutch roses all humbug, but his yellow price list was in the hands of a London drapery-store manager last week, and this gentleman asked a friend in the trade whether Kloosterhuis being Dutch, his roses also were Dutch, and on receiving an affirmative reply threw away the circular.

Last week we communicated with Mr. Kloosterhuis regarding his methods of business, and received the following reply:

"November 24, 1921.

"Dear Sir—Your letter of the 23rd instant reached my desk this afternoon, and I will explain to you about this rose matter, although I'm not in any horticultural association. I have been supplying rose trees for several years to the English trade and still supply large quantities to them. Now a lot of them have a kind of scheme out to kill foreign-grown roses in this country. You have only to look in the amateur gardening press papers; they style roses which are not grown in England 'foreign rubbish,' and I know in many cases that the firms who use similar cries to the buying public buy my roses, which are nearly all grown outside England, and I suppose they are selling them again to the public, as I don't think they use them to decorate their own nurseries with.

"Now I thought this autumn to give the public a trial with foreign grown roses, and I admit that my prices are not the double prices as what I charge the trade. Retail I charge 15s. a dozen for bush roses, and trade about 90s. per 100. Standard roses I charge retail 46s. dozen, and the trade 33s. I have not sold many roses to retail, though, as the large advertisers in my articles have made this impossible for me. If, however, these people keep on with running my roses down, I will another year not sell another plant to the trade, but everything shall go to the direct consumer. You, sir, are a secretary of a big association. I quite see your point, and I consider quite what I do myself.

"I should like to know why roses grown outside the British Isles are inferior to those grown within the United Kingdom. Mine are grown on loamy, sandy soil, the best ground for roses in general, and are in no way inferior to British grown. But if British nurserymen belonging to your association are misleading the public, and the public will get to know that they are tricked by their own countrymen under the mask of camouflage, patriotic advertisements and the results for these nurserymen will not be very profitable then.—I am faithfully, E. K."

If Mr. Kloosterhuis wants to know why foreign-grown roses are inferior to English-grown for English purposes, he should ask his fellow countryman, Dr. Tjebbes. And if he is wise he will not threaten the British trade. The British trade is quite powerful enough to take care of itself, as Mr. Kloosterhuis will find if he is so ill-advised as to continue in his present fashion. We think, however, that he will be more sensible and learn that it will pay him best to live in harmony with his British neighbors—who, after all, do not force him to live in this country with them, and we hope that in future he will make it unnecessary for us to allude to these matters again.

[We regret to add that practically the same conditions exist in the United States.—ED. AMERICAN FLORIST.]

National Publicity Campaign.

HAVE YOU SEEN THE WIND?

One time Ernest D. Hastings, the managing editor of the Dry Goods Economist, asked a man, "Ever have your hat blown off?" "Yes," said the merchant. "What blew it off?" "The wind." "Did you ever see the wind?" "No." Well, advertising is like the wind, an invisible force. You can't see it, but you can and will see the results, just as you see your hat go rolling down the street.

This incident in a nut-shell very aptly describes the power of advertising. Many people who never had much experience with the power of advertising, having at intervals now and then had occasion to spend a little money but who didn't keep it up long enough to feel its force may not be keen to continue in its support, but the knowing ones in the trade who have adopted its use cannot afford to drop it, and rather believe in using publicity to a greater extent than ever.

The publicity committee for 1922 has plans for a worth-while campaign and has accordingly sent out letters for subscriptions and the committee feels that those in our profession who have faith in the future of our business will unhesitatingly send in their quota so that our programme may make further progress.

National advertising is the dominant and outstanding feature of the "Say It With Flowers" slogan and helped to raise it to such prominence that many editors, writers and cartoonists use it as a text and which is worth many, many times over the amount we actually expended in the magazines to feature it.

To the thinking mind the use of national advertising need not be questioned but to those who have not delved into the problems connected with publicity there are many who feel that local co-operative advertising is all that is needed. But never was there more need for the national campaign to continue than at present, for there is no medium that can spread our slogan more uniformly over this broad land of ours than national magazines, so that everyone can get results unselfishly. While no one belittles the good of local advertising we must admit that it helps only in spots where the newspaper goes, but magazines are read the world over and the greatest good to the greatest number is served in this channel.

HENRY PENN, Chairman,
National Publicity Campaign.

Hail Damage Widely Spread.

AT COUNCIL BLUFFS, IA.

The florists of Council Bluffs, Ia., again sustained great damage from a severe hail storm which passed over that city, April 6. The total loss is conservatively estimated to be over \$50,000 and was the heaviest fall of hail to occur there in many years.

J. F. Wilcox was fortunate, with his extensive range of 750,000 square feet, to suffer a loss of only 500 square feet. Blaine Wilcox estimates that \$1,000 will cover his damage. O. H. Herman practically lost all his glass. His range comprises 150,000 square feet and in addition all the stock was so hammered and beaten down by the hail, heavy rain and broken glass as to be practically worthless. He estimates his loss at \$18,000. L. H. Reams lost 23,000 square feet of his 125,000 foot range.

Claud E. Hinman's damage in glass is 14,000 square feet at a loss of \$6,000. Alfred Young's range was riddled to the

extent of 17,000 square feet, his loss being \$8,000. T. L. Lainson, was fortunate, losing but 500 square feet at a cost of \$360, while Henry Myers estimates that \$500 will replace the glass in his 23,000-foot range. The loss in stock was particularly heavy as all were well prepared for the Easter trade.

IN CHICAGO SUBURBS

A hail storm swept Elmhurst and Maywood at noon, March 10, doing some damage to the glass in that vicinity, but the total loss to the individual grower is not as large as first reported. A list of the damaged follows: Premier Rose Gardens, Wendland & Keimel Co., A. F. Amling Co., Wm. Spandikow & Sons, Herbert Amling, Hans Jepsen, Carl Hausermann, Proviso Floral Co., Meier & Dramm, Ernst Weiss, Wm. Wichtendahl, Kuhlmann & Wicht, Weiss & Meier, Henry Wehrmann, Hugo Luedke, Gust Swenson, C. Heston and the Oak Ridge Cemetery greenhouses. The growers consider themselves lucky in escaping with such small loss, considering the heavy storm, and while it is difficult to give the actual damage, it is safe to state all the above lost at least 500 lights of glass, and in some instances the figures will run into the thousands.

The W. G. Davis Co., at Aurora, lost 1,500 feet of glass by hail the same day.

AT BAKERSTOWN, PA.

The extensive greenhouse ranges of the Pittsburgh Cut Flower Co., were badly damaged by a violent hail storm, on the evening of April 10. In addition to the great amount of broken glass the Easter stock of cut flowers was also badly damaged by the hail and falling glass.

Easter Displays in Chicago Parks.

The arranged displays of Easter plants in the Garfield, Lincoln and Washington park conservatories for the enjoyment of the public during April is quite up to the standard of former years.

In the Garfield conservatory the large, central oval was filled its entire length with Easter lilies, rising from a bank of single stocks, Begonia rubella, tall plants in full flower, white aculegias, pots of fragrant mignonettes, bordered with white hyacinths and Poeticus narcissi. The east side of the house was banked high with genistas beneath which were purple, large flowered cinerarias, daffodils, Soleil d'Or narcissi and Couronne tulips, all of which nicely arranged gave a wonderful color effect. The west side was banked with hydrangeas lilacs, Cineraria stellata, spiraeas, bordered with blue hyacinths in pans. At one end was a group of schizanthus and Easter lilies, while Tausendschon roses with baby rambler roses as a background and bordered with Murillo tulips in pans made a pretty showing at the entrance. The whole arrangement and color effect, with correct labels for each kind of plant, was a great credit to the park gardeners.

The large fern house with its magnificent cibotiums, some with a spread of over 20 feet, makes a beautiful tropical scene that is not duplicated anywhere else in this country.

The large show houses in Lincoln park were filled with hydrangeas, cinerarias, Primula obconica, Easter lilies and callas. A big, center bed of Lilium formosum with white schizanthus and another of roses in pots, with pans of Darwin tulips, interspersed for color effect, were conspicuous features.

Genistas, Perlagonium Easter Greeting, Amoena azaleas, Cineraria stellata, Primula obconica, yellow callas, large quantities of giganteum lilies, hyacinths and daffodils were the principal flowering plants in the Washington park conservatories. These were all artistically banked and arranged to get the best color effect, blocks of pink, white and light blue hyacinths being very striking.

The immense throngs who visit these Easter displays show that they are greatly appreciated.

National Flower Growers' Association.

CINCINNATI GROWERS.

While the weather which has greeted the growers of the Cincinnati branch of the Ohio District of the National Flower Growers' Association at each of their monthly meetings since the first of the year has been anything but pleasant, the weather, April 5, was ideal for a florists' meeting. Those who had preferred to pay \$1 fine for missing the gathering changed their minds in about five minutes when a good hard down pour of rain descended upon them, and the meeting which was held at the plant of Frank A. Volz was minus only one member. Suffice to say we had a very interesting meeting from all angles. Several new members were admitted and blank applications were taken by some of the members which would naturally indicate that there are other applicants in view.

From reports of committees appointed to solicit subscriptions for the advertising fund it would seem that practically the entire city and suburbs had been canvassed. However, the out-of-town growers whose products are sold through the Cincinnati market do not seem to appreciate the value of advertising and are rather slow in joining. Surely they do not expect the Cincinnati florists to bear their burdens in this respect and we hope to hear from them before long. As will be noticed from the following list only two out-of-town florists have shown their willingness to help this cause along and we hope the wholesale man will take cognizance of this fact in pushing the sale of the stock he has to offer.

The following subscriptions were received since the last report: Jos. H. Hill & Co., Richmond, Ind., \$50; C. E. Hawkins, Leesburg, Fla., \$10. The balance are local subscriptions: Ray Lindsey, \$3 per month; Geo. Mack, \$5 per month; H. W. Shepperd, \$50; Tromey's Flower Shop, \$50; Louis E. Roth, \$15; Wm. A. Berlier, \$25; E. W. Rutenschroer, \$25; Philip T. Popp, \$25; J. C. Rutenschroer, \$15; Wm. Rutenschroer, \$15; Al. J. Horning, \$15; Henry Koester, \$15; Fries Floral Co., \$15; C. J. Jones, \$35; Ed. Schumann & Sons, \$10; Ben Reidel, \$10.00; Mrs. C. Witterstaetter, \$15; Corbett Floral Co., \$15; Herbert Greenschmidt, \$10; Peter Herb, \$10; Purtschly Bros., \$10; Hardesty & Co., \$60; Eck Bros., and Fred Gear, \$50 each.

We were very fortunate in having with us in the evening Walter Stephens, president of the Ohio District, and his remarks were not only interesting but instructive. The Cincinnati growers took advantage of this occasion to inform Mr. Stephens that we would be a contender for the next state meeting, and if we are fortunate enough in securing it we expect to make a two day affair of the occasion, the first day to be devoted entirely to business, and the second day to be featured with a strictly florists' picnic at some private grounds.

Mr. Volz, at whose place the meeting was held, was given a vote of thanks for the 200 frogs legs which were part of his lunch menu.

Do not forget the next meeting which is to be at John Bruckner's establishment, 1135 California avenue, Bond Hill, Wednesday, March 3, at 2 p. m.

JOSEPH IMHOLTE, Sec'y.

New York Florists' Club.

The New York Florists' Club held its monthly meeting at the Engineering Societies building, April 10, President Roman J. Irwin in the chair. On account of the spring flower show there was no meeting in March, so Secretary Young read the minutes of the February meeting, which were approved. Arthur Herrington, manager of the recent New York spring show, stated that he had predicted, previous to its opening, March 13, that it would surpass any of its predecessors and his forecast had been amply justified. Secretary Young corroborated Mr. Herrington's statements and suggested that a flower show committee be appointed for 1923, the president announcing that he would appoint such a committee at a later date. Mr. Young brought out that the gross receipts for the exhibition were \$77,145.73. As all expenses and premiums must be paid out of that amount, there will still be a snug sum left to divide between the Florists' Club and the Horticultural Society of New York.

Chas. H. Totty, speaking of the Fifth National Flower Show, at Indianapolis, said that it was the best the Society of American Florists had ever staged. Most of the credit for the successful transfer of the exhibition to Indianapolis after it was found that Cleveland was not available was due Geo. Asmus, of Chicago. Mr. Totty was impressed with the co-operation shown at Indianapolis, the liberality of the newspapers being exceedingly helpful. Secretary Young confirmed Mr. Totty's statement concerning the good work of Geo. Asmus. The secretary was impressed by the large attendance and the general interest displayed by the people of the city. He spoke in praise of the exhibition hall and referred to the loyal activity of the retail florists of Indianapolis. Arthur Herrington said that the success of the Indianapolis show seemed miraculous and he was greatly pleased with the exhibition building. He praised the loyalty of the Cleveland exhibitors who effectively assisted to stage some of the best exhibits. Mr. Herrington spoke highly of the rose and carnation displays.

A. M. Henshaw, who spoke for the Allied Florists' Trade Association, called attention to the mass meeting to be held in the Florists' Club's hall, Engineering Societies building, April 21, in the interest of co-operation and publicity.

In reporting for the annual club banquet, held in March, Paul Rigo stated that 257 paid tickets had been disposed of with a net profit of \$36.15. The guests were taken care of by the club and A. L. Miller, of Jamaica, L. I., furnished the decorations. A vote of thanks was tendered Mr. Miller and the banquet committee.

Wm. Savile, chairman of the exhibition committee, reported that a great effort would be made to have a good exhibit for the May meeting. A final certificate was awarded Carnation My Welcome, grown by Henry Hession, of Brooklyn.

Attention was called to the trip to the Society of American Florists' convention in Kansas City, Mo., next August, by Mr. Rigo, who urged members to make reservations with the special club party.

The secretary and treasurer read their annual reports which were accepted and a vote of thanks tendered the two officials. Percy B. Rigby, of the board of directors, also presented his report, which was approved. John Watson, Princeton, N. J., and others made interesting remarks.

The following were elected to membership in the club: F. Wittenberg, R. F. D. 2, Richfield, N. J.; C. F. Hagemann, 206 West 69th street; Harry Rapner, Milton and Flushing avenues, Maspeth, N. Y.; Fred Manker, Farming-

dale, L. I.; A. Hotchkiss, Summit, N. J.; Vincent Hession Lenox Road, Brooklyn, and Henry Hession, Lenox Road, Brooklyn.

The proposed amendments to the by-laws were read by the secretary, to be voted on at the next meeting. Mr. Young notified the club of the death of Selah Van Riper, of East Paterson, N. J., and a committee was appointed to prepare suitable resolutions. The meeting then adjourned.

A. F. F.

Rochester, N. Y.

HEAVY SUPPLY OF EASTER LILIES

In spite of the quiet Lenten season business has kept up very well, flowers of all kinds being very plentiful. Carnations are exceptionally good. Violets are getting very poor. Plants and cut flowers are in splendid shape for Easter, the weather being quite a factor in holding stock back as it has been cold and cloudy the past week. It is said there will be an abundant supply of Easter lilies.

NOTES.

The formal opening of the Lamberton conservatory took place March 25, the park band furnishing music. John Dunbar has discovered the name of the mystery plant at the conservatory, which is *acanthus* or bear's breech.

W. L. Keller recently returned from Colorado having had a fine spring vacation.

Excellent red baby rambler, and Tausendschoen rose bushes are being grown at J. B. Keller & Sons' South avenue greenhouses. Peter Hess has given up his position and will do outside work on a private estate.

Geo. Cast is the manager of the new store recently opened by James Vick's Sons, 36 Exchange street. The force has been increased at the Stone street establishment to take care of the spring rush.

Several baskets of flowers were wired to Mayor Van Zandt upon the opening of the Fifth National Flower Show in Indianapolis, March 25, by Mayor Shank of that city.

The formal opening of the Union Trust Bank, March 27, called for a number of large, handsome baskets and quantities of American Beauty and other roses.

Horace J. Read, of Geo. B. Hart's, is spending considerable time on the road.

CHESTER.

Boston, Mass.

MARKET IN POOR CONDITION

The market last week was inclined to be rather slow except for carnations which held their own surprisingly well. Roses are poor sellers, the price received even on the fancy grades not being what it should be at this season. Bulbous stock is still plentiful and hard to move at any kind of a fair figure. Sweet peas are being held back for the Easter business but the supply has diminished considerably the past few days and consequently they are bringing better prices. The call is for the ordinary rather than the fancy stock as the cut flower trade is quiet. Funeral work is the only prop for the business at present.

Michael H. Walsh, the well known rosarian, of Woods Hole, died April 10. For further particulars see obituary elsewhere in this issue.

E. F. S.

SPARTA, WIS.—Lem Stevling, has purchased the greenhouses owned by Walter N. Ellis, East Montgomery street. The stock will be sold in this city by the Herbst Seed Store.

OBITUARY.

Michael H. Walsh.

Michael H. Walsh, Woods Hole, Mass., one of the world's most prominent rosarians, passed away April 10, in his seventy-fourth year. Born in 1848 at Wrexham, South Wales, of Irish parents, he, when only 12 years of age, was apprenticed for five years on a private estate. He then secured a position under Peter Middleton, gardener to Sir Watkin William Wynns, of Wynnstay, Raubon. Mr. Middleton was one of the best informed plantmen of his day.

Here Mr. Walsh became greatly interested in roses, which at that time were mostly of French origin. He also had access to the horticultural magazines of the day from which he acquired much valuable knowledge.

Emigrating to the United States in 1868, Mr. Walsh settled in Boston, Mass. His first position was as foreman on the Samuel R. Payson estate, Belmont, Mass. Five years later he became manager of the Strong greenhouses, at Brighton, Mass., which he later operated on his own account.

In 1877 Mr. Walsh became superintendent of the estate of Jos. S. Fay, Woods Hole, Mass., where, under favorable conditions he took up the culture of his favorite flower, endeavoring by cross fertilization to raise new and improved varieties, many of which were awarded prizes by the Massachusetts Horticultural Society. With the introduction of the Wichuraiana species from Japan, Mr. Walsh began at once to cross on this the various hybrid teas and eventually worked up a new type of rambler roses that made him one of the foremost of the world's rosarians.

Mr. Walsh's leading varieties in this class are Lady Gay, Hiawatha and Excelsa, which have great commercial value as pot plants for the Easter market. Among other kinds of great merit are Delight, Debutante, Wedding Bells, Evangeline, Paradise, Minnehaha and a number that are not so well known. This class of roses became famous and are in great demand in England, where their blooming season extends over a period of from six weeks to two months.

As a grower of exhibition plants of rambler roses Mr. Walsh was unexcelled. His huge specimen plants in tubs, as seen at the national flower shows of Boston, New York and Philadelphia, Pa., were the features of these exhibitions, winning gold medals and highest awards. His roses also won highest honors at the National Rose Society's exhibitions, in England.

Mr. Walsh was a quiet, unassuming man who always welcomed visitors and gave them gladly of his experience.

Mr. Walsh was ill only a few days.

Robert Crawford.

Robert Crawford, well known florist of Philadelphia, Pa., passed away, April 9, following a stroke of apoplexy, age 73 years. He was the oldest retail florist, in point of service in that city, having established his business there in 1872, when he formed a partnership under the name of Groff & Crawford and opened a shop on Eleventh street, above Walnut street. Six years later he became sole proprietor and moved to 233 South Eleventh street, below Walnut street, where he purchased property and built a commodious greenhouse in the rear of his establishment.

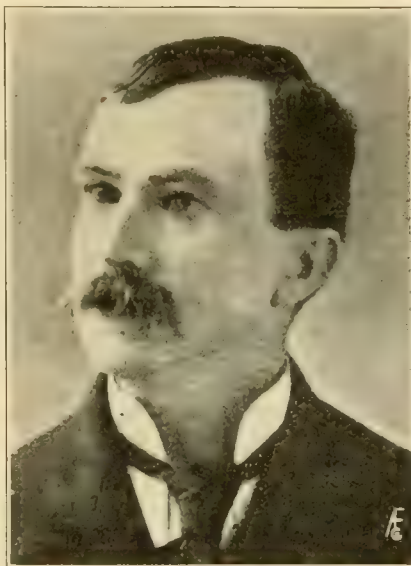
Mr. Crawford was energetic, progressive and always on the job, taking great pride in his work and store. He was the first florist in Philadelphia to add an auto to his delivery, which was operated by storage batteries and was the only available car at that time. Some years ago he erected greenhouses at Secane, Delaware county, Pa., to sup-

ply stock for his shop. Although successful at first they eventually became burdensome and he leased the houses to a grower.

Mr. Crawford was of a genial disposition and popular with fellow members of the trade. His widow and two sons survive him. William, who was associated in the store will continue the business and Harry Crawford, with the Jos. G. Neidenger Co., of Philadelphia. The funeral services, April 9, were largely attended and the floral offerings were profuse and beautiful.

Charles Carlin.

Charles Carlin, for over 40 years a well known figure in the florist business, particularly the wholesale trade of New York, succumbed to an acute attack of bronchitis at his home, 12 West 102nd street, that city, April 9. Mr. Carlin was born in New York in 1847 and shortly after the outbreak of



The Late Michael H. Walsh.

the Civil war, although but 14 years of age, succeeded in enlisting as a drummer boy in what was then the 77th New York regiment. He served throughout the war, his only wound being the loss of a finger.

Soon after his discharge from the army Mr. Carlin embarked in the florist business, operating for a time his own establishment. He was for several years with Alex. McConnell. About 1886 he entered the employ of Chas. Thorley, the well known Fifth avenue retailer, and it was as his buyer that Mr. Carlin became well known in the trade. He was so highly esteemed by Mr. Thorley that when he retired about four years ago Mr. Thorley granted him a pension. Throughout the wholesale district Mr. Carlin was noted for his straightforward honesty. He was a member of Wadsworth post, Grand Army of the Republic.

Thirty-four years ago Mr. Carlin married Miss Elizabeth Green, of Cornwall, N. Y., who, with a daughter, Elizabeth, survives him.

Selah Van Riper.

Selah Van Riper, proprietor of a range of carnation houses at East Paterson, N. J., (formerly Dundee Lake), died suddenly April 4 from a virulent swelling of the throat, aged 47 years. He had been ill but one day, and having been previously a robust man his sudden passing away was a great shock to his family and a large circle of friends.

Mr. Van Riper was born at Dundee Lake, and had always lived there, his father having been a prominent man in the community. The deceased owned valuable property and about 10 years ago took up the growing of flowers more as a pastime than a source of profit. He was quite successful and extended his activities into the commercial field, being in recent years particularly successful with carnations. He was a member of the New York Florists' Club and was highly respected by many who knew him. Surviving him are his wife and four children, the oldest being 14 years of age.

William F. Barkham.

Wm. F. Barkham, for nearly 30 years a grower and retailer of Ridgewood, N. J., died April 3, aged 72 years. He was a native of Thetford, Eng., and had been in this country about 50 years. Soon after arrival he was engaged as a gardener by the late Joseph Jefferson, the actor, and spent several years on his country estate. He also for a time was associated with John G. Esler, of Saddle River, N. J.

Mr. Barkham has been highly spoken of by those who knew him best. His wife died some time ago and left no children.

CEAR RAPIDS, IA.—The Kemble Floral Co., of Oskaloosa, has purchased the establishment of I. N. Kramer & Son, here.

CRESO, IA.—Harold Marshall and Stanley Marshall have leased the greenhouses of W. B. Perry and will continue the business.

CLINTONVILLE, WIS.—The Clintonville Floral Shop is the name of a new establishment recently opened here by the Behnke Greenhouses, of New London, Wis.

NORTH BERGEN, N. J.—The Union Florist Co., Inc., has been chartered. Jacob Mendelbaum and Moe Frankel, Jacob Mendelbaum and Moe Frankel, are the incorporators.

OTTAWA, ONT.—The Dominion Floral Co., opened an up-to-date flower shop on Sparks street recently. The firm's headquarters are in Montreal, Que., where it has two stores.

FOND DU LAC, WIS.—Andrew J. Brown, formerly of Ripon, installed a modern flower store in the Calumet hotel, April 1, with his sister, Miss Elsie Brown, in charge of the establishment.

ALLIANCE, O.—The Alliance Floral Parlors, Lexington Hotel building, held its formal opening recently. The store is operated by M. Whiteleather and wife with Walter Trott as manager.

GOSHEN, IND.—A new flower shop has been opened in this city by Van Aken Bros. Sons, Coldwater, Mich., with Hugh M. Van Aken as manager. This firm also operates a store at Elkhart, Ind.

MUNCIE, IND.—The Colonial Flower Shoppe, Mulberry and Jackson streets, had its initial opening, April 1, quantities of flowers being given as favors. Mrs. Roy L. Taughinbaugh and Mrs. Stewart Shideler are the proprietors.

ATLANTA, GA.—R. Irving Gresham recently purchased the entire holdings of the West View Florist, 115 Peachtree street, including the stock of the greenhouses and nursery. The style of the business hereafter will be, Gresham The Florist.

AUBURN, ALA.—W. C. Cook has resigned his position as manager of the College Greenhouses and instructor of floriculture and landscape gardening at the Alabama Polytechnic institute here, and assumed the management of the Rose Hill Greenhouses at Columbus, Ga.

THE AMERICAN FLORIST

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Advertising rates on application.

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Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

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THERE were 2,307 failures in March, 1922, against 1,500 in 1921.

WE are in receipt of the April bulletin of the American Dahlia Society, which contains much interesting information for dahlia growers and fanciers.

THE Blue Funnel and Japanese lines, operating between Vancouver, B. C., and the Orient, cut rates from \$15 to \$12 a thousand feet on lumber; on wheat from \$6 to \$5 a ton, and on general merchandise to an average of \$2 a ton, indicating a rate war.

Personal.

J. J. Hess, of Hess & Swoboda, Omaha, Neb., and watch-dog of the Society of American Florists' treasury, celebrated another birthday anniversary this week.

New Tariff Bill Before Senate.

VALUATION.

The foreign value or the export value, whichever is higher.

If the foreign value or the export value can not be ascertained to the satisfaction of the appraising officers, or if the merchandise is not freely offered for sale in usual wholesale quantities in the open market of the country of exportation to all purchasers, then the United States value.

If neither the foreign value, the export value, nor the United States value can be ascertained to the satisfaction of the appraising officers, then the cost of production.

PROPOSED TARIFF ON BULBS.

Paragraph 751.—Tulip, lily, and narcissus bulbs, and lily of the valley pips, \$2 per 1,000; hyacinth bulbs, \$4 per 1,000; crocus bulbs, \$1 per 1,000; all other bulbs and roots, root stocks, clumps, corms, tubers, and herbaceous perennials, imported for horticultural purposes, 30 per centum ad valorem; cut flowers, fresh or preserved, 40 per centum ad valorem.

NURSERY STOCK.

Paragraph 752.—Seedlings and cuttings of Manettia, multiflora, brier, rugosa and other rose stock, all the foregoing not more than three years old, \$2 per 1,000; rose plants, budded, grafted, or grown on their own roots, four cents each; cuttings, seedlings, and grafted or budded plants or other deciduous or evergreen ornamental trees, shrubs, or vines, and all nursery or greenhouse stock, not specially provided for, 30 per centum ad valorem.

Paragraph 753.—Seedlings, layers, and cuttings of apple, cherry, pear, plum, quince, and other fruit stocks, \$2 per 1,000; grafted or budded fruit trees, cuttings and seedlings of grapes, currants, gooseberries, or other fruit vines, plants or bushes, 30 per centum ad valorem.

GARDEN AND FLOWER SEEDS.

Paragraph 762.—Other garden and field seeds: Beet (except sugar beet), four cents per pound; cabbage, eight cents per pound; canary, one-cent per pound; carrot, four cents per pound; cauliflower, 25 cents per pound; celery, two cents per pound; kale, six cents per pound; Kohlrabi, eight cents per pound; mangelwurzel, four cents per pound; onion, 10 cents per pound; parsley, two cents per pound; parsnip, four cents per pound; pepper, 15 cents per pound; rutabaga, four cents per pound; all other garden and field seeds not specially provided for, 20 per centum ad valorem: Provided, That the provisions for seeds in this schedule shall include such seeds whether used for planting or for other purposes.

Paragraph 763.—Beans, not specially provided for, green or unripe, one-half of one per cent per pound; dried, two cents per pound; peas, one cent per pound.

GRASS SEEDS.

Paragraph 761.—Grass seeds: Alfalfa, four cents per pound; alsike clover, four cents per pound; crimson clover, one cent per pound; red clover, four cents per pound; white clover, three cents per pound; clover, not specially provided for, two cents per pound; millet, one cent per pound; timothy, two cents per pound; hairy vetch, two cents per pound; spring vetch, one cent per pound; all other grass seeds not specially provided for, two cents per pound: Provided, That no allowance shall be made for dirt or other impurities in seed provided for in this paragraph.

FIELD SEEDS.

Wheat, 30 cents per bushel; oats, corn and rye, 15 cents per bushel; mustard, one cent per pound; sunflower, two cents per pound.

Cottage Gardens Nurseries.

The bid of David S. Ward amounting to \$15,000 for the personal property of the Cottage Gardens Nurseries, Eureka, Calif., bankrupt, was accepted by the creditors and confirmed by the judge of the Superior court, of Humboldt county, March 27. Two other bids were presented, one from H. Plath, San Francisco, of \$300 per 1,000 for the rooted araucarias, and the West Coast Nursery, amounting to \$3,000 for Group 5-7-11-12, consisting of ericas, conifers and broad leaved evergreens.

G. Vanden Abeele, receiver, is closing up the affairs of the defunct concern and reports that the only assets are open book accounts which he hopes to collect by July 1, at which time he will render his final account.

Hail.

Hail storms, an ever present menace to greenhouses, have been very severe and caused considerable damage over an extended area the past week. Florists in Council Bluffs, Ia., lost \$50,000 in glass and stock. The growers of the Maywood district, adjoining Chicago, were also damaged to a considerable extent. Extending east to Bakerstown, Pa., the Pittsburgh Cut Flower Co. met with a severe loss in glass and damaged stock.

The visitation at this time, with the overstocked houses and the trade in the midst of its Easter rush, was particularly unfortunate and added greatly to the loss.

Wister Will Attend Iris Conference.

President John C. Wister, of the American Iris Society, announces he will sail for Europe next month, to attend the International Iris Conference in Paris. During his trip he will visit Switzerland, Italy, Holland and England, to secure material for a new lecture on "European Gardens," which will be illustrated with views of public and private gardens in these countries. Mr. Wister plans to make tours during the coming fall and winter, giving several different lectures.

School Gardens.

Geo. L. Stillman, dahlia specialist of Westerly, R. I., is heartily in favor of the plan to plant school gardens, and will give one dozen, choice dahlia bulbs, free of charge and prepaid, to every school maintaining a garden, if the order is received before planting time.

Cold Spring Predicted.

A cold April, with low temperatures continuing until July 1, accompanied by heavy rains and possibly snow, is the weather prediction made for spring by Eugene Dunning, weather prognosticator of Fort Dodge, Ia.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, time, date and place of meetings.]

Boston, Mass., April 18, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. W. N. Craig, Faulkner's Farm, Brookline, Mass., secretary.

Chicago, April 20, 8 p. m.—Commercial Flower Growers at Hotel Randolph. Otto H. Amling, Maywood, Ill., secretary.

Lancaster, Pa., April 20, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce building. A. M. Herr, R. F. D. 8, Lancaster, secretary.

Philadelphia, Pa., April 18, 3:30 p. m.—Pennsylvania Horticultural Society at 606 Finance building. David Rust, 606 Finance building, South Penn square, Philadelphia, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Experienced saleslady for loop retail flower store. State full particulars in first letter or call personally. **M. Poletsos, 35 East Adams street, Chicago.**

Help Wanted—Experienced man for retail store. Answer by letter stating all particulars. Address

La Rochelle Florist,
North Avenue New Rochelle, N. Y.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,

Key 830 Care American Florist.

Situation Wanted—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to

Key 825, care American Florist.

Situation Wanted—By young man of 24 years' experience in most branches of landscape gardening and horticulture; preferably on private estate. Address,

Wm. Bolliger, 905 S. Orchard St., Urbana, Ill.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address

G. J. CARJANES,
2094 Eighth Ave. New York

Situation Wanted

GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

Situation Wanted

Experienced salesman and designer capable of taking charge of retail store. Ready to start work immediately.

M. L.

4707 Dover Street, CHICAGO
Phone Edgewater 9353

SALESMEN

We are placing on the market a brand new line of vases, jardiniers, linings for baskets and other specialties made from artistically lithographed metal. We desire men who will represent us exclusively in large centers on commission basis. Write specifying territory you cover and furnish references. Only high grade men considered.

American Stamping Co., Elizabeth, N. J.

HELP WANTED

A good grower, including roses, man with family, looking for a permanent place.

This is a country town, fine people.

C. C. WONNEMAN & SONS
MEXICO, MO.

FOR SALE Old established nursery, fully equipped, in one of the largest cities on the Pacific Coast, seed store can also be obtained if desired. For full particulars address

Key 829, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

FOR SALE

Well established retail business in Chicago, including two greenhouses, store and one two-flat building and garage. Established 11 years. Splendid opportunity for the right party.

Key 834, care American Florist.

FOR SALE

Range of ten greenhouses all stocked with potted plants and a ready market for same. Modern residence and plenty of land. Big bargain and death of proprietor only reason for selling. Reasonable terms to right party.

MRS. LESHYN

5329 South Rockwell St., :: Chicago

Help Wanted

At the nursery a good live man, with excellent general nursery experience, must be a good salesman, familiar with stock and accustomed to filling orders. Best of references required.

The Elizabeth Nursery Co.

Box 35, ELIZABETH, N. J.

HELP WANTED

Good all around single man for general pot plants and landscape work. Permanent position for good willing workman. German or Scandinavian preferred. Good board and room on place. State when you can begin work. Place near Pittsburgh, Pa.

EMIL JAHNIG

R. F. D. No. 3. BRIDGEVILLE, PA.

FOR SALE

Complete florist plant, which includes two large greenhouses fully equipped with pots and plants for the year's business, a large garden tract that will grow practically anything, and in addition to this there is a fine modern house that will be sold with the property together with a garage.

This proposition is located in a town that has good railway connections and caters to a large population. Price \$6,500, part cash and the balance on easy terms.

FRED V. SCHNURLE & SON, Canisteo, N. Y.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.

440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

Gladiolus Mrs. Frank Pendleton

Blooms of this have outsold all varieties in all markets for two years; we have choice true stock, sizes first and second, for 1922 at below moderate prices, grown by ourselves. Price, alone, last year and in 1920 kept it from the trade generally. It is now available. Do not be without it. The best summer window display flower that you can grow.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock

Twenty per cent of our No. 1 Bulbs run nearly two inches.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First..	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First.....	32.00	" " 1½ inch..	30.00
Augusta, Medium.....	25.00	Peace, First.....	45.00
Baron J. Hulot, First.....	60.00	Mad. Monneret, First.....	25.00
Baron J. Hulot, Medium.....	52.50	Mad. Monneret, Medium....	22.00
Chicago White, First.....	30.00	Panama, First.....	35.00
Chicago White, Medium.....	25.00	Panama, Medium.....	30.00
Halley, First.....	35.00	Florists' Mixed, First.....	25.00
Halley, Medium.....	30.00	Rainbow Mixed, First.....	40.00
Mrs. F. King, First.....	22.00	Standard Mixed, First.....	18.00
Mrs. F. King, Medium.....	18.00	Standard Mixed, Medium....	16.00
		Extra Fine Mixed, First.....	27.00

Write for Special Prices on 10,000 to 20,000 lots.

Dormant CANNA Roots

Fine Sound 2 Eyed Roots, Rot Free.

	Per 1000		Per 1000
King Humbert.....	\$40.00	Florence Vaughan.....	\$27.00
Yellow King Humbert.....	40.00	Queen Charlotte.....	27.00
The President.....	60.00	David Harum.....	25.00
Chas. Henderson.....	25.00	Madam Crozy.....	25.00
Wintzer's Colossal.....	30.00	Louisiana.....	25.00
Gustave Gompers.....	30.00	Wyoming.....	25.00
Pink Delight (New)...	80.00	Niagara.....	25.00
Prince Weld.....	30.00	Mixed Colors.....	18.00

Spring "Book For Florists" Ready.

CHICAGO

Vaughan's Seed Store

NEW YORK



CALADIUMS

The kind with sound center shoots

7 - 9 inch.....	100, \$ 5.50
9-11 inch.....	" 10.00

Fancy Leaved Caladium Bulbs,
in fine condition.

Mixed per 100, \$16.00

Prepaid from Western Springs, Ill.

Pittsburgh, Pa.

GOOD EASTER TRADE EXPECTED.

The week before Easter finds business slow, with a demand for only staple items suitable for funeral work, and with a supply large enough, but not too bulky to take care of it. Palm Sunday did not cause any extra call and finds the trade simply marking time before the largest flower day of the year. So far as the Easter trade is concerned, the business is there as the occasion is the one day in the year when everyone wants a few flowers, but the quality and quantity of the stock all depends on the weather. However, growers all report stock in good condition, but that remains to be seen, as quite often flowers that appeared good to the grower when shipped, were worthless when received by the commission man. Plantmen say a record demand has developed for their products and 10 days before Easter found this market sold out on almost everything. In cut flowers the advance orders seem to favor lilies and all kinds of corsage flowers. This market seems to be favored in the lily question, as it

has been many a year since the quality was as good and the lily growers are to be congratulated. It seems as though carnations would be scarce as most growers were in crop about three weeks too early, but other items will be plentiful, and with prices right this should be the largest Easter on record, so far as volume is concerned.

RETAIL FLORISTS' ASSOCIATION.

The Retail Florists' Association meeting, April 6, was one of the largest on record. President Wessenauer presided and gave a few remarks on co-operation. Mr. Breitenstein, of Randolph & McClement's gave a very interesting talk on the blending of colors, and those who missed it certainly lost a treat. Mr. Breitenstein used flowers and ribbons, and gave practical demonstrations of color schemes that would be of benefit to anyone connected with the business. E. C. Tipton read an address on the "Retailers' Easter Rush," which appeared in last week's issue, page 583. President Wessenauer reported that the charter would be ready for the May meeting. Several members of the Flor-

ists' and Gardeners' Club attended the meeting and everyone voted it the best held for months.

FLORISTS' AND GARDENERS' CLUB

The Florists' and Gardeners' Club had a most interesting meeting, on April 4, that brought out a large attendance and a display of plants and cut flowers. DeForest Ludwig told of the benefits gained by the retailer in attending the meetings, while Neal McCallum spoke from the gardener's standpoint. Mr. Weissman spoke at length on Darwin and Mendel's evolution. In the handling of his subject Mr. Weissman demonstrated that he knew what he was talking about. President Walley and E. J. McCallum made a few remarks on the Indianapolis show and Ex-President Barnett spoke on the New York show. It was announced that a capable speaker would be procured for the next meeting.

It is surprising the number of ladies who are in the business today. Those of the fair sex from out of town who were visitors last week and who are members of the Retail Florists' Asso-



"COMPLETE SERVICE FOR FLORISTS"
First Quality==Magnolia Leaves
Special Sale--"Poehlmann Brand"

Per Carton.....@ \$ 1.25 each
Per 10 Cartons.....@ 1.20 each
Per 100 lb. Case.....@ 17.50 each
Brown—Green—Purple.

Special Sale—Fern Stands

These are wonderful values. Ivory, Green and Gold. Blue and Gold.
Frosted Brown.

30 inch. Fernery only. Self watering liner.....@ \$ 7.50 each
36 inch. Fernery only. Plain liner.....@ 9.50 each
30 inch. Fernery with Bird Cage@ 20.00 each
30 inch. Fernery with Bird Cage and Aquarium.....@ 25.00 each

Something New— Say It With Flowers" Wax Tissue Paper

Per Ream of 400 Sheets. White.....\$3.85 Green.....\$3.50 Purple.....\$3.75
Also in rolls of about 40 lbs.....@ 35c per lb.

Basket Special

Try a few nests of our No. 180 Imported Plant Baskets.

{ 5 to the nest any color. One each. 7 inch, 8½ inch, } Per Nest.....\$4.00
{ 9 ½ inch, 11 inch, 12 inch. Top measurement. } 6 Nests....@ \$3.90 per Nest

Crepe Paper

New Shipment Imported.
"Wassercrepe"

Per Roll.....\$ 0.25
Per Doz.....2.75
Per 100.....22.00

Domestic Crepe Paper

Papyrus

Per Roll.....\$ 0.35
Per Doz.....4 00
Per 100 Rolls.....30.00

All Colors.

Mats

24x36—Assorted Colors.

Per Doz.....\$ 2.25
Per 100.....16.00

Also remember us when in need of
Fancy Baskets, Wire Designs, Ribbons,
Chiffons, Crepe Paper, Wrapping
Paper and Supplies in General
AT RIGHT PRICES

POEHLMANN BROTHERS COMPANY

The Largest Growers of Flowers in the World

Long Distance Phone
Randolph 0035

CHICAGO

66 to 74
East Randolph Street

We will be open until Noon Easter Sunday

CANNA PLANTS

Standard Varieties, \$8.00 per 100

Ready in 3-inch pots on
and after April 15.

Vaughan's Seed Store
CHICAGO **NEW YORK**

A Fair Line Dormant Roots Still Available.

ciation of the local district were Jane McDowell, of Steubenville, O.; Mrs. Hill, of Waynesville, Pa., and Anne Pierson, of Washington, Pa.

The Pittsburgh Cut Flower Co.'s plant, at Bakerstown, was severely damaged by hail, April 10. E. C. T.

San Francisco.

STOCK SELLING ONLY FAIRLY.

Trade has been fairly active all week considering that we are still in the Lenten season. The great spring cut of stock seems to be on the wane with the exception of a few items. Fancy rose prices are being well maintained. Short stock however is too plentiful and goes out at low values. Mrs. Chas. Russell is the best seller followed with Premier, Columbia, fancy Hadley. Excellent Ophelia and its sports are in heavy supply and large offerings of Ward are reported. White roses are on the short side and Cecile Brunner is hard to obtain. If the warm weather continues Ulrich Brunner will probably be added to the list at an early date. Violets are a drug on the market, the first time in many years. Narcissi are plentiful but the end of the season is thought to be approaching. Price have advanced sharply for this stock. Carnations of all kinds are plentiful but only the fancy grades are bringing even reasonable figures. Red kinds including Rose Pink Enchantress move off with difficulty. Snapdragon is freely offered and cut giganteum lilies are scarce but pot stock is freely offered. Cattleyas are advancing in price due to the short supply and the same is true of gardenias. Sweet peas are quickly disposed of and the quality is excellent. A small number of anemones are seen which sell well. Pansies seem to be in good demand for corsage work. Tulip call has fallen off. Blue irises, in heavy supply, are being sold to the street merchants. Acacias and fruit blossoms are plenti-

ful. Cut ericas are much used for funeral work. Rambler roses are scarce, the growers holding it back for Easter. This is good business, for the stores had stocked up on this popular plant so far in advance of the holiday that it would have been an effort to dispose of it if the supply had been continually heavy. In plants azaleas, ericas, primulas are expected to be in good supply for Easter. Cyclamens are about over. Aspidistras and nephrolepis move well as do aspleniums. Palms are not popular. Ferns and asparagus move well. Cut eucalyptus is being largely carried by the shops for decorative purposes. Wholesalers report advance orders for Easter as coming in freely. Indications point to a plentiful supply of all plants and flowers at reasonable prices for the holiday.

NOTES.

John McLaren, superintendent of Golden Gate park, will retire July 1, next. Under a new law all employees of the city are retired, with a pension, upon reaching 70 years. The services of Mr. McLaren will not be lost to the city, however, as the board of park commissioners has the authority to engage him in an advisory capacity as long as they see fit. His successor has not been appointed at this writing.

Made-up baskets of assorted cut flowers are moving well with the Art Floral Co. Mr. Matraia, of the firm, states that this is an easy way to dispose of quantities of flowers at good prices which would otherwise be thrown away. Lloyd Pritchard, of the store's force, is to be given credit for the idea.

The trial gardens of the Dahlia Society of California at the University of California, Berkeley, are being put in shape for the coming year's dahlia trials. The plantings will be doubled compared with a year ago and tubers are being received from all sections of the United States.

Karl K. Kitchen, noted eastern jour-

nalist, came here to interview Luther Burbank. Mr. Kitchen is to write a series of articles on Mr. Burbank's work in one of the leading eastern magazines and has left for Santa Rosa for first hand information.

Quantities of roses at the greenhouses of Ferrari Bros. are being cut for Easter. Giganteum lilies, lily of the valley, orchids and gardenias will be in heavy supply for the holiday.

Nels Peterson, San Mateo, carnation specialist, reports that his stock is in exceptionally good demand. He is said to be the largest grower of Ladiie in this section.

Luther Burbank will make the principal address at the opening of the show to be staged by the California Wild Flower Conservation League at the Palace hotel in May.

High grade Lilium giganteum and roses will be large factors in Domato Bros.' retail trade. This firm grows its own stock.

The shipping trade of J. A. Axell, wholesale commission florist, Bush street, is most satisfactory.

G. Rossi & Co. are supplying the bulk of the flowering fruit blossoms used here.

JAMES T. LYNCH.

Fort Wayne, Ind.

STEADY DEMAND FOR STOCK.

There was a steady demand for cut flowers and blooming plants the past week especially for hospital trade and funeral work. Although prices are very moderate, there has been a good volume. An abundant supply of bulbous stock is on hand and the growers are pushing such items as jonquils, tulips and hyacinths. Roses in the shorter grades have been plentiful, but there is a limited supply of long-stemmed stock. Mrs. Chas. Russell, Premier and Columbia have been somewhat off color, owing to the dark weather which has continued, almost without intermission for the past

The Tribute of H. C. Sonderman to Davey Tree Surgery



*H. C. Sonderman,
superintendent of the
Mrs. W. C. Proctor
estate.*

The Mrs. W. C. Proctor Estate,
Glendale, Ohio

Davey Tree Expert Co., Inc.,
Kent, Ohio

Gentlemen:

The work done by your representatives on this place was very satisfactory and was carried out in an expert manner. I hope many others will realize the good they are doing to prolong the life of our large trees.

Very truly yours,
H. C. Sonderman,
Superintendent

Every gardener and estate superintendent has a most important work in the saving of trees under his care.

Davey Tree Surgery brings to his aid the highest development of science plus a generation of experience. A careful examination of your trees will be made by appointment.

THE DAVEY TREE EXPERT CO., Inc.,
2304 Elm Street, Kent, Ohio

Branch offices with telephone connections: New York, Astor Trust Building, Fifth Ave. and 42nd Street; Philadelphia, Land Title Building; Baltimore, American Building; Detroit, General Motors Building; Boston, Massachusetts Trust Building; Chicago, Westminster Building; St. Louis, Central National Bank Building.

Permanent representatives available in districts surrounding Boston, Springfield, Lenox, Newport, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, L. I., Montclair, New York, Philadelphia, Harrisburg, Baltimore, Washington, Richmond, Buffalo, Toronto, Pittsburgh, Cleveland, Cincinnati, Louisville, Indianapolis, Chicago, Milwaukee, Minneapolis, St. Louis, Kansas City, Canadian address, 252 LaGauchiere West, Montreal.



An interesting example of a difficult filling job, performed by Davey Tree Surgeons on the Mrs. W. C. Proctor estate. Note the sectional filling.



JOHN DAVEY

Father of Tree Surgery

DAVEY TREE SURGEONS

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuineness

SPRING FLOWERING BULBS ^A_N_D PLANTS

READY FOR IMMEDIATE SHIPMENT.

CANNAS two to three eye roots

	Per 100	Per 1000
AUSTRIA, yellow	\$2.50	\$20.00
CHAS. HENDERSON, red.	2.75	25.00
CITY OF PORTLAND, pink	7.00	60.00
DAVID HARUM, bronze leaf	2.75	25.00
FLORENCE VAUGHAN, yellow	2.75	25.00
KING HUMBERT	4.50	40.00
THE PRESIDENT	8.50	75.00
WINTZERS COLOSSAL, scarlet	5.00	40.00
YELLOW HUMBERT, bronze leaf	3.50	30.00

CALADIUM'S ESCULENTUM

EXTRA LARGE BULBS, 9 to 11-inch circumference	Doz.	100	1,000
	\$1.40	\$10.00	\$90.00

BENCH GROWN ROSES

	100	1,000
BUTTERFLY	\$14.00	\$120.00
COLUMBIA	14.00	120.00
OPHELIA	14.00	120.00

CLIMBING ROSES

Extra Strong Plants	100
DOROTHY PERKINS	\$60.00
EXCELSA	60.00
TAUSENDSCHON	65.00

TUBEROSES

	Doz.	100	1,000
EXCELSIOR DWARF PEARL (First size)—4 to 6 inch circumference	\$.50	\$3.50	\$30.00
EXCELSIOR DWARF PEARL (Jumbo size)	.75	5.50	50.00

HARDY LILIES

	Doz.	100
ALBUM, 8 to 9 inch. Case of 200 bulbs	\$27.00	\$2.00 \$15.00
AURATUM, 8 to 9 inch. Case of 180 bulbs	26.00	2.15 16.00
MELPOMENE, 8 to 9 inch. Case of 200 bulbs	25.00	1.85 14.00
9 to 11 inch. Case of 150 bulbs	25.00	2.40 18.00
RUBRUM, 8 to 9 inch. Case of 200 bulbs	25.00	1.85 14.00
9 to 11 inch. Case of 150 bulbs	25.00	2.40 18.00

GLADIOLUS BULBS

	1½ to 2-in.	100	1,000	1¼ to 1½-in.	100	1,000
AMERICA	\$2.50	\$22.00	\$1.80	\$16.00		
CHICAGO WHITE	3.75	35.00	2.85	26.00		
MRS. FRANCIS KING	2.50	22.00				
HALLEY	3.75	35.00	2.00	18.00		
PENDLETON	5.00	45.00	3.75	35.00		
PRIMULINUS HYBRIDS	2.75	25.00				

CINNAMON VINE

Hardy climber of rapid growth bearing glossy heart-shaped leaves and white cinnamon scented flowers.

	Doz.	100
FIRST SIZE	\$.50	\$3.50
MAMMOTH SIZE	.85	6.50

DAHLIAS un-divided clumps

These are splendid values, you will find them a ready seller in the dry root.

	Doz.	100
DOUBLE FLOWERED. Red, White, Pink, Yellow, Variegated; in the better named varieties	\$2.50	\$18.00
SINGLE FLOWERED. Pink, White and Red.	2.50	18.00

A. HENDERSON & CO.

166 North Wabash Avenue, CHICAGO

CHOICE QUALITY

ROSES

LARGE QUANTITY

OPHELIA, BUTTERFLY, PREMIER, HADLEY, WARD, DUNLOP
COLUMBIA, W. KILLARNEY

— ALSO —

SWEET PEAS, DAISIES, SMILAX, ASPARAGUS

H. E. FROMENT

31-43 W. 18th St., New York

Phone Watkins 0300-0301

two weeks. Carnations are selling better than for some time, and the stock that is arriving is of much better quality, with good stiff stems. Easter lilies have advanced to 40 cents per bloom, and they are quoted much higher for Easter week. Quality snapdragons and stocks are favorites. Callas are coming in heavily. Rainbow freesias are having a good call. Swainsona and fine sweet peas meet with very good demand. Darwin tulips appeared on the market the past week, and sell very well. The exceedingly warm weather the latter part of the week caused other kinds of tulips to open too quickly. Lily of the valley is in fair demand, but orchids move slowly. Spanish irises are arriving in small quantities. Pot plants are very popular, hydrangeas, Darwin tulips, jonquils and hyacinths leading. Asparagus, Sprengeri and A. plumosus are in heavy supply.

NOTES.

There was a delegation of 20 to the Fifth National Flower Show, at Indianapolis, from this city. Every florist, both grower and retailer, were represented, and pronounced it the best exhibition ever held. As one retailer said in describing the show: "It was wonderful and grand."

Cecil Max and wife have moved to this city from Decatur, Ind., and will make their future home here. Mr. Max is in charge of the carnation houses at the Vesey greenhouses. Mrs. Max was formerly Miss Sally Vesey, daughter of Judge W. J. Vesey.

Edgar Wenninghoff planned to attend the Fifth National Flower Show, but the Lenten demand kept him busy, and it was impossible for him to get away. He is showing a good variety of spring flowers, including French irises.

Saturday, April 8, was a busy day for the florists here, as confirmation services are held in all the Lutheran churches on Palm Sunday. Corsages were in very heavy demand and church decorations were most numerous.

A heavy demand for funeral work kept things humming at the Blossom Floral Co.'s shop last week. This firm in its three years' existence has built up an enviable trade equal to an old established firm. Preparations are under way for a large Easter trade.

The Flick Floral Co. has a large lot of Easter lilies which are timed just right for the holiday. Their bulbous stock is also in excellent shape. They are cutting some extra fine callas.

Everyone in the trade is anticipating a record Easter business, judging from the call the past two weeks, and the number of advance orders and inquiries by the public.

H. K.

THE NEW JAPANESE KURUME AZALEAS



Unquestionably these new Azaleas are the most important flowering plants that have come forward since the introduction of the Lorraine Begonias and its types and the French Hydrangeas, and we believe they will in a short time due to the ease with which they are handled, their many varied colors and the satisfaction which they will give to the amateur become even more popular than these standard favorites.

The illustration here shown is a 5-inch pot plant, the photograph of which was taken just eighteen months after the cutting was inserted in the propagating bench. It is one of the plants that was shown in our exhibit at the International Flower Show at New York which attracted so much attention. This plant demonstrates the speed with which good salable plants with an abundance of flowers can be developed.

It will be noticed that with the exception of the variety Hinamayo introduced some 6 or 8 years since we are offering these new introductions under descriptive English names and not under the Japanese names under which they were imported. This may be open to criticism but in explanation of same we will state that the Japanese stock supplied to us was so badly mixed, 3 and 4 different colors having been supplied under one label so that identification was impossible. Furthermore, we believe the trade as well as the public in general will better appreciate the descriptive names under which we are now offering them.

YOUR ASSORTMENT OF EARLY SPRING AND EASTER FLOWERING PLANTS HAS BEEN GREATLY CURTAILED THROUGH THE EFFECTS OF QUARANTINE 37. YOUR CUSTOMERS COMPLAIN OF THIS LACK OF VARIETY AND SAMENESS. THE KURUME AZALEAS WILL HELP TO RELIEVE SOME OF THIS MONOTONY.

WE ARE NOW BOOKING ORDERS FOR DELIVERY FALL OF 1922 AND SPRING OF 1923 OF GOOD 2 1/4 INCH POTS OF THE FOLLOWING VARIETIES:

	100	1000
APPLE BLOSSOMS —The name conveys an idea of the color of this dainty flower, which is a delicate old rose suffusion on a silvery white ground, flowers single.....	\$20.00	\$150.00
CHERRY BLOSSOMS —The general color effect of this gem is that of cherry blossoms, the centre of the flower being a delicately lilac-tinted white, shading to a delicate mauve-pink at the edges, semi-double	20.00	150.00
CHRISTMAS CHEER —This name was suggested on account of its brilliant coloring, a real Christmas red, a rich cochineal-carmine, semi-double	20.00	150.00
DAPHNE —Pure white with just a faint suffusion of delicate mauve towards the ends of the petals reminding one of the sweet Daphne odora, single.....	20.00	150.00
FLAME —A most brilliant madder-red with coppery suffusion lighting up wonderfully under artificial light, single.....	50.00	450.00
PEACH BLOW —A beautiful peach blossom pink, shading lighter towards the centre, a perfect gem, single.....	25.00	200.00
PINK PEARL —Suggestive to the popular Rhododendron Pink Pearl in color. A beautiful salmon-carmine shading lighter to the centre, flowers semi-double and remarkably free in large full trusses...	25.00	200.00
SNOW —Purest white, the semi-double flowers being of most graceful shape and remarkably free-flowering and lasting in good shape for an unusually long time	25.00	200.00
HINAMAYO —Introduced some 6 to 8 years since but still very scarce. It is a gem for freedom of bloom, very early. Color a lively pink with crimson suffusion, single	15.00	140.00
CHOICE MIXED VARIETIES	12.00	100.00



HENRY A. DREER,

714-716 Chestnut Street,
PHILADELPHIA, PENNA.

The above prices are intended for the trade only.

BIG DROP IN PRICES AFTER EASTER

Place your order with us and you will be given the benefit of the prevailing market quotations on date of shipment.

Heavy supply of choice roses in all the leading varieties and lengths of stem.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

EARLY DEMAND FOR EASTER IS BRISK

The outlook is bright for a heavy Easter business for the early demand is brisk especially from out-of-town points and with favorable weather for the local retailers the market should clean up nicely notwithstanding the heavy supply of stock offered. Cut lilies are in large supply and in strong demand but the quality in many instances could be a whole lot better. Callas are quite a factor in the market this year and are finding ready buyers at the advertised quotations. Roses are in large supply and are selling nicely especially in the medium grades. Carnations are having a good call and fancy stock is bringing very satisfactory prices. Sweet peas are holding their own and the same holds true for orchids, lily of the valley, gardenias and violets. Tulips and jonquils find ready buyers and the heavy receipts of southern jonquils and narcissus are cleaning up right along. Mignonette is to be had in limited supply. Splendid lupines are included in the offerings together with colored friesias which are both good property this week. Snapdragons are in fine supply and daisies, calendulas, pansies and forget-me-nots help to break monotony where variety is desired. Pussy willows are in large enough supply to meet the demand. Greens are in good supply. The plant growers report a complete cleanup in stock this year at good prices and all that is needed to have the same report from the wholesale cut flower market is favorable weather for the home consumption. The local retail stores made a strong bid for business by their wonderful displays of both cut flowers and plants and everyone is confident that the total sales for this occasion will run considerably ahead of those of the same occasion for 1921.

HAIL DAMAGE

A hail storm swept Elmhurst and Maywood at noon, April 10, doing some damage to the glass in that vicinity, but the total loss to the individual grower is not as large as first reported. A list of the damaged follows: Premier Rose Gardens, Wendland & Keimel Co., A. F. Amling Co., Wm. Spandikow &



Drive Your
Slogan
Home

THE NEW WRAPPING PAPER
Made especially for Florists
WATERMARKED

"Say it with flowers"

Carries your dynamic slogan right into the homes of your trade

and

adds just the proper touch to your service

Orchard Paper Company
758 Spruce Street
SAINT LOUIS

Neponset Waterproof Paper FLOWER POTS

These pots are nested and packed in cases of 1,000 each.

Sizes	Per 1000	Per 500	Per 100	Sizes	Per 1000	Per 500	Per 100
2 1/4 inch	\$4.50	\$2.75	\$0.65	4 inch	\$11.50	\$ 6.25	\$1.50
2 1/2 inch	5.50	3.25	.75	5 in h.	18.00	9.00	2.00
3 inch	7.50	4.25	1.00	6 inch	24.00	12.00	2.75
3 1/4 inch	9.50	5.25	1.25				

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Violets, Calendulas, Sweet Peas, Easter Lilies, Callas,
Rainbow Freesias, Jonquils.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNs, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNs.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in dally touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Sons, Herbert Amling, Hans Jepsen, Carl Hausermann, Proviso Floral Co., Meier & Dramm, Ernst Weiss, Wm. Wichtendahl, Kuhlmann & Wicht, Weiss & Meier, Henry Wehrmann, Hugo Luedke, Gust Swenson, C. Heston and the Oak Ridge Cemetery green-houses. The growers consider themselves fortunate in escaping with such

small loss, considering the heavy storm, and while it is difficult to give the actual damage, it is safe to state all the above lost at least 500 lights of glass, and in some instances the figures will run into the thousands.
The W. G. Davis Co., Aurora, lost 1,500 feet of glass by hail the same day.

NOTES.
Poehlmann Bros. Co. reports a very satisfactory demand for cut flowers for Easter with everything pointing to an increase in sales over those of the same period of 1921. The plant department at Morton Grove is well sold up and the supply department is busy filling rush orders this week.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Zech & Mann are having a strong call for cut lilies which they are handling in quantity not to mention all other stock in season. Fancy Darwin tulips, jonquils and string smilax are attracting the attention of the buyers at this busy establishment.

Wietor Bros. are cutting heavily in roses especially Premier and Columbia and are supplying some of the wholesale houses in addition to taking care of all their own customers. Carnations are also in good supply here and in strong demand.

Henry A. Zender, president of Peter Reinberg, Inc., was nominated as probate clerk on the regular democratic ticket April 11. Mr. Zender's many friends in the trade wish him victory at the next election.

Kennicott Bros. Co. received word from Alma this week that the jonquil crops were ruined by the heavy storm which also damaged the peonies to some extent. Lilac is arriving in quantity here.

A. L. Vaughan & Co. are having their share of the Easter business and are supplying many new customers in addition to their old standbys. Bulbous stock is a big item at this house.

Leo Wietor, eldest son of N. J. Wietor, is back from a combined business and pleasure trip to Los Angeles, Calif., and reports having had a most enjoyable time all along the route.

Bassett & Washburn are moving a large quantity of roses this Easter and are pleased with the demand so far, especially from out-of-town points.

Fred W. Weber was here on business this week. Mr. Weber and Will Beyer have purchased the store of the Beyer Floral Co. at South Bend, Ind.

Fred Longren is home from another business trip and is spending his spare time on the wholesale market and his poultry farm at Des Plaines.

Vaughan's Seed Store reports both mail and counter trade very good the past week, the former showing some revival.

P. W. Peterson, of the Chicago Carnation Co., Joliet, was here April 10 buying stock for his Easter trade.

The Joseph Foerster Co. is offering choice snapdragons in addition to its usual complete line of stock.

E. C. Pruner, representing Poehlmann Bros. Co., is back from a business trip through the southwest.

A. Henderson & Co. are running to capacity in their wholesale and retail bulb and seed departments.

The American Bulb Co. says demand continues active for all its spring specialties.

William Lubliner of Milwaukee, Wis., renewed old acquaintances here this week.

Frank Oechslein is operating seven trucks delivering Easter stock this week.

Valley

For Mothers' Day

CUT VALLEY

The best quality at leading commission houses, market prices.

VALLEY PIPS

None better than Bruns' Celebrated Brands.

Chicago Market Brand

Per 1000.....\$35.00
Per 500.....18 00
Per 250.....10.00

Florists'

Money Maker Brand

Per 1000.....\$30.00
Per 500.....16 00
Per 250.....8 00

Original case of 2500.....\$70.00

Valley for Outdoor Planting

Per 1000.....\$20.00

H. N. BRUNS

3032-42 W. Madison St., Chicago, Ill.

Mention the American Florist when writing.

Willy Van der Schoot was in town last week.

Visitors: Arthur Schwerin, of the Burlington Willow Ware Shops, Burlington, Ia.; Saul Rosenfeld, New York; W. L. Hamilton, Two Rivers, Wis.; Frank Netschert, New York.

Chicago Florists' Club.

Past presidents' night was to have been the feature of the April 6 meeting of the Chicago Florists' Club, at the Randolph Hotel, but for some reason the past presidents failed to attend, due partly, T. E. Waters explained, to his not giving each a personal invitation. The demonstration in which they were to take an important part was postponed until the May meeting.

Chairman Paul Weiss reported that the floral display in connection with the West Town Exposition was its most

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

PAPER WHITES

DAISIES

PANSIES

TULIPS

JONQUILS

STOCKS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

PLENTY OF STOCK FOR EVERYONE

Roses, Carnations, Lilies, Sweet Peas,
Valley, Callas, Daisies, Jonquils, Etc.

WIETOR BROS.

30 East Randolph Street, L. D. Phone 2081 CHICAGO
Wholesale Growers of

Cut Flowers

We Have a Wonderful Crop of

ROSES

Especially Strong on Columbia, Premier, Sunburst and Russell.

ALSO A SPLENDID SUPPLY OF CARNATIONS

CURRENT PRICE LIST—Subject to Change Without Notice

Premier	100	Sunburst	100	Carnations	100
Special	\$18.00	Special	\$12.00	Fancy	4.00
Select	12.00	Select	10.00	Good	3.00
Medium	10.00	Medium	8.00		
Short	6.00	Short	6.00		
Russell		Butterfly		CALLA LILIES,	
Special	15.00	Special	15.00	Per Dozen, \$2.50 to \$3.00	
Select	12.00	Select	12.00		
Medium	10.00	Medium	10.00	Ferns, per 1000.....	\$4.50
Short	6.00	Short	8.00	Galax, per 1000.....	2.00
Columbia				Sprengerl, per bunch.....	\$0.50
Special	12.00			Plumous, per bunch.....	.50
Select	10.00				
Medium	8.00				
Short	\$6.00 to 8.00				

ROSES, Our Selection, \$8.00 per 100

Buy From Us and Get the Best Stock in This Market at the Most Reasonable Prices.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

LARGE AND COMPLETE SUPPLY OF CUT FLOWERS

conspicuous feature and a wonderful success. There was an attendance of over 250,000 people. One of the publicity features was a motion picture of the naming of a rare tulip in honor of Mrs. Warren G. Harding. There was a mock clergyman and nurse to make the christening realistic, which made quite a hit when shown in the movies.

President Jos. Kohout told of his impressions of the Fifth National Flower Show, describing its artistic beauty and success financially. He also gave details of the meeting of the board of directors of the Society of American Florists and presentation of the society's distinguished service medal to George Ammus.

W. J. Keimel, president of the National Flower Growers' Association, reported that a meeting in Indianapolis of that body had selected Urbana, Ill., for its next annual meeting, on the second Tuesday in March, 1923, to be held in conjunction with the annual convention of the Illinois State Florists' Association. He referred to the gifts of 6,000 cut roses and 10,000 carnations contributed by local growers that were given away as souvenirs at Indianapolis, for which a rising vote of thanks was tendered the donors. Mr. Keimel stated that 160 of the trade in the Chicago district had attended the national show.

Robert Kift, of Philadelphia, Pa., spoke of florists' club matters and the recent Fifth National Flower Show, which he felt certain this city could more than duplicate in its artistic features, exceptional as they were, and easily pass in attendance.

Secretary Lautenschlager stated that a handsome Tiffany vase had been sent, with the congratulations of the Florists' Club, to E. G. Hill, of Richmond, Ind., and wife on the occasion of their golden wedding anniversary in March.

Allie Zech reported that a bowling team was now forming and members will commence practice after Easter.

The coming Pageant of Progress, to be held at the Municipal Pier next August, was discussed, the opinion being general with the members that, as the floral display had been such a feature last year, no charge should now be made for space. The matter was referred to the Allied Florists' Association.

The exhibition tables contained a display of very choice sweet peas staged by Hans Jepsen, who was given a standing vote of thanks by the club members. The following day the flowers were placed in the lobby of the Chicago theatre.

Tickets for ladies' night in May were sold in bunches of 10's with gattling gun rapidly by Mr. Waters, chairman of the good of the club committee, who saw to it that every member was supplied. After other routine business refreshments were served and the meeting adjourned.

K.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkaine and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co.

Lowell, Mass., U. S. A. Dept. XYZ.

Oriental Goldfish & Supply Co.

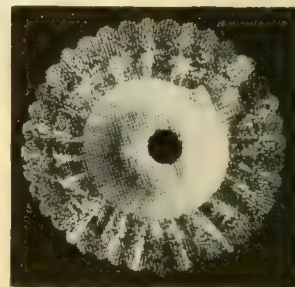
Send for catalogue.

3757 Cottage Grove Ave., Chicago

St. Louis, Mo.

BRISK BUSINESS FOR MOST LINES.

The market has greatly improved the past week and an exceptional Easter business is anticipated by all the trade. Stock arriving is of very good quality. With the springlike weather and heavy rainfall of the past two weeks violets and wild flowers have come forward with great rapidity. Sweet peas are in heavy supply and the inferior grades hard to move. Roses, as usual, are in good demand, some excellent Mrs. Chas. Russell and Premier bringing \$6 to \$25 per 100. Other offerings include Crusader, Ophelia, Butterfly, Columbia, Sunburst, Mrs. Aaron Ward and White Killarney, the two latter kinds selling at \$3 to \$8 per 100. Carnations are moving slowly, excellent blooms going at \$4 to \$8 per 100. Laddie is out of this market. Orchids move slowly and cattleyas bring \$1 to \$1.25 per bloom. Cypripediums are on the short side and lily of the valley shows no change in price, the quality keeping up to its excellent standard. The last of the greenhouse violets were seen Saturday. Sweet pea demand is only fair but delphiniums are most pop-



Colonial Bouquet Holders

The use of a Fancy Bridal Holder adds 100 per cent to the beauty of a shower bouquet and also adds to the Florist's profit. Made in white and pink, special shades made to order. ALL ORDERS FILLED PROMPTLY.

SPECIAL EASTER OFFER

Fancy Covered Holders with Bows
Style No. 5-L—Size, 6½ inches inside measure. Price each, \$1.50; per dozen \$15.00
Style No. 8-L—Size, 8 inches. Price each, \$2.75; dozen \$30.00
Style No. 10-L—Size, 10 inches. Price each, \$4.50; dozen 48.00

Lace and Chiffon Edge Holders

Style No. 4-L—Size, 6½ inches. Price each, \$1.25; dozen \$12.00
Style No. 7—Size, 8 inches. Price each, \$2.00; dozen 21.00

Fancy Bridal Muff with Streamers

Price each, \$9.00; per dozen \$90.00

TONNER

30 E. Randolph St., CHICAGO

Phone Central 6284

ular at \$3 per dozen. Double calendas move slowly. A very good call has developed for snapdragons, which are of excellent quality, long spikes, heavily laden with bloom bringing \$2 to \$3 per dozen. Cut jonquil stock is deteriorating but the pot plants are holding up well. White and yellow callas are selling rapidly. Stocks are in demand but Spanish irises scarcely move. Cut Easter lilies are going at \$25 per 100 while the pot stock is selling at 25 cents per bloom, all good material. Asparagus Sprengerei, A. plumosus, adiantums, greens, leucothoe, galax, huckleberry, coontie leaves and other miscellaneous seasonable stock move without difficulty. The quality of the pot plants is improving, hydrangeas, tulips and roses being the leaders.

NOTES.

The Ayres Floral Co. is featuring a small oblong basket containing calendas, jonquils, Columbia roses and pink sweet peas. Excellent light blue delphiniums are one of the leaders.

The Mullanphy Floral Co. is showing an attractive window display consisting of light blue delphiniums, pink carnations, Columbia roses and callas.

Supreme Quality Cut Flowers

The best the market affords at all times, particularly
Roses, in the leading commercial varieties, Carnations,
Lilies, Callas, Sweet Peas, Tulips, Jonquils, Daisies.
Snapdragons, Pansies, Orchids, Calendulas, Valley, Etc.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

CUT FLOWERS

**You can always get what you need in a hurry
from us. Service counts in filling orders. We
endeavor at all times to render the best.**

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

Excellent hydrangeas were on display in Grimm & Gorly's windows last week. The firm has been featuring specials in sweet peas and jonquils.

The St. Louis Wholesale Cut Flower Co. had a good trade last week and expects the Easter business to break all records. J. K. M.

Nashville, Tenn.

EXCELLENT SUPPLY OF STOCK.

An excellent quality of stock is now arriving, spring flowers being in the greatest abundance. Lilacs are in full bloom, both white and purple. Tulips and all kinds of bulbous stock is not only on sale in pots but are blooming very freely outdoors. Roses are improving with no change in prices. Columbia, Premier, Richmond, Kaiserin, both white and pink, Ophelia, Ward are the leading kinds, values \$4 to \$8 per dozen. Carnations are still retailing at \$3 per dozen. It is believed there will be an abundance of lilies for Easter as all the growers are well stocked. Pot plants are plentiful, consisting of ciner-

arias, cyclamens, hydrangeas, hyacinths, rambler and Dorothy Perkins roses, and numerous other items. All the stores seem to be busy. Street venders have appeared and are offering very pretty bunches of jonquils as low as 10 cents.

The Joy Floral Co., is opening a new downtown store in Atlanta, Ga., in addition to their other retail establishment in the suburbs of that city. The new shop will be amply supplied with stock from the firm's local range. Thomas Joy and Harold Joy attended the Indianapolis flower show last week.

M. C. D.

Terre Haute, Ind.

FLORISTS' CLUB MEETING

The regular meeting of the Florists' Club was held at the Chamber of Commerce building, April 10, President Fred Heintz in the chair. There was a very large attendance. The principal business of the meeting was the election of officers and the present incumbents, who have held office since the club's organization in 1911, expressed a desire

to turn the affairs of the club over to the younger element and the following were elected for the ensuing year.

Edw. Cowan, president; C. G. Anderson, vice-president; Henry B. Henley, P. O. Box 202, Terre Haute, Ind., secretary, and Edgar Weber, treasurer.

A special committee was appointed, consisting of H. B. Henley and Fred Wunker, to find a suitable location for the large "Say It With Flowers" billboard, presented to the club by the State Florists' Association of Indiana. It will be placed on the National Old Trails highway, as near as possible to the Illinois-Indiana state line. The Richmond florists have agreed to place a similar sign near the Ohio boundary, so that people from three states will soon be welcomed by the "Say It With Flowers" greeting. The meeting then adjourned.

Edw. Cowan, who has been ill since Christmas, was able to be up for a week, but is confined to his bed again.

John Winter, of the Rosary Flower Shop, is recovering from a severe illness and is able to spend a short time at the store each day. B. S.

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Southern Wild Smilax, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Salt Lake City.

GOOD PRICES WITH SHORTENED SUPPLY.

There is a somewhat smaller supply of roses this week, due to the cold, stormy weather. Prices on short roses have taken another drop and are now selling at \$6 to \$8 per 100. Mediums and longs bring from \$10 to \$20. Growers are experiencing no difficulty in disposing of all their cut. Carnations are in demand at from \$3 to \$10 per 100. Sweet peas move well. Daffodils are selling at \$6 and \$8 per 100. Tulips and callas move readily. Some exceptionally good rambler roses are being offered for Easter, Tausendschoen and Ruby Queen being the leaders. They are being sold at \$2 to \$5 each. There is quite a large supply of Easter lilies, but indications are that they will not equal the call. Prices are 25 to 30 cents per bloom. Fine spiraeas bring \$1.50 and \$2 each. Four, six and 3-inch pans of hyacinths are selling well at 25 cents to \$1.25. The quality is good, but the supply is short. Tulips are bringing 10 cents per bloom. A good offering of pelargoniums is obtainable. They are of fine quality, and sell at 75 cents each. There is only a limited amount of baby roses. Chatelaine begonias are also scarce.

NOTES.

Robert Miller, manager of the Miller Floral Co., returned home, April 2, from Indianapolis, where he had been acting as judge at the Fifth National Flower Show.

Sidney Lambourne recently purchased the floral department of Bailey & Sons Co. The business will continue under the same name. J. W. W.

Evansville, Ind.

DECIDE IMPROVEMENT IN TRADE

Local dealers report a decided improvement in trade during the past week or 10 days. Roses are the best seller and the supply is liberal with prices holding firm. Carnations bring good prices as do hyacinths. Funeral and party work is very brisk. Dealers say their supply of flowers probably will be sufficient to take care of the demand. Violets are practically out of the market now.

NOTES.

Growers say that they will not be seriously affected by the coal strike because most of the greenhouses have enough coal on hand to last them from

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

two to three months. While the local mines report no supply on hand, the mines in western and northern Kentucky will continue operation.

Personal appearance in the Vanderburg county Superior court in the suit of Veneman, Welborn & Roberts, a local law firm as outlined in last week's notes against Emil, Waldemar and Gladys Niednagel and Elsa Land, was entered a few days ago by Emil Niednagel.

The Wm. Blackman Floral Co., will move from its present location at 518 Main street to the building now occupied by a candy store at 420 Main street in the near future. W. B. C.

Newark, N. J.

Business seems to be active. Cut flowers and plants are plentiful and the retail trade is looking forward to a fine Easter.

NOTES.

This is an old and prosperous city and has many large industries. Some of the banks and other buildings on Broad street will compare favorably with those of any other municipality in the country. The centre market, while not a pretentious building, houses a great many dealers in necessary food-stuffs and growers of cut flowers and plants occupy outside space. We noted one seedsman who is located here.

James J. Plunkett, with previous experience in the business, opened a neat shop about two years ago in Branford place, Broad street, and has a pretty wife, whom he married last October, to assist him.

Phillips Bros., 938 Broad street, report good business. They have engaged their Easter plants and believe the holiday will prove profitable.

Fred Walpinger spent a delightful winter at Miami, Fla. During his absence Wm. Strachan was active at the store.

Geo. Penek, well known in the wholesale district of New York and this city, owns an attractive retail shop at 726

Broad street, opposite the centre market.

We found trade active at the Washington Florist, 577 Broad street. This store is always heavily stocked with cut flowers and plants. A. F. F.

Columbus, O.

EXCELLENT EASTER TRADE FORECASTED.

Trade during the first week in April was active in most respects. Orders are still numerous and in some cases they are larger, indicating a healthier tone. Roses, carnations, sweet peas, lilies of all kinds, snapdragons and summer flowers are selling briskly. Roses are of excellent quality, and the supply is adequate, prices ranging from \$4 to \$8 per dozen. Carnations are also good in quality. Snapdragons are especially fine and the same is true of sweet peas. Pot plants move readily, primroses, hyacinths and others being offered. Bulbous stock sells briskly and there is every prospect for a good Easter trade.

FLOWER GROWERS' AND DEALERS' ASS'N.

The regular semi-monthly meeting of the Flower Growers' and Dealers' Association was held at the Neil house Tuesday evening, April 4, with 14 out of a membership of 18 in attendance. Following a dinner there was a discussion of co-operative advertising for Easter and Mothers' Day and it was decided to advertise for both occasions. Subscriptions were received for the money to carry on the campaigns. Reports received showed that prospects for the Easter trade are unusually bright. The meeting then adjourned.

Walter Stephens, president of the Ohio District of the National Flower Growers' Association, attended meetings at Dayton and Cincinnati recently. The meeting of the Cincinnati growers was held April 3 and that at Dayton, April 5. Both were well attended and will co-operate actively with the state association.

S. F. Stephens & Son, florists at Greenlawn cemetery, has been busy selling bulbous stock. J. W. L.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

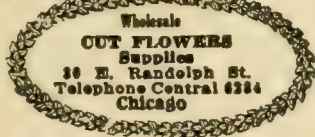
WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

TANNER



Mention the American Florist when writing.

Established 1883 Incorporated 1892

KENNIGOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1377 1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen	Dozen
Roses Mrs. Chas. Russell..	\$8.00 @ \$35.00	
" Butterfly	4.00 @ 20.00	
" Columbia	4.00 @ 20.00	
" Dunlop	4.00 @ 20.00	
" Premier	6.00 @ 35.00	
" Hoosier Beauty	4.00 @ 25.00	
" Killarney Brilliant..	4.00 @ 15.00	
" White Killarney.....	6.00 @ 20.00	
" Mrs. Geo. Shawyer....	6.00 @ 20.00	
" Milady	4.00 @ 25.00	
" Mrs. Aaron Ward....	4.00 @ 20.00	
" Sunburst	4.00 @ 20.00	
" Ophelia	4.00 @ 20.00	
" Dbl. W. Killarney....	4.00 @ 20.00	
" Cecile Bruner	3.00	
" Our Selection.....	5.00	
Calendulas	4.00 @ 6.00	
Daisies	1.50 @ 2.00	
Cattleyas, per doz.	12.00 @ 18.00	
Valley	6.00 @ 8.00	
Carnation	3.00 @ 5.00	
Easter Lilies	1.50 @ 25.00	
Sweet Peas	1.50 @ 3.00	
Violets	1.00 @ 2.50	
Freesia	4.00 @ 6.00	
Tulips	4.00 @ 8.00	
Jonquils	4.00 @ 8.00	
Pansies, dozen bunches..	1.50 @ 2.00	
Adiantum	.75 @ 1.50	
Ferns, per 1,000.....	4.00	
Galax, per 1,000.....	2.00	
Leucothoe	1.00	
Sprengerli, Plumous Sprays,		
per bunch	.50 @ .75	
Mexican Ivy	1.00	
Boxwood, 35c per lb., case	9.00	
Southern Wild Smilax, per		
case	7.50	

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

**Matthew
Crawford
AND
Dr.**

Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.



Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Kill-
arney Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE
General Office: Federal Life Building
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

ROSES

Of Quality

Will be one of the best items
until the end of the season.

Russell
Premier
Columbia
Hadley
Milady
McDonald
Ophelia
Butterfly
Double White
Killarney
Aaron Ward
Cecile Brunner

A rose for every purpose.
When you want good roses
let us supply you.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia, Pa.

TRADE HIGHLY SATISFACTORY.

Business the past week has been satisfactory, there being more demand than is usual just previous to the holiday. The supply in all lines has been above the average for the season, yet the call the last three days of the week cleaned up all sasonable stock, which, with the job lots of the street men swept the ice boxes bare. Prices are good for the season with orders coming in strong for all kinds of Easter cut flowers. The spring rose crop was never better, there being increasing shipments of very fine flowers. Carnation supply is ahead of last year and there is promised a full stock for the holiday. Snapdragon is excellent. Calendulas, stocks, white and yellow daisies and other small flowers are offered freely. Larkspur is exceptionally fine. Callas and Easter lilies are plentiful. Cattleyas are on the short side. Lily of the valley is expected to be able to take care of all holiday demands and white lilacs will be plentiful. Sweet peas will be a strong factor with a wonderful supply of high grade stock. All indications point to an immense Easter trade, the growers being practically sold out a week ago. Immense shipments, by large auto trucks, have been going out all week to Washington, D. C., Baltimore, Md., Wilmington, Del., and other cities as well as consignments by express. Monday and Tuesday were delivering days to the city stores and it is really remarkable what a tremendous lot of stock is moved in these two days. Extra help and the furniture vans that are now available are great factors in this rapid delivery. The department stores are all handling quantities of stock and making displays in their main aisles where special sales are generally featured. At one time flower shops greatly feared this competition as they

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ransstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, April 12.		Per 100
Roses, American Beauty...	\$10.00 @	\$100.00
" Russell	6.00 @	16.00
" Dunlop	6.00 @	12.00
" Pilgrim	6.00 @	16.00
" Crusader	6.00 @	20.00
" White Killarney...	6.00 @	16.00
" Ward	6.00 @	12.00
" Maryland	4.00 @	10.00
" Hoosier Beauty...	6.00 @	16.00
" Columbia	6.00 @	16.00
" Hadley	8.00 @	20.00
" Premier	6.00 @	16.00
" Ophelia	6.00 @	16.00
" Butterfly	6.00 @	16.00
" Cecile Brunner...	3.00 @	3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50 @	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00 @	3.00
Calendulas, per bunch...	.75 @	1.00
Carnations, fancy	8.00 @	10.00
Carnations, ordinary	4.00 @	6.00
Cattleyas, per doz.	9.00 @	12.00
Callas	2.50 @	3.00
Easter Lilies	25.00 @	8.00
Lily of the Valley.....		6.00
Smilax, per dozen.....		1.25
Violet	1.00 @	1.25
Cypripediums, dozen....	4.00 @	6.00
Sweet Peas	2.00 @	3.00
Freezia	6.00 @	6.00
Jonquils	6.00 @	6.00
Myrsotis, per bch.....	.50 @	.75
Polticus		4.00
Marguerites	3.00 @	4.00

BUFFALO, April 12.		Per 100
Roses, White Killarney...	\$ 6.00 @	\$12.00
" Dbl. Wht. Killarney ..	6.00 @	12.00
" Milady	6.00 @	18.00
" Maryland	3.00 @	10.00
" Sunburst	5.00 @	12.00
" Columbia	6.00 @	25.00
" Ophelia	6.00 @	12.00
" Russell	8.00 @	15.00
" Premier	6.00 @	18.00
" Cecile Brunner	4.00 @	5.00
Calendulas	4.00 @	6.00
Carnations	8.00 @	5.00
Easter Lilies	20.00 @	25.00
Mignonette	3.00 @	5.00
Narcissus, Paper White..	3.00 @	4.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	6.00 @	15.00
Sweet Peas	1.00 @	4.00
Violets	.75 @	1.25
Freezias	3.00 @	6.00
Daisies	2.00 @	3.00
Golden Spur	3.00 @	6.00
Tulips	4.00 @	6.00
Calla Lilies	15.00 @	25.00

PHILADELPHIA, April 12.		Per 100
Roses, Beauty, special ...	\$75.00 @	\$100.00
" Butterfly		15.00
" Ophelia	6.00 @	12.00
" Columbia	6.00 @	20.00
" Mrs. Chas. Russell	10.00 @	25.00
" Dbl. Wt. Killarney	8.00 @	15.00
" Hadley	12.00 @	25.00
" Sunburst	8.00 @	15.00
" Wards	4.00 @	8.00
" Premier	6.00 @	20.00
Adiantum	1.00 @	1.50
Asparagus, bunches	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.00 @	3.00
Carnations	2.00 @	6.00
Cattleyas	75.00 @	100.00
Easter Lilies	15.00 @	25.00
Lily of the Valley.....	8.00 @	8.00
Smilax		8.35
Snapdragons, per doz. ...	1.50 @	3.00
Sweet Peas	.50 @	3.00
Violets, single	.50 @	1.00
Violets, double	.75 @	1.00
Callas	15.00 @	20.00
Daffodils	3.00 @	6.00
Tulips	5.00 @	8.00
White Lilac, per bunch...	2.00 @	2.50

largely advertised Easter lilies at the prices the trade had to pay for them, using them as a bait to draw people. Their stock, however, is generally sold out by Wednesday or else is passe and not salable and hence does not come into competition with the flower stores whose great demand is from Wednesday on.

SKIP THE MIDDLEMAN

Sell your flowers under your
own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets
and Carnations

Berger Bros.

The Choice of the Market in

EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

FLORISTS' CLUB MEETING.

A regrettable feature of the April 4 meeting of the Florists' Club, brief account of which appeared in last week's notes, was the comparatively poor representation of retailers present. There were features presented that would have been of great interest to them. A splendid display of well grown Easter stock, accessories by dealers in supplies and the wonderfully energizing and inspiring address by Charles Henry Fox whose practical demonstrations in arranging cut flowers and up to date ideas in store management made his address the most beneficial to this branch of the craft that has ever been given before the club.

NOTES.

The sympathy of the trade goes out to Mrs. Robt. Crawford and family in the death of Mr. Crawford. In his earlier business career he was a great factor in the local retail trade. Always progressive and energetic he was the first in this city to add an auto car to his delivery service and was prominent in every movement for the advancement of the trade. Further particulars will be found in the obituary column.

"This will be our biggest Easter," said Robt. Craig, Jr., as he paused for a moment in the immense packing shed, which was stacked with selected orders from end to end, all in various stages of preparation. "We have never experienced such a demand and best of all of our stock is equal to it."

Edw. Reid reports they always have all they can do and he believes this season will be no exception as they have a larger variety of Easter stock than ever before. "We will be particularly strong on high grade roses and sweet peas," he said.

The Leo Niessen Co. prepared for and expected a large Easter business but the advance orders now make it look like a record breaker. High grade roses,

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers

and Greens

C.C. POLLWORTH CO.

CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,

PITTSBURGH, - PA.

E. C. Amling Co.

OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

gardenias, lilacs and choice lily of the valley are features of its Easter stock. Berger Bros. have received numerous orders for bulbous stock which they are showing in great variety. Sweet peas are another quantity item.

K.

Albany, N. Y.

The April 1 meeting of the Florists' Club was given over to a flower show with seasonal exhibits by local and other growers who sell in this city. The exhibitors and their offerings included: Wm. Hannell, Watervliet, roses and hydrangeas; Holmes Brothers, begonias, tulips, and hyacinths; Ansel Carpenter, Cohoes, Easter lilies; George E. Nagengast, Easter plants; Fred Goldring, Slingerland, Spencer sweet peas; Henkes Brothers, Newtonville, carnations; Fred A. Danker, this city, roses, hydrangeas, tulips, and marguerites; H. E. Eberhardt, Schnectady, Colonial bouquet; James H. Snyder and Ethan Coon, Rhinebeck, violets. After the show the exhibits were sold to the retailers present and the proceeds, \$145, added to the club treasury.

Many florists took advantage of the invitations of several of the growers in the city and vicinity to visit their

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies

Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676
444-446 Milwaukee Street

MILWAUKEE, WIS.

Wholesale Flower Markets

PITTSBURGH, April 12.		Per 100
Roses, Beauty, spl., doz...		\$12.00
" " fcy., doz...		9.00
" " ex., doz...		7.50
" " No. 1, doz...		6.00
" American Legion...	\$12.00 @	40.00
" Killarney	10.00 @	25.00
" Maryland	10.00 @	25.00
" Sunburst	10.00 @	25.00
" Mrs. Aaron Ward	10.00 @	25.00
" Russell	12.00 @	40.00
" Columbia	12.00 @	35.00
" Ophelia	10.00 @	30.00
" Hilda	10.00 @	25.00
" Premier	12.00 @	40.00
" Madam Butterfly	12.00 @	30.00
Carnations	8.00 @	10.00
Calendulas	3.00 @	6.00
Calla Lilies, per doz.....	2.50 @	3.00
Daisies, Yellow	2.00 @	4.00
Lilies	20.00 @	25.00
Valley		6.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumous, per bunch.....		.50
Sprengerl, per bunch.....		.60
Sweet Peas	2.00 @	5.00
Violets		1.50
Baby Primroses		1.00
Jonquils	6.00 @	8.00
Tulips		8.00
Snapdragons, per doz.....	1.50 @	3.00

MILWAUKEE, April 12.		Per 100
Roses, Killarney, W. K'l'y.	\$ 8.00 @	\$20.00
" Premier	10.00 @	30.00
" Ophelia	8.00 @	20.00
" Columbia	10.00 @	25.00
" Ward	6.00 @	15.00
" Butterfly	10.00 @	25.00
Carnations	6.00 @	10.00
Hyacinths	10.00 @	12.00
Orchids, Cattleyas, doz...	12.00 @	18.00
Strawflowers, bunch	.25 @	.50
Sweet Peas	2.00 @	4.00
Paper Whites	4.00 @	6.00
Calendulas	4.00 @	8.00
Tulips	6.00 @	12.00
Valley		8.00
Lilies		25.00
Callas, per doz.....	3.00 @	4.00
Snapdragons, per doz.....	1.50 @	3.00
Forget-Me-Not's, bunch	.35 @	.50
Wild Smilax, per case....		7.50
Fancy Ferns, per 1,000....		4.50
Galax, per 1,000		2.00
Asparagus, per bunch....	.50 @	.75

greenhouses on Palm Sunday, and responded in large numbers.

Attractive advertisements for Easter are appearing in the local newspapers. The following firms have space: Gloeckner's, F. A. Danker, E. G. Nagengast & Son and the Flowerdale Greenhouses.

R. D.

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

St. Louis, April 12.		Per 100
Roses, Premier	\$3.00 @	\$12.50
" White Killarney	3.00 @	10.00
" Columbia	3.00 @	12.50
" Crusader	4.00 @	12.50
" Ophelia	3.00 @	12.50
" Russell	4.00 @	15.00
" Ward	2.00 @	5.00
" Butterfly	3.00 @	10.00
" Sunburst	3.00 @	12.50
Carnations	3.00 @	6.00
Valley	6.00 @	10.00
Mignonette	8.00 @	10.00
Sweet Peas	.30 @	1.50
Callas, per doz.....	8.00 @	15.00
Lilies, per doz.....		.75
Leucothe		1.50
Galax, green, per 1,000....		1.50
Galax, bronze, per 1,000....		1.50
Ferns, per 1,000		4.50

CINCINNATI, April 12.		Per 100
Roses, Premier	\$6.00 @	\$20.00
" Russell	6.00 @	20.00
" Columbia	6.00 @	20.00
" Butterfly	6.00 @	20.00
" Pink Killarney.....	6.00 @	20.00
" White Killarney.....	6.00 @	20.00
" Sunburst	6.00 @	20.00
" Mrs. Aaron Ward.....	6.00 @	20.00
" Ophelia	6.00 @	20.00
" Baby Doll	3.00 @	4.00
Daffodils	4.00 @	6.00
Freesias	4.00 @	6.00
Rubrum	4.00 @	8.00
Calla	12.50 @	15.00
Primulas		1.00
Violets	1.00 @	1.50
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Leucothe		5.00
Plumous (south) per bch..		.25
Smilax, per string.....	.15 @	.35
Hyacinths	4.00 @	6.00
Coontia Leaves		1.00
Mahonia Leaves		1.00

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street, NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.

WHOLESALE FLORIST

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

New York.

SLIGHT IMPROVEMENT IN TRADE.

There seemed to be a slight improvement in business last week compared to the previous one. The prices of tea roses and carnations were firmer, April 8, but the best specials of American Beauty roses went slowly at \$60 to \$75 per 100. As usually is the case it was the special teas that were slowest in movement compared to the shorter grades. An immense volume of sweet peas continues to arrive and while the better grades sell fairly well the inferior stock can hardly be sold. Lily of the valley is worse than slow, much of it standing still. In cattleyas, while there is some movement in the top grades the small and inferior blooms keep holding over and necessarily do not improve with age. Gardenias also clutter up the market and the call for them is light. Cut Easter lilies and callas are heavy arrivals. The cool weather keeps Darwin tulips in fair condition and good ones sell. In addition to huge stocks of asparagus yellow narcissi are coming in from the south. Violets, stocks, snapdragons, pansies and other miscellaneous seasonable offerings help to swell the supplies.

April 10.—There is considerable buying this morning. A number of retailers stated that Palm Sunday brought a great deal of business. At this writing it is uncertain what the condition of the market will be for the remainder of the week. The weather suddenly turned warm, April 8, and today there is almost summer heat. The supply, already heavy, particularly in tea roses and sweet peas, is likely to be greatly increased.

FLORISTS' MASS MEETING, APRIL 21.

The mass meeting of florists and allied trades, under the auspices of the Allied Florists' Association, full account of which appeared in last week's issue, page 586, will be held in the Engineering building, 33 West Thirty-ninth street, near Sixth avenue, April 21, at 3 p. m.

NOTES.

Phil. McManus, for over 50 years with the American Railway Express Co., celebrated his 79th birthday, April 4. For the past 35 years his duties with the company were delivering violets to the wholesale trade. All this is preliminary to saying that Mr. McManus gave a party on his birthday, at which J. R. C. Christie, head of the express company, and J. Hoffman, chief of the freight department, were guests. To properly impress on Mr. McManus the high esteem in which he is held by the wholesale florists, a subscription was started and the neat sum of \$178 was given Mr. Christie, who exchanged it for an American Railway Express check and presented it to him at the party. From personal observation we can say that Mr. McManus is as active as most men of 25 or 30 and goes about delivering violets as one of the boys. Long life to popular Phil. McManus!

The general trend of business is up-town but there are yet good downtown floral establishments. Calling recently on J. Bergonzi & Co., 35 McDougal street, we found much activity and good features in design work. Mrs. Bergonzi seemed to be the leading spirit of the store.

Peter F. McKenney of Fifth avenue and 42nd street has completely recovered

Gold Letters and Scripts

Best and cheapest on the market.
Write for samples and prices.

J. LICHTENBERGER
1560 Avenue A, NEW YORK CITY

ered from his recent illness and his shop is a busy place. He had a large amount of work for the funeral of S. K. Hodgdon, late head of the booking department of the B. F. Keith vaudeville exchange.

H. L. Bantleman, an old timer in the florist business, keeps busy at his Yonker's range and nursery. His flower shop at 1875 Amsterdam avenue is conducted by Mrs. Bantleman and members of the family.

Chas. A. Dard returned home, April 7, after an extended tour to India. During his absence the store did a good business under the able management of Mr. Perry, trade being brisk at the present writing.

A. T. Bunyard's retail shop, Madison avenue and 48th street, is very attractive and his business was good the past week, window boxes moving especially well.

One of the prosperous stores of the Madison square district is that of L. Gluck, Twenty-third street at Lexington avenue.

Exceptionally fine callas are being brought to the Cut Flower Exchange by Bruno Pladek, Elmhurst, L. I., grower.

N. Christatos' flower market, Sixth avenue at 58th street, is showing many good features for the Easter trade.

Geo. E. M. Stumpp is stocking up with many attractive plant features, roses being noteworthy.

A large stock of pot lilies for Easter was seen at the Myer store, 611 Madison avenue, April 8.

J. K. Allen, in the Eighteenth street market, is receiving quite a lot of southern gladioli.

L. B. Coddington, Murray Hill, N. J., has returned from his trip to Honolulu.

A. F. F.

Evansville, Ind.

TRADE IS OPTIMISTIC.

Trade has been quite heavy during the past week, funeral work being especially good. April thus far has been a better month than March. Dealers now are looking forward to Easter trade and believe it will be as good if not better than it was last year.

NOTES.

Florists were especially busy during the past week furnishing flowers for the funeral of Mayor Benjamin Bosse, who died April 4. Designs at this funeral represented an aggregate cost of more than \$5,000, it is said, and were the finest and largest in number ever seen at a funeral here. The dealers had plenty of flowers to fill all orders, although some of them early in the week ordered stock from other cities in order to be on the safe side. For several days and nights two policemen were stationed in the cemetery to protect the flowers from vandals who wanted to carry them away as souvenirs.



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The wet warm weather of the past few days has brought out the peony crops in this section in great shape and unless freezing weather occurs the yield this year ought to be large. Practically all the crop in this section last year was killed by freezing weather.

A flower show will be staged the latter part of April or early in May, according to the plans of the new Garden Club, of which E. L. Craig, local attorney, is president. Plans for the show will be announced in a short time.

W. B. C.

CANTON, ILL.—Ten thousand acres in the Thompson lake draining district were reported flooded, April 10, following breakage in the lake levee.

CEDAR FALLS, IA.—Joseph Bancroft & Son have issued an illustrated Easter circular for distribution to their retail trade that should be productive of much new business.

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NEW YORK, April 12. Per 100		
Roses, Beauty	\$ 4.00 @	\$ 75.00
" Premier	4.00 @	25.00
" American Legion	3.00 @	25.00
" Crusader	4.00 @	40.00
" Golden Ophelia	3.00 @	10.00
" Columbia	2.00 @	15.00
" Pilgrim	2.00 @	12.00
" Hadley	2.00 @	40.00
" White Killarney	3.00 @	6.00
" Dbl. Wt. Killarney	3.00 @	15.00
" Dunlop	2.00 @	15.00
" Aaron Ward	3.00 @	10.00
" Ophelia	2.00 @	15.00
" Scott Key	3.00 @	75.00
" Sunburst	2.00 @	12.00
" Mdm. Butterfly	3.00 @	15.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus, per bch. ..	.25 @	.75
Carnations	6.00 @	8.00
Carnation Laddie	8.00 @	10.00
Cattleyas	50.00 @	175.00
Daisies, Yellow	.50 @	3.00
Gardenias, per doz.	2.00 @	6.00
Gladiolus, per doz.	1.50 @	2.00
Iris, per doz.	1.50 @	2.00
L. Rubrum	8.00 @	15.00
Leucothoe, per 1,000.	5.00 @	7.00
Lilies, White	15.00 @	25.00
Lily of the Valley	1.00 @	6.00
Mignonette, per doz.	.50 @	.75
Snapdragons, per doz.	.50 @	1.50
Smilax, doz. strings.	4.00 @	5.00
Galax, green and bronze, per 1,000	1.50 @	2.50
Ferns, per 1,000	2.00 @	2.50
Violets	.25 @	.50
Sweet Peas	.50 @	3.00
Callas, per doz.	3.00 @	4.00
Tulips, per doz.	.35 @	.40
" Darwins, per doz.	.75 @	1.00
Asp. Plumosus, per bunch, southern	.15 @	.50
Narcissus, yellow	.35 @	.50

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Charles Schenck

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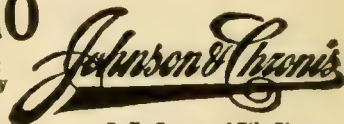


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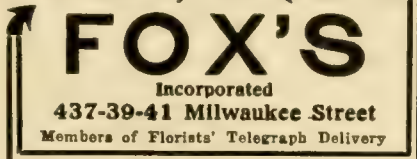
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FROM NEW YORK EXCEPT AS NOTED.

April 17.

Algeria, Cunard-Anchor Line (Glasgow).
FROM BOSTON, Mississippi, I. M. M. Lines
(Antwerp).

April 18.

Pannonia, Cunard-Anchor Line (Hamburg).
Stockholm, Swedish-America Line (Gothen-
burg).
FROM PHILADELPHIA, Barbadian, I. M. M. Lines (Hamburg).

April 19.

Megantic, I. M. M. Lines (Liverpool).
Minnekahda, I. M. M. Lines (Hamburg).
Carmania, Cunard-Anchor Line (Liverpool).
Estonia, Baltic America Line (Danzig-
Libau).

April 20.

Rousillon, French Line (Havre).
FROM HAMPTON ROADS, Manhattan, I. M. M. Lines (Antwerp-Hamburg).
FROM HAMPTON ROADS, Mahopac, I. M. M. Lines (London).
FROM BALTIMORE, Nessian, I. M. M. Lines (Liverpool-Manchester).
FROM PHILADELPHIA, Ohio, French Line (Havre-Bordeaux).

April 21.

Providence, Fabre Line (Marseille).
Taormina, Navigazione General Italiana
(Genoa-Naples-Parliemo).

April 22.

Westerdyk, Holland-America Line (Rotter-
dam).
La Touraine, French Line (Havre).
Ninian, I. M. M. Lines (London).
Finland, I. M. M. Lines (Antwerp).
Nitonian, I. M. M. Lines (Liverpool).
Ikala, Cunard-Anchor Line (London).
Andree, Three Star Line (Barcelona-Lisbon).
FROM BOSTON, Barbadian, I. M. M. Lines
(Hamburg).
FROM HAMPTON ROADS, Nessian, I. M. M. Lines
(Liverpool-Manchester).
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Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
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Detroit, Mich.—John Breitmeyer's Sons.
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New York—Irene Hayes.
New York—Karadontes, 3185 Broadway.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
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Omaha, Neb.—Lewis Henderson.
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New York's Favorite Flower Shop

G.E.M. Stumpff

Fifth Avenue at 53th Street

Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS

South Jefferson Street Dayton, O.
Elks' Building

Telegraph orders for Dayton will receive our immediate and careful attention.

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BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

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LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America

Established 1874 Incorporated 1909

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Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

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LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

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NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.

Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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Kansas City, Mo.

W.J. Barnes

FLORIST, K.C.Mo.

Kansas and Western
Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

MICHIGAN.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

Mention the American Florist when writing.

BROOKLYN, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

Eleven Stores

Main Store—Lewis Ave Cor. Hancock St

Telegraph orders delivered to all parts of
New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Orders in
or around Washington, D.C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing.

Florida Meeting.

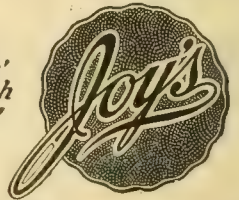
The Florida State Florists' Association,
and the state horticultural society
will meet at Lakeland, May 3-5, with an
interesting programme.

PASADENA, CALIF.—City Manager C. W.
Koener was the recipient of eight dozen
pink roses from Mayor Samuel L.
Shank, of Indianapolis, upon the opening
of the Fifth National Flower Show
in that city, March 25. The order was
executed by Siebrecht's House of Flow-
ers, this city, through the F. T. D. ser-
vice.

NEWARK, N. J.—Phillips Bros., who
presented Mayor Breidenbach with a
basket of choice roses with the greetings
of Mayor Shank, of Indianapolis, Ind.,
on the occasion of the opening of the
Fifth National Flower Show in that
city, March 25, published the F. T. D.
telegram in the local newspapers, oc-
cupying 5 x 7 inches, which was quite
a publicity event.

OKLAHOMA CITY, OKLA.—The Stiles
Floral Co.'s bankruptcy assets were of-
fered April 1, and knocked down at
\$25,000 to parties said to represent in-
terests friendly to Stiles. A. S. Gray
was the contesting bidder. By reason
of this competition it is believed the
creditors will receive twice as large a
dividend as they would have received
from the advance bid.

Nashville, THREE
STORES
Chattanooga
and Atlanta

MEMBER
Florists'
Telegraph
Delivery

Mention the American Florist when writing.

New York



44 Carmine Street

Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New York's
SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhineland 0202 and 0203

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the tra : in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park Floral Co.

J. E. GILLIS, President.
L. P. NEIMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1932.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Chicago, June 19-20, 1932.

CINCINNATI, O.—J. Chas. McCullough returned from Palm Beach, Fla., last week.

WESTERN seedsmen report improved mail order business, and brisk counter trade.

THE family of W. Atlee Burpee, Jr., of Philadelphia, Pa., is now in Paris, France.

DELTA, UTAH.—The J. G. Peppard Seed Co., of Kansas City, Mo., is now operating here.

ONION SETS in the Chicago district are becoming scarce with yellows at \$3, whites, \$2.75 and reds \$2.

FORTY thousand tons of sodium nitrate will be sold by the war department at auction in Washington, April 13.

THE thirty-eighth annual convention of the Western Canners' Association will be held at the Hotel Sherman, Chicago, April 14-15.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade this week were as follows: Timothy, \$5.25 per 100 pounds; Red Clover, \$15 to \$22.

HOWARD M. EARL, of the Jerome B. Rice Seed Co., Cambridge, N. Y., is in New Foundland and eastern Canada, looking over the seed trade of that territory.

VISITED NEW YORK: L. M. Kimberlin, of the Kimberlin Seed Co., San Jose, Calif.; Thos. W. Chisholm, representing the Braslan Seed Growers Co., San Jose, Calif.

THE quality of the seedmen's stocks usually is better early in the season than later, which is one reason why the farmer should make his seed purchases early.

A WEST Michigan seed house filled a 30-car order for peas to the Russian relief organization. Other large orders were filled in northern New York and from Newark, N. J.

IN the outlying northern localities of the forage-sorghum seed areas, more of the amber sorgo is used than of all the other kinds of sorgo combined. In fact, in Minnesota, Wisconsin, and South Dakota there is almost no demand for orange sorgo.

JOHN BODGER, of the John Bodger & Sons Co., Los Angeles, Calif., and Mrs. Bodger, arrived at New York from Europe on the S. S. Aquitania, April 7, and were welcomed home at the dock by Alexander Forbes, of Newark, N. J. Mr. and Mrs. Bodger expect to leave for California the latter part of the week.

THE republican members of the senate finance committee by a vote of seven to three adopted the foreign valuation plan rejecting the American valuation plan proposed by the house.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; L. D. Waller, of the L. D. Waller Seed Co., Guadalupe, Calif.; W. L. Hamilton, of the Madison Seed Co., Manitowoc, Wis.

IN the east business generally is good. The mail order trade, however, is not up to expectations. Counter trade is quite satisfactory, notwithstanding the unsettled weather. The jobbing trade is very good.

GUADALUPE, CALIF.—L. D. Waller, of the L. D. Waller Seed Co., who celebrated his birthday anniversary in Chicago last week on his way east, has been elected trustee of the magnificent new high school here.

NEWARK, N. J.—J. J. Wilson reports the early spring business as encouraging with a strong demand for vegetable and grass seeds. Alex. Forbes & Co. have received many good orders and counter trade is quite brisk.

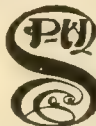
W. F. THERKILDSON, formerly of Philadelphia, Pa., and more recently with Critchfield & Co., advertising agents of Chicago, is reported to have severed his connection with that concern to engage in a North Carolina land project.

NEW YORK lettuce seed is now selling at \$4 to \$4.50 per pound in the Los Angeles, Calif., market, and is expected to go higher. This lettuce has been short a great many years, and sold as high as \$7.50 a pound in Los Angeles a few years ago.

ATLANTA, GA.—The Georgia state board of entomology has awarded a contract to the Sherwin-Williams Co. to furnish calcium arsenate to the state during 1932. This chemical compound has been recommended by the United States Department of Agriculture as the only sure method of control for the boll weevil. A bond of \$25,000 was required. Orders from farmers will be turned over to the company for shipment. The maximum price to be paid by the farmer will be nine cents a pound.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

The Best Color Chart.

PRICE, \$1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Canners' Seed Peas.

Mixed or impure stock, under modern methods of harvesting and handling the pea crop for canning may result in the introduction of undesirable seed which may ruin the entire output of a canning factory, says the United States Department of Agriculture. The canner should buy direct from the seed-growing seedsmen rather than from a jobber. Particularly in the case of smooth Alaska peas, which furnish 55 per cent of the canned peas on the market, there is risk taken if a canner buys seed the history of which can not be traced. The canner is in a much safer position if he buys only from seed growers who control their own stocks.

To be a good canning pea a variety must, first of all, be productive; all plants must ripen uniformly; all pods on individual plants must be in usable condition at one time—that is, none must be too ripe or too immature; the peas must remain green after processing. The introduction of the viner, which eliminates hand picking of the pods, has had a decided influence on the varieties of peas used for canning.

The return on a planting of peas for seed is far less than that on either corn or tomatoes, two other important canning crops, and the utmost care is necessary throughout the growth of the seed crop to discover and weed out undesirable types of volunteer plants or those due to warehouse mixture, so as to keep the stock uniform.

The seedsmen sows about three bushels of peas per acre, getting a return of 15 bushels. Three of these must be kept for stock seed, leaving 12 bushels to sell. The eastern grower for the cannery plants four or five bushels to the acre, so that the average seedsmen's acre of peas supplies about three acres for the cannery.

An acre of corn yielding 40 bushels would provide seed for 100 acres of canning crops, and an acre of tomatoes yielding 100 pounds of seed would plant 1,600 acres in canning crops. With this small relative return per acre, the seedsmen must take every precaution to maintain the purity of his stock, or he may run the risk of very heavy losses if he loses his reputation for good seed. It is safest for the seed-growing seedsmen not to purchase

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.

Seed Growers SAN JOSE, CALIFORNIA Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California
QUALITY—SERVICE

SPECIALTY

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomsdale Farm BRISTOL, PA.

seed, especially of the Alaska variety, in which impurities can not be detected in the samples, unless he controls the original stock.

A new farmer's bulletin, No. 1253, "Seed Peas For the Canner," by D. N. Shoemaker, horticulturist, has been issued by the United States Department of Agriculture, and may be obtained upon application to the department at Washington, D. C.

Cabbage Black-Leg.

SEED TREATMENT IMPORTANT FACTOR.

Cabbage black-leg is a fungous disease of increasing menace among growers. Its spread through a field can often be traced to infected seed. Many experiments have been tried by investigators in the United States Department of Agriculture for the treatment of cabbage seeds, which have proved the impossibility of entirely eradicating the fungus from infected seeds by any of the ordinary fungicides without reducing the germination and causing injury to the seedlings.

Studies in controlling this disease are described in Department Bulletin No. 1029, on "Seed Treatment and Rainfall in Relation to the Control of Cabbage Black-leg," by J. C. Walker, pathologist. These studies have furnished proof that when the seed is exposed during wet periods to rain or is carelessly sprinkled, the infection spreads with great rapidity.

Under dry weather conditions the disease can be effectively controlled by soaking the seed for 30 minutes in a solution of mercuric chloride made by dissolving one ounce of mercuric chloride in four gallons of water. The seed should be treated in a wooden receptacle only and after treatment should be rinsed in clean water. In view of the fact that seed treatment reduces the number of primary centers of infection and that it is also a preventive against the black-rot disease, it should be practiced. The limitations to success in the control of black-leg by seed treatment should be recognized, however, and special attention given to securing disease-free seed.

Department Bulletin No. 1029 is available on application to the United States Department of Agriculture, Washington, D. C.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

Mention the American Florist when writing.

THE ALBERT DICKINSON COMPANY

35th St. at California Ave.,

CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and
Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing.

Return Envelopes Catalogue Envelopes Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

VALLEY, Douglas County, NEB.

Mention the American Florist when writing.

EDGAR F. HURFF

SWEDESBORO, N. J.

Growers of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

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FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing.

Richard Diener Company, Inc.

Originators and Growers
of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing.

An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing.



KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; ½ oz., 90c; ¼
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
¼ oz., \$1.30; 1 oz., \$5.00.



Mention the American Florist when writing.

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Mention the American Florist when writing.

The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn
Montana, Idaho, Washington.

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ASPARAGUS PLUMOSUS NANUS, NEW CROP

Price Per 1000 Seeds.....\$2.50

10,000 lots.....@ \$2.25 per 1000

50,000 lots.....@ 2.00 per 1000

APRIL IS THE BEST MONTH for sowing; give bottom heat.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

WATKINS & SIMPSON

(LTD.)

recommend their pedigree
strains of

CHOICE FLORISTS' FLOWER SEEDS

Write for Illustrated Catalogue to

27-29 Drury Lane

LONDON, W. C., ENGLAND

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KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

KELWAY & SON

Wholesale Seed Growers
LANGPORT, ENGLAND

Mention the American Florist when writing.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

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Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing.

BODGER'S UNRIVALLED SEEDS

ASTERS, ZINNIAS AND SWEET PEAS, NAS-
TURTIIUMS, STOCKS, VERBENAS AND OTHER
FLOWER SEEDS. ALSO VEGETABLE SEEDS.

JOHN BODGER & SONS CO.,
LOS ANGELES, CALIFORNIA

The City of Sunshine and Flowers.

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips
German type for forcing. Case lots only
of 2500 pips.

JAP. LILY BULBS, Giganteum 6-8 and 7-9
Magnificum and Rubrum 8-9.

GLADIOLUS BULBS, best commercial varie-
ties and sizes; all northern-grown.

BAMBOO CANES, natural and dyed green,
all sizes, bale lots only.

RAFFIA, natural or colored, dependable
brands, 25 lbs. up.

LATER SHIPMENT

French Bulbs,	Dutch Bulbs,
Dracaena Canes,	Palm Seeds,
Manetti Stocks,	Freeseas and
Ferns in Flats, etc.	Callas.

Wholesale only.

Write for prices on business stationery,
specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St., NEW YORK

Mention the American Florist when writing.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, As-
paragus, Rhubarb, Celery, Spinach, Beet,
Onion, Beans, Cabbage, Cauliflower, Sweet
Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

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JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Mention the American Florist when writing.

The L. D. Waller Seed Co. WHOLESALE GROWERS

Select Stocks of Flower Seeds.

Sweet Pea and Nasturtium in Variety.

GUADALUPE CALIFORNIA

Mention the American Florist when writing.

VAUGHAN'S ASTERS

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Soft Pink	Dark Blue	Pink	White.
Crimson	Light Blue	Lavender Pink	Rose
Silvery Lilac	Terra Cotta	Trade Pkt.	35c. Trade pkt. Oz.
Any of above, except where noted.	1/4 oz., 40c.	\$0.25	\$1.10
Mixed, all colors	1/4 oz., 35c.	.25	1.20

AMERICAN BEAUTY

Similar in type of flower and growth to the well known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth.

Carmine Rose	1/4 oz., 40c.	.25	1.40
Purple	1/4 oz., 40c.	.25	1.40
Lavender	1/4 oz., 45c.	.25	1.60
September Pink	1/4 oz., 45c.	.25	1.60
Rose (New)		.50	

QUEEN OF THE MARKET

The Standard Early Flowering Type

White	Crimson	Lavender	Pink	Purple
Dark Blue	Scarlet	Flesh	Light Blue	
Any of above	1 lb., \$12.00; 1/4 oz., 30c.	.15	1.00	
Mixed, all colors	1 lb., 10.00; 1/4 oz., 25c.	.10	.80	

GIANT BRANCHING

White	Lavender	Rose Pink	Crimson	Purple
Deep Violet	Peach Blossom	Azure Blue	Daybreak	
Any of above	1 lb., \$12.00; 1/4 oz., 30c.	.15	1.00	
Mixed, all colors	1 lb., 10.00; 1/4 oz., 25c.	.10	.80	

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double length of the older varieties and are twisted and curled into a very fluffy effect.

White	Crimson	Dark Pink	Lavender
Purple	Shell Pink	Dark Blue	
Any of the above	1/4 oz., 35c.	.25	1.20
Mixed, all colors	1/4 oz., 30c.	.20	1.00

FOR OTHER FLOWER SEEDS SEE OUR "BOOK FOR FLORISTS."

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

THE ROYAL—Early-Flowering Branching

White, Shell Pink, Rose Pink, Lavender, Purple.

Any of the above	1/4 oz., 35c.	.20	1.20
Mixed, all colors	1/4 oz., 30c.	.15	1.00

THE KING—The Quilled Aster

Rose, Pink, Violet, White, Crimson, Lavender.

Any of the above	1/4 oz., 40c.	.25	1.40
Mixed, all colors	1/4 oz., 35c.	.25	1.20

OTHER AMERICAN ASTERS

Sensation. Dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long

	1/4 oz., 35c.	\$0.20	\$1.20
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BALL'S WHITE ASTER

The seed of this splendid Giant Aster of the Late Branching Type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—was offered in 1921 for the first time.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctly centered blossoms, ideally formed for long distance shipping. The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in 1/4-ounce packets, containing about 4000 seeds at 1/4 oz., 75c; 1/4 oz., \$1.35; 1 oz., \$5.00.

ASTERS IN MIXTURES

Vaughan's Florists' Mixture	1/4 oz., 40c.	\$0.25	\$1.40
White Tall Varieties, Mixed	1/4 oz., 40c.	.25	1.40
Vaughan's Excelsior Mixture, Tall Asters.			

This is a mixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Branching and other desirable sorts, includes many kinds separately purchased for this mixture

	1/4 oz., 45c.	.25	1.60
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Henry Fish Seed Co.
Carpinteria, Calif.

Contract Growers of

Seed Beans

Mention the American Florist when writing.

Yokohama Nursery Co., Ltd.

Woolworth Building
NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing.

Dutch and French Bulbs

C. J. Speelman & Sons	Lagarde & Speelman
Sassenheim, Holland	Ollioules, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke
Box 543, San Jose, Calif.

Mention the American Florist when writing.

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Hyacinths, Tulips, Iris, Daffodils, Crocus, Etc.

Novelties and Seedlings a Specialty!

Mention the American Florist when writing.

FRYNOVELD & SONS

SUPERIOR BULBS

61 VESEY ST., N.Y. CITY.
Hillegom, Holland. Ollioules, France.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

MISSOURI planters are increasing the grape acreage.

J. HORACE MCFARLAND, of Harrisburg, Pa., addressed the City Club, Chicago, April 7, on important phases of city beautiful work.

PASADENA, CALIF.—The Avocado Nurseries has been incorporated with a capital of \$100,000. Dr. H. B. Stonebrook, W. B. B. Taylor and C. H. Stonebrook are the directors.

"The Olive in Arizona" is the title of a bulletin just issued by the experiment station at Tucson, showing the growing of olives started there on a large scale, the climate having proved suitable.

MIDDLEVILLE, GA.—The Georgia Nursery Co., was recently incorporated with a capital of \$8,000. The organizers of the firm are Terence Treanor, L. C. Hall, J. M. Morgan, Geo. Tunnell, Sam L. Patterson and J. L. Beeson.

SEDALIA, MO.—The officers of the Missouri State Horticultural Society recently made arrangements with the State Fair officials here, to set aside two acres of land at the fair grounds to be used as an experimental nursery. Every person who supplies stock will be permitted to place thereon his placard and name plate. The plan has great publicity features.

Arbor Day.

J. Sterling Morton inaugurated the first Arbor Day in "treeless Nebraska" in 1872. At first the date was April 10, but later the legislature changed it to April 22, Mr. Morton's birthday.

The Late F. H. Stannard.

F. H. Stannard, president of F. H. Stannard & Co., Ottawa, Kans., died March 30 after a brief illness. Mr. Stannard was well known in the trade, and a member of the American Association of Nurserymen and the Western Association of Nurserymen.

Brown Tail and Gipsy Moths.

The quarantine of the United States Department of Agriculture against the brown tail moth and the gipsy moth has been amended, effective January 1, 1922, by transferring the towns of Fitzwilliam, N. H.; Royalston, Athol, Phillipston, Templeton, Hubbardston, Rutland, Paxton, Leicester, Mass., and Narragansett, R. I., from the lightly infested area to the heavily infested area.

Clara Barton Memorial Tree.

A memorial tree will be planted for Clara Barton, founder of the Red Cross, Easter Sunday, April 16, at Glen Echo, Md., where she passed away. The programme will be in charge of the American Forestry Association, assisted by school children and patriotic organizations. Miss Barton was born on Christmas day, 1821, and the ceremony will also be in the nature of a centennial celebration.

White Pine Blister Rust in Washington.

The United States Department of Agriculture, federal horticultural board, announces that as the result of a recent hearing, held at Washington, D. C., the state of Washington will be quarantined against the white pine blister rust (*Cronartium ribicola* Fischer), effective on and after March 15, and no five-leaved pines, currant or gooseberry bushes, will be permitted to move interstate from Washington, under the regulations of Quarantine No. 54. The area will be restricted to the counties of Clallam, Clarke, Cowlitz, Grays Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Skamania, Snohomish, Thurston, Wahkiakum and Whatcom, lying west of the crest of the Cascade mountains, provided the state establishes and enforces control measures in co-operation with the government, the secretary of agriculture reserving the right to extend or reduce the area above designated.

Advertising and Selling Nursery Stock.

Three per cent of replies from nursery catalogues and circulars is a good average. If the returns are less than three per cent something is wrong with the advertising. This is the experience of Nelson A. Coons of the Rhinebeck Floral Co., Rhinebeck, N. Y., as given to the class in nursery practice at Massachusetts Agricultural college, Amherst. Mr. Coons' address on "Advertising and Selling Nursery Stock" came at the conclusion of the nursery practice course, held January 2—March 10, and gave the students some valuable points on this important subject. He said that all advertising must do four things: (1) Attract attention; (2) arouse desire; (3) convince the mind; (4) stimulate action.

Advertising by catalogue is one of the well known methods in the nursery trade, but a large part of such publicity is wasted as the catalogues are not properly written, well printed or intelligently distributed. Small timely circulars, well worded, will often bring the largest amount of business. Every catalogue must be written from the buyers' point of view not so as to appeal to a nurseryman.

Advertising either by catalogue or other methods produces various kinds of results. For example, it establishes good will, creates acquaintances, identifies the products, prevents substitution, creates demand, produces sales, and eliminates time in the creation of a market. Of course not all advertising does all these things at once, and it is important for the advertiser to know which one of these objects he has in mind. The creation of acquaintances is especially important in the nursery business.

In sending out advertising it is important to consider first the appearance, which must be good. All catalogues and other printed matter should be handled by the best expert printers. Cheap work is money wasted. The time to send out advertising is very important. The best time is seldom

during the planting season. The time to advertise roses is when roses are in bloom. Everybody is then interested.

PERSONAL CORRESPONDENCE EFFECTIVE.

Correspondence is also a very important means of selling nursery stock. Form letters may be used, but personal letters are much more effective and should be made distinctly personal. Trite, stale formulas should not be used. Every selling letter should contain the four advertising elements already enumerated viz, attract attention, arouse desire, convince the mind and stimulate action.

Personal salesmanship is also a very important means of disposing of nursery stock. The best place for a salesman to sell stock is on the grounds where it is to be used. A salesman must be keen and well informed and must know his nursery stock. When he arrives on the grounds with a prospect he must attend to the following points: (1) Determine conditions; (2) analyze the attitude of the customer; (3) get the customer's point of view; (4) attract attention to his goods; (5) meet and anticipate all objections; (6) state his price carefully; (7) close the sale quickly.

In conclusion, Mr. Coons stated that the poorest way to sell stock is to enter into a price cutting competition with other nurseries.



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not over-run with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information: it will open your eyes. Do it today.

American Landscape School, 16-J, Newark, New York

HARDY ENGLISH IVY

2 inch, \$2.75 per 100, \$25.00 per 1000.
3 inch, 3.75 per 100, 35.00 per 1000.

Good, bushy plants in 4-inch pots, tied up 7-inch stakes, \$4.80 per doz., \$25.00 per 100.

HARDY

Pompon Chrysanthemums

Good assortment of cut flower sorts, listed in our March price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scotti and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.

Holly and assorted Table Ferns, heavy 3-inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

March Price List Ready.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Sound Bulbs of Highest Vitality From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease. Write for prices to the home address, OVERVEEN, HOLLAND, or to

Care of F. B. VANDERGRIFT & CO., 44 Whitehall St.,

NEW YORK CITY

HILL'S CHOICE NURSERY STOCK

FOR FLORISTS' TRADE

Transplanted Evergreens				
Strong, heavy and well rooted. Prices listed are 100 rate. Send for 1,000 rate prices.				
	Abies (Fir)	Inch	Each	
1000	Douglasi	6-8	\$0.13	
2000	Tsuga Canadensis	6-8	.18½	
	Juniperus (Juniper)			
1200	Canadensis	8-10	.20	
750	Horizontalis	6-8	.32½	
2000	Virginiana	12-18	.25	
	Picea (Spruce)			
2000	Excelsa	12-18	.17½	
1250	Pungens	8-10	.16½	
	Pinus (Pine)			
500	Austriaca	8-10	.22½	
900	Sylvestris	10-12	.20	
	Taxus (Yew)			
700	Cuspidata	6-8	.35	
	Thuya (Arbor Vitae)			
1200	Occidentalis	12-18	.20	
500	Siberica	10-12	.50	
6000	Pyramidalis	10-12	.45	

HILL'S BOX GOODS		
Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.		
BOXWOOD—	Each	
Ball Shaped, 14x14 inches, B&B...	\$3.50	
Ball Shaped, 16x16 inches, B&B...	4.25	
Ball Shaped, 18x18 inches, B&B...	5.50	
Ball Shaped, 24x24 inches, B&B...	6.50	
Pyramid Shaped, 2½ feet, B&B...	4.50	
Pyramid Shaped, 3 feet, B&B...	6.50	
Standards—Stem, 14 inch, Crown, 16 inch, B&B	6.50	
B&B signifies Balled and Burlapped.		

Deciduous Lining Out Stock			
	Inch	Each	
5000	Acer Platanoides	6-8	\$0.05
2000	Berberis Thunbergii	4-6	.03½
500	Crataegus Punctata	6-10	.08½
4000	Juglans Nigra	12-18	.03
1000	Ligustrum Iboia	12-18	.05
500	Lirodendron Tulipifera	18-24	.05
500	Pachysandra Termin.	4-6	.07
4000	Quercus Palustris	6-10	.07
8000	Quercus Rubra	10-12	.05½
2000	Rosa Canina	10-12	.01½
5000	Spirea Van Houttei	12-18	.05
5000	Symphoricarpos Alba	12-18	.03
500	Tilia Americana	12-18	.09
500	Viburnum Dentatum	10-12	.09

Hill's Specimen Evergreens		
Balled and Burlapped (B&B)		
Prices quoted apply to 5 or more of a single variety and size. Feet Each		
75	Tsuga Canadensis	3-4 \$ 3.50
200	Juniperus Virginiana	2-3 2.50
100	Juniperus Glauca	2-3 3.50
250	Pinus Mugho Compacta	1-1½ 2.00
200	Thuya Pyramidalis	2-3 2.50

Transplanted Shrubs and Vines		
	Feet	100
100	Cornus Paniculata	1½-2 20.00
150	Cotoneaster Acutifolia	2-3 32.50
500	Ligustrum Amurense	2-3 25.00
125	Philadelphus Coronarius	2-3 25.00
75	Spirea Froebelli	1-1½ 25.00
50	Spirea Opulifolia	2-3 20.00
500	Spirea Van Houttei	2-3 25.00

Each x indicates one transplanting. 50 of the same variety and size at 100 rate. 500 at the 1000 rate.

Send for Complete Catalog.

THE D. HILL NURSERY CO., Inc.,

Evergreen Specialists. Largest Growers in America

Box 404 DUNDEE, ILL.

Mention the American Florist when writing.

Some Excellent Stock

Per 100 1,000

50,000 2-in., Geraniums, Ricard

Poltevine, Nutt, Montmort,

Perkins, Viaud, Buchner, etc.\$5.25 \$50.00

2¼-in., Heliotropes, 3 varieties. 4.00 38.00

2¼-in., Marguerites, 3 varieties. 5.00 45.00

2¼-in., Stocks, 2 varieties.... 3.25 30.00

2¼-in.,Calendula Orange King.. 3.00 28.00

Also abundance of other stock.

Liberal extras for early orders.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. WEST GROVE PENNA.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Mention the American Florist when writing.

GULDEMOND & SON

LISSE, HOLLAND

HOME of World's Best HYACINTHS

Largest Growers in Holland.

Also extensive Cultures of Tulips and Narcissus.

Special Prices and Terms on Demand.

116 Broad Street, Room 40, - New York

Mention the American Florist when writing.

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower

HILLEGOM, HOLLAND

You can utilize our success to increase your own.

Address all correspondence

Care of J. W. HAMPTON, JR. CO.

17 BATTERY PLACE

BULBS NEW YORK BULBS

Mention the American Florist when writing.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, April 11.—Cucumbers, per crate, \$3.50 to \$5; head lettuce, per crate, \$2.50 to \$3.50; carrots, \$3.50 to \$4 per barrel; cabbage, \$1.75 to \$2.25 per crate; cauliflower, per crate, \$1.25 to \$1.75.

New York, March 31.—Cucumbers, \$1.75 to \$4.25 per basket; radishes, per basket, \$1.50 to \$2.50; tomatoes, per crate, \$1.25 to \$3; lettuce, per crate, \$4 to \$5; beets, per hamper, \$1.50 to \$2.

Asparagus Prices.

During the first half of March about 75 to 80 crates of California, and about 15 or 20 crates of Georgia asparagus were received at New York in small lots. The demand has been unusually good and the stock realized very high prices. There were four grades of the California stock and it sold at \$24, \$30, \$36 and \$40, respectively, per crate of a dozen bunches. The quality was very good for first arrivals. The Georgia asparagus sold at \$12 to \$25 per dozen bunches, according to size.

Vegetable Movement.

WEEK OF APRIL 2-8

All markets are being liberally supplied with new vegetables. Heavy shipments continue in potatoes, sweet potatoes and apples. Other cold storage products are nearly exhausted. The generally ample supply has caused slight to moderate declines in potatoes, new onions and celery.

Eastern apples are bringing higher prices in consuming centers and cabbage values advanced in certain cities. Other staple supplies show little change in price compared with a week ago.

Marketing Specialists' Examinations.

The United States Civil Service Commission, Washington, D. C., announces an open, competitive examination for associate marketing specialist (warehousing), June 30. Vacancies in the bureau of markets and crop estimates, United States Department of Agriculture, for duty in Washington, or in the field at salaries ranging from \$2,400 to \$3,600 per year, and in positions requiring similar qualifications will be filled from this examination, unless it is found in the interest of the service to fill any vacancy by reinstatement, transfer or promotion. Both men and women are eligible. Applicants should apply immediately for Form 2118, stating the title of the examination, to the commission, at Washington, or secretaries of local civil service boards. Applications will be received by the commission, in that city, until the hour of closing, June 30.

The commission also announces a similar examination for assistant marketing specialist (warehousing), May 10, at salaries ranging from \$1,620 to

\$3,600 per year. Applicants should apply at once for Form 1312, to the commission, at Washington, or secretaries of local civil service boards.

Paterson, N. J.

On a recent visit we found the retail florists quite active and looking forward to a good Easter business.

NOTES.

J. Smith has two good stores, one at 113 Market street and the other at 229 Market street. At one of them we found an old acquaintance as manager in the person of Harry S. Cocks, formerly with David Clarke's Sons, New York.

With two local shops and one in Passaic, as well as various other local interests, Edw. Seery is a busy man. A good season has been enjoyed at all his establishments.

Arthur G. Vescelius, son of the late Arthur I. Vescelius, is operating the extensive retail business left him by his father.

There is much regret over the death of Selah Van Ripper, April 4. Further details will be found in the obituary column.

Good stock was seen at both of the Thurston Floral Co.'s stores. It was said that trade was brisk.

The Silk City Florist Co. is conducted by former New York men and seems to be doing well.

A. F. F.

CANNAS

Need room, sound strong 2-3 eye roots, true to name. *Austria*, Chas. Henderson, D. Harum, Egandale, *Gladiator*, Orange Bedder, Mad. Crozy, *Niagara*, Queen Charlotte, F. Vaughan, R. Wallace, etc., \$2.00 per 100, \$17.00 per 1000.

Allemania, *Buttercup*, *Crimson Bedder*, Wm. Saunders, *Golden Gate*, Wyoming, Wintzer's *Colossal*, \$2.50 per 100. Cash.

SHELLROAD GREENHOUSES

Colgate, Box 76, BALTIMORE, MD.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

GERANIUMS

Our selection at this time.
From 2-in. pots \$3.50 per 100, \$35 per 1000
DRACAENAS, *Strong*, 2-in. \$4 per 100
SMILAX, 2-inch, \$3.00 per 100

Also *Coleus* and *Rex Begonias*

Wholesale Grower.
Elmer Rawlings, ALLEGANY, N.Y.

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

Adrian, ' ' MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. *Primroses*, full bloom, @ \$15.00, 3 varieties,
4 in. *Luminosa*, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling *Plumosus*, \$1.25 per 100; \$10.00 per 1000.

Seedling *Sprengerii*, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower
PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Mention the American Florist when writing.

Seasonable Stock

READY NOW

Buddleia Asiatica, 2½ inch, \$5.00 per 100.

Fuchias. *Avalanche*, *Black Prince*, Mrs. E. G. Hill, *Speciosa*, 2½ inch, \$5.00 per 100; 3 inch, \$10.00 per 100; 4 inch, \$20.00 per 100.

Petunia, double named varieties; *Gertrude*, light pink; *Snowball*, pure white 6 other distinct varieties, 2¼ inch pots, \$6.00 per 100, \$50.00 per 1000.

Heliotrope, *Jersey Beauty* and *Florence Nightingale*, good purples, 2¼ inch, at \$5.00 per 100, \$45.00 per 1000.

Asparagus Sprengerii, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Asparagus Plumosus, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Gracilis Luminosa, *Prima Donna*, *Erfordia*, *Superba* and *Mignon*, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, *Argentea*, *Guttata*, *Sandersoni* and *Alba Picta*, 2¼ inch, \$8.00 per 100.

Rose Geranium, 2¼ inch, \$6.00 per 100.

Boston Fern and *Teddy*, Jr., 2¼ inch, \$6.50 per 100, \$60.00 per 1000.

Plumbago Capensis and *Capensis Alba*, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.

English Ivy, heavy 4 inch pots, \$20.00 per 100; 2¼ inch, \$5.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus Sprengerii, 2½-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$35.00; 6-inch, per 100, \$35.00. Plumosus, 2½-inch, per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., \$6.00; 3-in., \$10.00; 4-in., \$15.00 per 100. Vaughan's Seed Store, Chicago and New York.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus. 3-in. Asparagus Sprengerii, each 7c. EDGAR EASTERDAY, Nokomis, Ill.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 65th and Springfield Ave., Philadelphia, Pa.

ASTERS

Asters. Vaughan's. For varieties and prices see display advertisements elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Asters, Queen of the Market, transplanted, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine, 2-in., \$3.00 per 100, \$27.00 per 1,000; 3-in., \$6.00 per 100; \$50.00 per 1,000. R. Vincent, Jr. and Sons Co., White Marsh, Md.

Begonias. Fine 2½-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

Begonias. Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 60 Park Place, N. Y.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

HILL'S BOXWOOD

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.

Boxwood	Each
Ball shaped B & B 14x14 in.	\$3.50
" B & B 16x16 in.	4.25
" B & B 18x18 in.	5.50
" B & B 24x24 in.	6.50
Pyramid shaped B & B 2½ ft.	4.50
Standards, B & B, stem 14 in., crown 16-in.	6.50

THE D. HILL NURSERY CO., INC.
Dundee Box 404 Ill.

BULBS.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberose, Japanese Lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Hyacinths, tulips, iris, daffodils, colors, per 100, \$15.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

Bulk. Hyacinths, tulips, iris, daffodils, crocus, etc. De Graaff Bros., Ltd., Noordwyk, Holland.

BUDDLEIA.

BUDDLEIA MAGNIFICA. Per 100, \$4.50; per 1000, \$40.00.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield Ohio
Dept. C.

Buddleia, white, pink and lilac, 2½-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

Buddleia Asiatica, 2½-in., \$5.00 per 100. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1000
Matchless	\$4.00	\$35.00
Miss Theo	4.00	35.00
Nebraska	5.00	40.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00

Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1,000
Mrs. C. W. Ward	\$3.50	\$30.00
Matchless	3.50	30.00
White Enchantress	3.00	25.00
Pink Enchantress	3.00	25.00
Rosette	3.50	30.00
Laddie	12.00	110.00

WIETOR BROS.
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

Carnations. Write for price list of latest varieties. F. Dornier & Sons Co., Lafayette, Indiana.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock, ready for immediate delivery.

	100	1000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.,
Wholesale Florists.
30 E. Randolph St., Chicago, Ill.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Ocotonto (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seldewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

	\$3.00	\$25.00
L. Doty (light pink)	3.00	25.00
Buckingham (pink single)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.,
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St., Chicago.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Ocotonto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seldewitz, Chas. Razor, Celebration, Major Bonaffon, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview White and Golden Chadwick, \$35.00 per 1000.

December Beauty, \$45.00 per 1000.

Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, \$8.00 per 100.

Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1000.

ELI CROSS.
150 Monroe Ave. Grand Rapids, Mich.

The best chrysanthemums for florists' use. Clean stocks and high quality. Your requirements for future delivery requested. ELMER D. SMITH & CO., Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

CLEVELAND CHERRIES.

Cleveland cherries, seedlings, \$2. 100 two-inch, \$5. E. S. NIXON, Rome, Ga.

COLEUS.

Coleus, Verschaffeltii, Firebrand, Golden Bedder and six other best bedding kinds; dwarf branched plants, \$2.50 per 100. Terms cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100; 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

CYCLAMEN.

Cyclamen, for one week only. 2 1/4-in., \$10.00 per 100; \$90.00 per 1000; 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. 18, all different, labeled, several classes and colors, \$2.00—retail value about \$5.00; 6 sets (108 dahlias), \$10.00. 18 mixed, unlabeled, \$1.00—\$5.00 per 100. Hybrid dahlia seed, double red, pink, yellow or white, \$9.00 per 100. Everything FREE-PAID. Catalogue FREE. ALT F. CLARK, "The Dahliast," Netcong, N. J.

ERICAS.

ERICAS.

For growing on, from 3 1/4-in. pots.
Xmas Varieties:— Per 100
Fragrans Melanthera, white.....\$20.00
Regerminans, lavender.....25.00
Hielana, new orange.....30.00
Felix Faure, red.....25.00
Pres. Carnot, orange red.....20.00
Ovata, lavender.....25.00
Easter Varieties:—
Persoluta Rosea.....20.00
Persoluta Alba.....20.00
Perfecta, pink.....20.00
King Edward VII.....20.00
Cylindrica.....25.00
Add 3 per cent for packing. Cash, please.
ANTON SCHULTHEIS
College Point, New York

FERNS.

Hardy Ferns at wholesale prices:
10 100
Evergreen and Marsh shield
ferns.....\$1.00 \$ 8.00
Maidenhair and wood ferns....1.00 8.00
Goldiana and Ostich ferns....1.20 10.00
Cinnamon and interrupted.....1.30 12.00
and 11 other varieties. Illustrated descriptive list mailed free. 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK, Ferndale, Askov, Minn.

BOSTON FERNS

Good, strong bushy stock.
5-inch.....\$0.40
6-inch......75
7-inch......90
10-inch.....2.00
Packing charges free
DAVIS FLORAL CO.,
Davenport, Iowa.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2 1/4-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Ferns. 4-in. Boston and Verona, per 100, \$22.00. 6-in. Boston, ready for 8-in., each 80c. EDGAR EASTERDAY, Nokomis, Ill.

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00; 5-in., \$50.00 per 100. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsia. Avalanche, Black Prince. Mrs. E. G. Hill, Speciosa, 2 1/4-in., per 100, \$5.00; 3-in., per 100, \$10.00; 4-in., per 100, \$20.00. The Storrs & Harrison Co., Painesville, O.

GLADIOLI.

Gladioli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus Bulbs. Clean, healthy stock; best we have ever had. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladioli. America, Principine, Primulinus Hybrids and good mixed, 1-in. and up, all blooming size, \$10.00 per 1000. H. HILLS, Bristol, Ind.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

GERANIUMS.

Geraniums. Nutt Buckner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums. S. A. Nutt, 2-in., per 100, \$5.00; Beate Poitevine, 2-in., per 100, \$6.00. S. A. Nutt, rooted cuttings, per 100, \$3.50. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GRAPE CUTTINGS.

Grape Cuttings. An extra fine lot of select Grape Cuttings. List free by return mail. NASH NURSERY, Three Rivers, Mich.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kingston, Ala.

Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

HYACINTHS.

Hyacinths. Home of world's best. Special prices and terms on demand. Guldemond & Son., Tisse, Holland.

HYDRANGEAS.

HYDRANGEAS.

Field-grown, one-year old, in the following varieties and sizes:

Henry Lambert, Wm. Pfitzer, Lily Mouillere, Mme. Petrick and Mme. Riveraine. 3 to 6 branches.....35c each
6 to 9 branches.....40c each

ANTON SCHULTHEIS,
316 Nineteenth St., College Point, N. Y.

IRISES.

IRISES.

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1000; 3-in., \$3.75 per 100; \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

NURSERY STOCK.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape Vines, 1 and 2-year; Spirea Von Houtel, 12-18 in., 18-24 in., 2-3 feet, 3-4 feet. Write for prices. T. W. RICE, Geneva, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. HILL-CREST GARDENS, Albert Lee, Minn.

Pansy plants. Giant Trimadeau, mixed, per 1000, \$4.00, postpaid. S. T. DANLEY & SON, Macomb, Ill.

Pansies. Strong August seedlings, Mastadon strain, \$4.00 per 1000. H. HILLS, Bristol, Ind.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PRIVET.

California Privet, 18-24-in., per 100, \$3.00. Amour River South Privet, 18-24 seedlings, per 100, \$2.00. We have an assortment of tree seedlings and shrubs. Send for spring trade list, now ready. FOREST NURSERY CO., McMinnville, Tenn.

PRIMULAS.

Primula obconica, 2½-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100. HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

ROSES.

2¼-in. OWN ROOT FOR PLANTING OUT TO GROW ON.

The following at \$7.50 per 100: Baby Rambler, Van Fleet, Etiole de France, Gen. MacArthur, Gruss an Teplitz, Hadley, Hermosa, Hiawatha, Hoosier Beauty, Mock, Kaiserin, A. Victoria, Killarney, Lady Hillingdon, La France, Magna Charta, Maman Cochet, pink and white, Marechal Niel, Radiance, Red Radiance, Richmond, Roserie (Dark Pink Tausendschoen) Tausendschoen, Sunburst and others.

The following at \$9.00 per 100: Columbia, Ophelia, Mrs. Aaron Ward, Gen. Jacqueminot, Mrs. Laing, My Maryland, Paul Neyron, New Paul's Scarlet Climber. Ask for complete list of others and 4-in. pot plants. Roses for Greenhouse planting, grafted or own root, 2¼-in. pots. Ask for price list. Bench Grown Roses ready from now on. Ask for complete list of varieties. 2 Year Old Field Grown Roses (dormant). Ask for full list.

ROMAN J. IRWIN
43 W. 18th St. New York

ANGELUS.

The Sensational White for 1922. Order now for March delivery.

Prices will be:

Grafted.	Own Root.
100.....\$ 42.50	100.....\$ 35.00
1,000..... 375.00	1,000..... 300.00
2,500..... 912.50	2,500..... 725.00
5,000..... 1,750.00	5,000..... 1,375.00
10,000..... 3,350.00	10,000..... 2,600.00

CHARLES H. TOTTY CO.,
Madison, N. J.

ROSES.

2½-INCH ROSE STOCK.

	100	1,000
Russell	\$13.00	\$120.00
Ophelia	9.00	80.00
Columbia	9.00	85.00

WIETOR BROS.
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St. Chicago

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

See ad Mch. 4. Send for list 350 best sorts. Leedle Co., Expert Rose Grow., Springfield, O.

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEEDS.
Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, Lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

SEEDS.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.



Seeds. Peas, beans, corn and vegetable of all kinds in quantity and the highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

SEEDS.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds. New crop Asparagus plumosus Nanus, per 1000, \$4.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Lettuce Seed Specialists and general wholesale seed growers. C. C. MORSE & CO., San Francisco, California.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClennahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

TREE SEEDLINGS.

Tree seedlings by the millions. Nurserymen send want list. Inquire for descriptive price lists, seeds and seedlings, trees, shrubs and plants. AMERICAN FORESTRY CO., Pembine, Wis.

VEGETABLE PLANTS.

Cabbage Plants. Strong, stocky, spring sown from choice strains of seed. Early Jersey Wakefield, Copenhagen Market, Louisville Drumhead, All Seasons, per 1,000, \$2.00. Special prices quoted on lots of over 10,000. Orders for less than 1,000 not accepted. Sample plants mailed on receipt of postage. ELMS PLANTATION CO., Roper, N. C.

Cabbage Plants. Chas. Wakefield, Copenhagen, Market and Succession. Transplanted, growing outdoors, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

VINCAS.

Vincas. 3-in. Vinca Var., each 7c. EDGAR EASTERDAY, Nokomis, Ill.

MISCELLANEOUS.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. DE WITT SISTERS, Feather flowers exclusively. Battle Creek, Mich.

Concrete bench legs, 16-inches high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Glass Cloth. A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Bladen, Neb.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$8.50. Good stock. Cash, please. Gorham Printery, 542 S. Dearborn St., Chicago.

Dreers "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Glass, large stock and good prices. Sharp Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Bauer Window glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

GREATEST FERTILIZER ON EARTH. No. 1 Canadian unbleached hardwood ashes with a kick in them. For gardens, lawns and flowers. Do not take some other fertilizer just as good from your dealer. If he does not keep them in stock you can be the agent for them and make \$10.00 a ton by selling them to your neighbors for \$2.00 per 100-lb. sack. Send me your order; I will deliver them to your railroad station, all charges paid, for \$30 a ton. GEORGE STEVENS, Peterborough, Ontario, Can.

FERTILIZERS.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 132 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress reef material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kind of greenhouses and observatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouses. Estimate, plans and information gladly given. Write us for catalogue. King Construction Co., North Tonawanda, N. Y.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Aphine, \$1 per qt., \$2.50 per gal. Fungine, \$1 per qt., \$3.50 per gal. Vermine, \$1 per qt., \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Pots. Standard, azalea, bulb, porch and cemetery pots, cut flower jars. Write for catalogue and price list. Red Wing Union Stoneware Co., Red Wing, Minnesota.

High grade flower pots of every description. Write for prices. Western Pottery Co., 5220-30 Norwood Park Ave., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

GREENHOUSES

WEEBER & RACE

MANUFACTURERS AND BUILDERS

1815 Johnson St., N. E.

MINNEAPOLIS, - - MINN.

RED STANDARD

FLOWER POTS

Seed Pans and Azalea Pots

Send for Price List.

HILFINGER BROS., POTTERY

FORT EDWARD, NEW YORK

POTS AND PANS.

Florists' red pots, all sizes, moss, aztec ware, fern pots, vases, etc. The Zane Pottery Co., South Zanesville, O.

Superior flower pots. Quality and price right. Ask us. The Townsley Pottery, Idaville, Ind.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Red standard flower pots, seed pans and azalea pots. Write for price list. Hilfinger Bros., Pottery, Fort Edward, N. Y.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Amling Co., E. C., Los Angeles, Calif.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n., Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Fremont, H. E., New York.
Goldstein, I., New York.
Hart, Geo. B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
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Vol. LVIII.

CHICAGO AND NEW YORK, APRIL 22, 1922.

No. 1768

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The thirty-eighth annual convention will be
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THE EASTER TRADE.

Business Exceeds Expectations.

In view of the continued depression in many industrial lines and the warm, rainy weather which was prevalent throughout the country the two weeks preceding the holiday, the Easter business of the florists far exceeded the expectations of the trade, both wholesale as well as retail. Rambler and other rose plants, in many cases, proved more popular than the lilies, the latter, however, being in good demand. Pot stock and cut flowers were generally of fine quality and in most cases ample to supply the needs of the trade, the cut stock furnishing excellent substitutes where the plant offerings were insufficient. Madeup baskets of both classes of stock, reasonably priced, sold well. Bulbous stock was more than plentiful. Fairly good specimens of rhododendrons, azaleas and other plants formerly imported from abroad were popular. Corsage bouquets were in heavy demand, in spite of the poor condition of violets, sweet peas and other flowers used in their makeup. Telegraph orders were numerous, but less in money value than in some former years. The sudden change to bright weather, Saturday, which continued through Easter, brought the public to the stores en masse and many centers experienced record sales for the two days. Some of our early reports are presented here-with:

KANSAS CITY, Mo.—With the total cash receipts amounting to about 50 per cent more than a year ago and no decline in prices the trade is surprised and gratified at the great business accomplished. Lilies, hydrangeas and spiraeas were the most popular plants and made-up baskets sold exceptionally well. The offerings of some stock were a little short. Sweet peas seemed to be the most popular cut flower but no complaint was registered about the sales of other stock. The weather was excellent and the public seemed in better spirits, due no doubt to improved business conditions.

LOS ANGELES, CALIF.—A greater volume of business than in 1921 is reported by the wholesalers and retailers, with all prices being well maintained. Easter lilies were the best sellers, and with the exceptions of rhododendrons and heathers, which sold exceptionally well, other plants were scarce. There were not nearly enough cut flowers to go around, roses and sweet peas leading. Some high priced made-up baskets were sold but those at a lower value generally had the call. Telegraph delivery business was very heavy.

NEW YORK.—From a huge supply of stock that had been accumulating for several days the trade was amply supplied with all kinds of stock at prices slightly lower than a year ago. Cut flower offerings were more than sufficient, lily of the valley, sweet peas, lilies and roses, except white, meeting with a good demand. The call for snapdragons and common tulips was very poor. In plants, rambler and other rose plants were the best sellers, lilies not proving as popular as in former years.

BANGOR, ME.—Adam Sekenger reports an excellent demand for all stock with the gross receipts 50 per cent more than the previous year, while the values obtained for individual items was a great deal better. Cut flowers moved well, except tulips which seemed to drag. Sweet peas sold better than in many previous years. In plants, rambler roses and rose bushes were the leaders and a shortage was noted in lilies, which brought 50 cents per bud and bloom.

WASHINGTON, D. C.—Gude Bros. Co. reports a record business with the cash value of all stock sold 10 per cent greater than a year ago, price levels being well maintained. In cut flowers the call was excellent except for carnations, and the supply of violets was exhausted early on Saturday. Lilies led in plants, but everything with a bloom on it sold well. There was an exceptionally heavy telegraph delivery business.

GRAND RAPIDS, MICH.—With a greater volume than in 1921, Henry Smith advises that the prices obtained for individual items averaged 15 to 25 per cent less. Cut flower offerings were amply sufficient for all purposes, stock going well, except carnations. Pot lilies were on the short side, other plants selling up closely. The weather was excellent and the stores were crowded all day Saturday.

PITTSBURGH, PA.—Wholesalers and retailers report good sales on all stock, with the demand for cut flower offerings being slightly better than a year ago at 1921 prices. The poor quality of the sweet peas and violets were the only factor that kept sales from making a record in this class of stock. The best call was for corsage flowers. Many more plants could have been disposed of and all kinds were popular.

BOSTON, MASS.—The volume of business was 20 to 30 per cent less than in 1921, with individual prices on certain items showing a decline. The supply of cut flowers was far in excess of the demand, carnations, lilies and snapdragons proving to be a glut. Roses and corsage flowers were the most popular. In plants the medium priced stock went the best but the large specimens were a drag.

NASHVILLE, TENN.—With a complete clean up of all stock the Joy Floral Co. reports the volume was fully equal to that of 1921, while the actual cash receipts declined about 20 per cent. In pot plants the supply of lilies was not equal to the demand. Cut stock was very popular, roses and lilies leading in this class. The trade was superb and the florists are well satisfied with the results.

NEW ORLEANS, LA.—Abele Bros. report that the volume of business decreased about 10 per cent, compared with 1921. Prices for separate items were slightly lower. Plants did not sell nearly as well as a year ago and the very warm weather brought the outdoor flowers in competition with the greenhouse product. Lilies and carnations were the most popular of the cut flower offerings.

ROCHESTER, N. Y.—J. B. Keller & Sons' cash returns were fully equal to 1921, with no reduction in prices. In plants rambler roses and lilies went well, the supply of stock, however, being sufficient for all purposes. Sweet peas, and Mrs. Aaron Ward roses for corsages were good sellers and other roses and spring flowers needed no urging to move them.

COLUMBUS, O.—While the total money value of the stock disposed of was 15 per cent less than in 1921, the volume showed no falling off. The demand for plants was good, hyacinths and jonquils leading. In cut flowers, roses took the lead followed by sweet peas, snapdragons and lilies in the order named.

OMAHA, NEB.—Cut spring flowers sold well with Hess & Swoboda, although carnations did not go as good as hoped. Any well grown plant proved popular and baskets up to \$15 sold, those from \$5 to \$12 being quickly disposed of. The value of all sales was 12 per cent greater, prices for separate items remaining the same.

LAWRENCE, KANS.—A. Whitcomb & Son say that prices were better than last year, although the volume of business fell off 10 per cent. Plant offerings were sufficient for all requirements, lilies proving the most popular, while hyacinths dragged. Roses, daffodils and carnations were in great demand as cut flowers.

ST. LOUIS, MO.—The total sales in money value greatly exceeded those of 1921, with no change reported in prices. The supply of stock was about 25 per cent greater, roses being the only item that ran short in the cut flower offerings. Orchids followed in popularity, being used chiefly for corsage work. In plants everything sold.

Easter in the New York Stores.

Gone are the days when one could write a thrilling account about new and rare plants. Even our seasoned orchid beauties no more regale us at banquets with stories of their adventures, for the simple reason that they have nothing new to tell. It is true that the scientists who go into the jungles of South America do bring back some plants but they are not exhibited in show windows. Plant Quarantine No. 37 has, so to speak, nipped a lot of good stories in the bud and yet there is always a chance for excitement in hunting Easter plants in this city. If one can safely dodge the automobiles there may be an opportunity of seeing a gun battle between the police and bandits.

Dropping romance and coming to actual conditions it can be said that while little has been noticed that was rare or novel there was an exceptionally fine display of Easter plants. All the retail stores, so far as we could observe, had large stocks of all the best obtainable offerings in plants.

It is probable that the pink rambler roses attracted more attention and more buyers than any of the other features, one reason being that there were more of them. We have grown accustomed to ramblers trained as airships and in other more or less fantastic forms, and yet there is always a pleasure in seeing a beautifully flowered rose plant in any form, and many were observed in the stores that were stocked for the Easter trade. Tausendschon, Dorothy Perkins, baby rambler and other kinds were prominent and in fine condition.

Hydrangeas occupied large space in practically all the establishments and were of good quality the pink, blue and white blossoms, giving variety to the collections. Acacia plants were more numerous than in former years, all the leading stores having well flowered specimens, which attracted a great deal of attention. Genistas in a variety of sizes and finely flowered were noteworthy. Azalea indica has not loomed large in the trade since its importation was stopped, yet there were a number of fairly well flowered plants to be seen, but their beauty did not warrant the prices asked for them. Many of the smaller Japanese specimens were effectively used in basket and hamper combinations.

Easter usually brings forth a good showing of Marguerite daisies and this year was no exception. Large as well as small plants were noticed and some specimens of the former brought high prices, considering that the daisy is not a novelty. A considerable stock of



EASTER TULIPS AT SCHILLER'S, CHICAGO.

heathers in medium sizes was on the market and was largely used in combinations. It may be said that as a decoration, what was once the lonely pussy willow, has come to be an institution. No retail shop is completely stocked without it. As a matter of course there were quantities of lilies and the general quality was better than in former years. With so many gay colors to attract the eye, we doubt if lilies are as popular as they formerly were, nevertheless they will always have admirers.

A noteworthy feature amongst the offerings was the large stock of hyacinths in pans. Taken as a whole, we cannot recall ever having seen such large and well flowered stock. Many Darwin tulips in pans were also attractive as were quantities of lily of the valley. A number of the stores had fine plants of Bougainvillea Sanderiana.

There were plants in some establishments that are seldom seen except at the holiday seasons. Of these, geraniums, fuchias grown as standards and well flowered calceolarias were prominent. While there were many attractive combinations in baskets and hampers of medium and small sizes, under present business conditions, few retailers would take the risk of making up a large number of expensive ones.

Geo. E. M. Stumpp, Fifth Avenue and 58th street, had a splendid display in rambler roses, genistas, acacias, lilies and other seasonable plants. Among the roses was a new and attractive dark pink, Jacquet, grown by Bobbink & Atkins, Rutherford, N. J.

At N. Christatos' Flower Market, Sixth Avenue and 58th street, there was an exceptionally fine display of all seasonable plants.

Very fine combinations of plants in unique and handsome baskets were shown by Irene Hayes, Inc., Park avenue at 74th street.

Hession, Madison avenue and 76th street, had a wonderful collection of the popular plants and plant combinations. Pink spiraeas were a notable feature as were fancy baskets tastefully arranged.

The best in plants and a collection of orchids were prominent features at the Chas. A. Dards establishment, Madison avenue at 44th street.

David Clarke's Sons, 75th street at Broadway, had a fine stock. This establishment, having quite a family trade, reported a considerable call for plants as early as April 13.

Their usual holiday record for the best in plants and flowers was fully sustained this year by Malandre Bros., Broadway and 72nd street. Pink rambler roses of large size, acacias, genistas, hydrangeas, spiraeas, azaleas and other offerings were especially noteworthy.

Kottmiller, Madison avenue near 49th street, arranged what we would call a picture window. A large frame covered with gilt magnolia leaves was fitted into his show window, the frame being the same dimension as the glass, the rear being curtained off with light material. Baskets of small plants and vases of cut flowers were placed in the window space in a way to resemble as nearly as possible the arrangement in a picture.

Choice plants were artistically arranged by the expert hands of Peter Lambos, the owner of the Olympia Florist, 3799 Broadway and attracted a great deal of attention.

A. F. F.



EASTER BASKET AT SCHILLER'S, CHICAGO.
Lilies, Hydrangeas, Primula Obconica and Cinerarias.

Easter in Chicago Stores.

Easter, probably the first in importance of the floral holidays of the year, the culmination of six months of hard work for the grower, and for which season the progressive retailer plans for months in advance, was this year quite the equal of any that have gone before and we trust as profitable. The principal stocks were the regular Easter specialties, Easter lilies, rambler and baby rambler roses, hydrangeas, genistas, deutzias, cinerarias, marguerites, Vernon type begonias, quantities of hyacinths, Darwin and other tulips and daffodils in pots and pans. Lily of the valley of high grade in pots and pans was also a feature.

All the stores made a great bid for business, stocking up to the limit of their capacity with plants to meet the requirements of their trade. The central city stores in their various displays offered some exceptionally fine specimens of rambler roses and plant baskets these latter being very well filled and elaborately decorated with ribbons.

The greater part of the week preceding Easter was very unsatisfactory to the retail trade, being chilly and wet. On Saturday, however, the weather was all that could be desired and this, continuing on Easter Sunday, gave the florist all the business that could be handled to advantage.

A. Lange's commodious Madison street store had every foot of available space

on the first floor and basement packed with stock of high quality which in variety contained all the Easter specialties. Step stages added valuable space containing banks of lilies and rambler roses. The lily pots were all covered with crepe paper tied on with an inch wide silver tape which gave a fine finish. Made-up plant baskets in variety were a feature. Well flowered specimens of Paul's Scarlet Climber and white Dorothy Perkins attractively decorated were show plants. The large show windows were elaborately decorated one with cut flowers and the other with plants and plant baskets.

Schiller's two stores were never better supplied. At their elegant north side conservatory there was a very large assortment of Easter plants each of which without exception was in some way featured more or less elaborately as its importance demanded. Both the store and conservatory presented a beautiful sight in their artistic groupings of decorated plants. There are few establishments that enjoy the facilities for display to be found in this well lighted store and large adjoining conservatory. Their west side Madison St. store and greenhouse also contained a splendidly arranged stock each pot of which as is the rule here having its appropriate decoration. Easter lilies, each plant in an ornamental fibre pot, were a feature. Bulbous stock was noteworthy particularly Darwin and other tulips and hyacinths in pans and boxes

decorated with mats and ribbons. At both stores an extensive use was made of the little cotton chicks which perched on twigs stuck in the pots, boxes and baskets were right in keeping with the season. Eight and 10-inch pans filled with dwarf flowering begonias and other miscellaneous foliage and flowering plants were labeled French gardens. These decorated with mats and a chiffon bow were just the thing for the moderate buyer.

The George Wittbold Co., in their elegant shop and adjoining conservatory, offered a high class stock. Handsome specimen Lady Gay rambler covered with well opened clusters were a feature. Other rambler roses, hydrangeas, well flowered Easter lilies, marguerites, neat wooden post corner boxes filled with Darwin tulips and large quantities of other bulbous stock together with a good assortment of plant baskets were the headlines of this elaborate display.

In its south Wabash avenue establishment the Alpha Floral Co. displayed a fine line of rambler roses, elaborate plant baskets and boxes and an extensive assortment of bulbous stock in tulips and hyacinths. Their plant baskets were beautifully decorated with ribbon in good color effects. Pots of lily of the valley were especially featured.

The Bohannon Floral Co., 75 East Monroe street had made use of every available foot of space by means of step stages which were filled with the choicest of market plants and elaborate made-up plant baskets, all of which were artistically decorated with ribbon and chiffon. The large window, in its arrangement of specimen plants, was very effective. Several good sized trees with twiggy branches covered with artificial tree blossoms gave a good decorative effect to the rear of the store.

Mangel's Palmer House shop contained on the entire length of a step stage an elaborate display of the best the market afforded. Exceptionally well flowered rambler roses and Indian azaleas that are now quite rare were prominent as was a fine assortment of hyacinths, tulips and pots of lily of the valley. The window had an artistic setting in which neatly printed cards admonished customers to order early.

The feature of the George Wienhoeber stores were their choice Lady Gay rambler which in umbrella forms and other shapes together with elaborate ribbon decorations were very striking. There was a large assortment of all other plant stocks as well as handsomely arranged baskets.

Lily of the valley was a strong feature of the fine display of Easter plant stock offered by H. N. Bruns at his West Madison street store. As seen in its pots, pans and boxes artistically decorated, it was a most acceptable Easter gift. There was in addition a well arranged assortment of all the standard flowering plants and bulbs.

At the commodious show house and greenhouses of the Ernst Wienhoeber Floral Co., 22 East Elm street, in the residential district, high class stock in rambler and baby rambler roses together with an assortment of well arranged plant baskets were features. Boxes of metal, painted in solid colors of green, white yellow and blue, that held 25 flowering bulbs were very striking. A few well flowered azaleas added to the assortment.

A very well selected and high-class stock was offered by the Central Floral Co., 132 North State street. Rambler roses in assortment, Easter lilies in quantity, flowering bulbous stock in boxes, lily of the valley and a line of well arranged plant baskets were the

prominent items. All were nicely decorated with ribbon and well arranged for quick selling.

The immense show windows of Henry Wittbold & Son's store, 75 East Adams street, were most conspicuous with their wealth of Easter plants and cut flowers, arranged to also give a good view of the interior of their large shop, which was filled to the limit with well selected Easter plants. A feature was a large central pyramid of Easter lilies while at the sides, large banks of plants in assortment rose almost to the ceiling. Bulbous stock in boxes and plant baskets were seen in quantity.

At 520 South Michigan avenue, the Congress Flower Shop displayed made-up plant baskets, hydrangeas, rambler roses, bulbous stock in pans and boxes, lily of the valley, etc., all of which was arranged to the best advantage. The flower case was filled with a choice assortment of roses and other seasonable stock.

Walter Kreitling & Co., 77 East Van Buren street, had their shop filled with a varied line of which rambler roses, Easter lilies, hydrangeas and bulbous stock were the prominent features.

There are many other important establishments in the residential business centers, which, for lack of space, could not be covered in this article. In nearly all of these there was a full, well featured stock, which, in its beautiful display, emphasize the fact that flowers are indispensable for the proper celebration of Easter and there is no question but that those who made the proper bid in featuring the event in well selected stocks and their publicity found their business satisfactory.

Penn's Easter Advertising.

The quarter-page advertisement, Easter, of Penn The Florist, Boston, Mass., in the photogravure section of the Sunday edition of the Herald, of that city, was very striking in its close-up illustrations of Easter cut flowers and plant baskets. Low and high extremes of prices were given in connection with the illustrations, making the story complete. It was most effective advertising in every way.

LA PORTE, IND.—Ove Gnatt is on an eastern trip.

Next Week in the Flower Shop.

The next six weeks are the money makers to the progressive florists who take advantage of the low priced quality stocks, with which the markets are now filled, to feature and extend their business. Selling flowers is a science some florists appear to have it born in them but as a matter of fact it is the result of carefully thought out plans which are tried this way and that, always with a vigor and determination to make them succeed. The flowers are bought to be sold, the stock turned over quickly and always to the satisfaction of the customer.

Everything is done to make the store attractive and inviting both outside and in and present the stock in the best possible manner. There is always a good assortment at prices to suit all purses and nothing is too much trouble to bring about a sale. There must be enthusiasm and best of all a bright smile, which, with a cheery good morning puts the customer at ease and makes the visitor feel at home.

This is the wedding season which will continue with more or less regularity through May and June. It will pay to feature these social affairs in the many ways possible. Keep in close touch with your trade, particularly in social events donation of flowers to hospitals or other institutions in which they are interested or charity bazars, etc., which is certain to create good will.

Prepare for the summer window box campaign. See that you set a good example with elaborately filled boxes over the show window and also underneath on the pavement. A line of bark covered, or painted, wooden boxes and terra cotta should be featured. To be successful the idea is to be pushed vigorously the slogan being, "The City Beautiful."

Keep things moving with special sales, featuring one kind of flower today with another tomorrow always something different, or old favorites presented in a new way. It is the first impressions that count, like the headlines in the newspapers which attracts and hold the eye until the story gets across.

One of the most important drawing features is the birthday idea; it should be kept to the front in one form or another all the time, as every day is



EASTER DISPLAY OF ERNST WIENHOEBER'S FLORAL CO., CHICAGO.



SWEET PEAS AT THE INDIANAPOLIS NATIONAL FLOWER SHOW.

Gold Medal Exhibit of the W. Atlee Burpee Co., Philadelphia, Pa. Also Awarded Certificate of Merit for the New Sweet Peas Chevalier, Milkmaid, Spokane, Lady Fair, Quaker Maid and Robin Hood.

such an anniversary for many. If well featured it will be productive of a constantly increasing demand. The columns of the newspapers frequently speak of the birthdays of prominent city officials or other public men and like to picture them in the midst of their floral gifts. By keeping a record of these events considerable trade can be worked up, if it is gone after in the right way, for the next anniversary.

A small table near the front of the establishment on which is displayed a featured plant or two and some nicely arranged small vase baskets, each different will be attractive to customers and result in sales that would not have been made if their beauty had not attracted and brought to mind a use for them.

This is a good season to clean up the accounts and collect the overdue bills. Do not be afraid to use a little pressure, but of course in an inoffensive way. Remember that every dollar lost is the net profit of a \$10 order and that when a \$5 account is marked off, it will take \$50 worth of business to make it up. The best to collect is when the bill is due, as every day of overtime adds to the difficulty.

The small colonial bouquet made up of odds and ends of flowers and fitted with a three or 4-inch paper, is always attractive; it is more effective with a short shower of narrow ribbon tied to the handle. Such work as this and the filling of small vase baskets for display can be entrusted to the young, ambitious men or women of the shop, who are anxious to learn and can soon, with some instructions, become quick and quite proficient. Always remember that what seems so easy to you is the result of long experience and imparting a little information to the willing workers will enable them to take a long step forward.

A large well made magnolia wreath, with the addition of a spray of flowers and handsome bow of ribbon, will make a good temporary window piece that is certain to attract attention. It is well to have a 36 to 40-inch magnolia wreath made-up with a suitable easel on which it can be placed to show to advantage. When a committee in search of something large calls, this can be decorated with palm leaves and quickly arranged spray of long stemmed roses or other

flowers, which, with the addition of a showy ribbon is almost certain to make a good impression. A large panel of the same leaves can be treated in a similar manner, making quite an effective design. Many an order has been secured when such quickly decorated designs were on hand and together with good salesmanship caused the committee to make the purchase.

Mothers' Day closely follows Easter this year and it is none too soon to begin preparations along lines of publicity. Everything possible should be done to exploit flowers in connection with the observance of the day. Wherever the trade has co-operated in newspaper advertising and featured the occasion decoratively with flowers, a demand has been created that has taxed the facilities of the business to the utmost.

Keeping a Step Ahead.

Two added to two makes four, but two and one only equals three and no amount of turning, without addition will change the result.

The business of the florist is like this simple arithmetical sum. If he presents a full and dependable stock it equals two and his publicity and service should amount to the same value. If he falls down in either of these two essentials no amount of figuring will make the account balance. Trying to square it with bad weather, hard times, high prices, poor location and many other excuses, only makes matters worse and the sum never works out until the dependable stock, publicity and service are brought up to standard.

CONCENTRATE ON BUSINESS.

It is said that a man can be all and have all that he desires if he will but concentrate and bring all his energies to work for his life's ambition. To be able to concentrate to keep one's mind wholly on the essentials of his business is much more difficult than is generally supposed. There is always something cropping up almost every day to claim the attention of the man whose eyes and ears are open to give a hearing to this or that plausible opportunity which takes his mind from his business and at times his hard earned money, which is seldom or ever returned.

Concentration in business keeps one a full step ahead of his competitors. No enterprise can succeed without skillful management, a guiding hand that directs every department. It is not the amount of business but the percentage of gain that counts, and the slogan, "Make a Profit," should be kept uppermost in the minds of all in the store. Economy is also to be instilled in the mind of every worker as to making the most of everything handled so as to avoid waste. Conservation of time is also a most necessary essential, taking advantage of all spare hours in preparatory work to relieve the strain of the busy times ahead.

The man who is prepared for the opportunity and ready to take advantage of such emergencies as they come along is a full step ahead of those who are taken unawares and so handicapped as to get but little out of the chance offered them. It is the man who by his enterprise makes opportunity that is always in the lead, he is not content to wait for the trade to come but goes after it and does everything in his power to increase and make new business.

The progressive florist takes advantage of every anniversary or other event in the public eye to attract attention to his store by a decorative window scheme that is in keeping with the day and sure to be admired as an example of his artistry and skill in the arrangement with flowers. He does not stop here however as in his initiative, he is constantly offering suggestions for the use of flowers, presenting them in various sized arrangements that appeal to all classes of people and in this way interesting and making new customers.

SPECIAL SALES IMPORTANT.

Special sales are always in order to put new life into the business when an overstocked market offers the occasion. In the early autumn the rose supply is nearly always ahead of the demand when quantity lots bought at low prices if well featured are handled at a good profit, interesting new buyers and bringing many of them into the store. Dahlias, chrysanthemums, violets, sweet peas and daffodils are other stocks that at times are available for these "quickenings the business" sales that help to keep the store in the public eye.

Plants are handled as effectively in this way as cut flowers. Opening the

autumn season with a sale of ferns is sure to interest the customers, and if well displayed, the general public as well. Well bowered chrysanthemums, in pots, make a good special and a wonderful trade can be worked up for these when featured year after year. *Primula malacoides* is another flowering plant that in mid winter can be handled in large quantities. This type of *primula* is one of the best ever introduced to the trade.

Featuring all floral holidays well in advance insures wonderful returns. In addition to the timely display, short snappy circulars calling attention to the event will interest customers and the general public and bring them to the store and result in a largely increased business.

The progressive florist is always largely interested in all annual and anniversary occasions keeping track of all such events with dates, carefully recorded, and ready for action when the time rolls round again. Much profitable business is held and secured in this way, that those who do not anticipate and look out for, miss altogether.

The florists who are always in the lead in their various communities are those who are doing their best to interest people in flowers by window displays, by public exhibitions when the opportunity offers, by keeping them to the front in community events, and in every way associating them with the social life and activities of the people. If this aggressiveness could be instilled in the minds of all retail florists there is no question that in a very short time sales would increase 100 per cent and "Say It With Flowers" would always come first to the mind.

How Cleveland Does It.

One of the successful Easter displays was the flower show arranged by the Park Floral Co., 13,336 Euclid avenue, which opened April 9 and continued to April 16, inclusive. Mr. Barber has given several exhibitions of flowers, but this exceeded any of his previous efforts. The new rose, Mrs. Warren G. Harding, was one of the attractions, together with features of special arrangements by Mrs. Antonio Di Nardo, who has been giving a series of talks at the Cleveland School of Art in regard to art in floral arrangements. The exhibition took in not only the conservatory, but the greenhouses and store. Altogether there were over 10,000 visitors during the first four days of the exhibition. The publicity work in the Cleveland papers was very highly commented on, as they gave some very valuable notices.

ELLA GRANT WILSON.

Commuters Like Garden Gambles.

Flowers in prospect are better than those in sight, according to the dealers in bulbs, dormant roses and other shrubbery which line the sidewalks of Washington and Barclay streets, New York. The most unpromising, dried-up looking roots and shrubs command good prices because of their possibilities later on, while, as compared to these, the plants in flower are in little demand. Budded roses appear to have the preference, Crimson Rambler, Killarney and Ophelia being the most popular varieties. —New York Sun.

NEW PORT RICHEY, FLA.—O. W. Herms, local florist, was recently made vice-president of the new state bank here. Mr. Herms comes originally from the family of this name at Portsmouth, Ohio.

PLANT NOTES.

Gypsophila Paniculata.

There are few summer flowers that are of more use to the florist having a local trade than the *gypsophila*, for it lightens up work beautifully and greatly aids in softening the appearance of the summer flowers, many of which have a coarse look in floral work, and in bouquets, sprays and basket work the sprays are particularly useful. The grower not possessing a good bed of this should procure stock at once and plant them in a good, sunny position, and after once becoming established they require no further attention than to keep the bed free from weeds and occasionally cultivated. Seed can be now sown and as soon as large enough transplanted in rows outside, where they can remain until another spring, when they can be again transplanted to permanent quarters, but to have plants that will bloom this year it will be necessary to procure older stock. The double form of this plant is even more beautiful than the single for some purposes, and its lasting qualities make it more valuable for a cut flower than the older variety.

Celosia Plumosa.

The plants of *Celosia plumosa* or the ostrich plume celosia are of very easy culture and make very showy plants for either the garden or the greenhouse. They form pyramidal bushes and the yellow and red plumes which resemble ostrich feathers stand gracefully above the foliage. While they make showy plants for the garden, finer specimens are grown under glass, and they make very showy plants in the late summer and fall. Seed sown in April will make fine plants for culture during the summer, but like all the celosias the young seedlings damp off easily. As soon as large enough, they should be potted in good light soil in 2½-inch pots and later shifted to four-inch to grow large plants to six-inch pots. They should be grown in a good, strong light, for if shaded the plants will become drawn and the dwarf, compact plants are more desirable. *C. plumosa aurea*, the

orange ostrich plume, and *C. plumosa coccinea*, the crimson ostrich plume, are the two best of the older varieties, and *Pride of Castle Gould*, a new introduction of the last few years, is the best of all the ostrich plume kinds and can be obtained in many colors.

Potting Young Stock.

At this season of the year the plant grower will have thousands of young seedlings to pot or place in flats and as many more to shift from a small pot to a larger size, and it does not seem than any instruction in potting should be necessary, but we chanced not long ago to see a boy potting and wondered if the plants would live and we then saw in the houses many of the plants which had been potted struggling for existence. It seems to be the general idea with the young gardener that the one that can pot the most plants in a given time is the smartest, regardless of how well it is done and how the plants afterward grow. The young man whom we saw would fill the pot full and then make a hole in the soil with his finger, place the seedling in the hole and then press the top soil over the stem. The chances were that the roots of many of these plants were still hanging in an enclosed hole in the center of the pot for the soil should have been firmed around the roots. That he could handle a large number of plants in a given time was no question, but a much better plant can be grown if the soil is made firm around the roots first and then the top firmed down. The same thing happens in transplanting where the loose soil is thrown around between the plant and the pot and the top then firmed down. A little soil should be first thrown in the bottom of the pot, and the plant placed in this, then a little soil around the plant, which should be firmed down, then a little more soil, which can be pressed down from the top. This will take longer but the plant will live and grow enough better to pay for the extra pains.

Camellias.

While it is a question if the camellia will ever become as popular as it was years ago, yet there seems to be a growing demand for the blooms of the



EASTER SHOW OF THE PARK FLORAL CO., CLEVELAND, O.

"Japonica" as it was so familiarly known to the grandparents of the present generation, and the flowers are well adapted to certain classes of work or occasions. A few dwarf plants are now also seen in flower in some of the stores. They are easily grown, the prime requisite being a cool house, one with a night temperature of 45 to 50 degrees, and the constant care throughout the year that all hard-wooded plants require. The large specimens which are grown for cut blooms may be planted in the ground of the house, first spading in a quantity of leaf-mold and rotted cow manure. The small plants are generally grown in pots, firmly planted in the same kind of soil, with plenty of drainage. They do not require repotting often, and when done the shift should be only to one size larger, and this should be made just after the plant is through flowering, for it then starts to make its growth for another season. When the growth starts, the plants should be given plenty of water and frequently syringed; in fact, careful watering is the one thing necessary in their culture. They should never become dry, and during the hot days of summer, frequent syringings are required, which also greatly assists in keeping down mealy bugs and scale, the only two insects to which the plant is subject. The cause of the buds dropping, which will sometimes occur, can invariably be traced to the plant becoming dry sometime during its growth. During the summer, heavy shade over the plants will be required, and an abundance of air should be provided at this time.

Peonies.

As soon as the frost is out of the ground the peony beds should be forked over and the manure mulch that was placed on them last fall should be forked or spaded in, but let this be done by a careful man, or at least not by help that knows nothing about this work. The young growths start very early and are very tender, so it is best not to fork too close to the crowns, but loosen up all the soil around the plants. It is also well to leave the stems covered as deep as they have been all winter, for a sharp frost may injure a stem that has been protected through the severe winter and then subjected to sharp cold. But the loosening of the soil to good depth will conserve the moisture and allow the air to get into the soil. If the plants are not mulched with manure in the fall, it is well to spread some old manure, not fresh, on the beds before spading and fork it in. Although the fall is the best time to transplant peonies, yet if not done and it is desired or necessary to move them, they can be transplanted early in the spring, but this must be done before the growths are above the surface of the ground and as much soil left about the roots as possible. These plants make their young roots in the fall, and if any attempt is made to shake the soil off, the roots will be broken doing this. Divisions must therefore be carefully made so as to disturb the roots as little as possible. The dry roots that are purchased at this time are much better planted in pots or boxes until the roots are formed in the soil and later transplanted to the ground. It cannot be expected that plants of this kind will produce any flowers this year, for it will only be possible to get them established in their new location the first season.

CARMI, ILL.—Paul E. Salzman, Princeton, Ind., is planning to build greenhouses here in the near future, to supply the retail trade.

THE S. A. F.

Fifth National Flower Show.

The work of closing up the affairs of the Fifth National Flower Show, held in Indianapolis, is engaging the close attention of the administration offices of the society, and is gradually approaching its completion. It would not be just or advisable to issue an authentic statement at this time, but it may be said that there is no occasion for misgivings as to a satisfactory financial issue. The matter of the return of the subscriptions to the guarantee fund is receiving early attention, and as the gross receipts from the show are pretty well determined, checks will be forwarded to the subscribers very shortly.

Rentals of trade space produced a little over \$13,000, and the catalogue about \$2,500. Gate and trade tickets yielded nearly \$28,000, and the special premiums presented amounted to about \$5,300. Receipts from other sources amount to a sum in the neighborhood of \$12,900. With the exception of a few bills covering trade space, practically all monies to be credited to receipts have been turned into the treasury.

The sum to be paid out in premiums amounts to about \$13,000. The awards are in process of checking and confirmation, and cheques covering money prizes, and medals and other material prizes will go forward to the winners very shortly.

The expense side of the account is, necessarily, requiring considerable time, operating expenses, rentals, and petty expenses not being as easily determined as receipts. As soon as everything can be tabulated a detailed report will be prepared and the National Flower Show committee is in hopes this may be accomplished within the next two weeks.

The secretary is pleased to report that over 1,000 railroad certificates were presented, very many more than necessary to secure to out-of-town visitors the concession of one-half return fares.

Chairman George Asmus, whose foresight and energy made the show possible under circumstances which at one time were most distressing, may be congratulated upon the successful issue of the exhibition, which to many is most remarkable.

The judges in the trade section were Charles E. Russell, George Wienhoeber and W. Atlee Burpee, Jr., who made the following awards:

Certificate of Merit.

W. Atlee Burpee Co., Philadelphia, Pa., sweet peas.

Department of Conservation of Indiana, display of fancy fish.

E. G. Hill Co., Richmond, Ind.

Buchbinder Co., Chicago, refrigerators.

Wertheimer Bros., New York, Vanity Fair corsage shield.

Honorable Mention.

E. C. Amling Co., Chicago, cut flowers.
Mrs. A. Hamburger, Brooklyn, N. Y., adjustable plant stand.

Vaughan's Seed Store, New York and Chicago, gladiolus bulbs.

Chicago Flower Growers' Ass'n, Chicago, display cut flowers.

Basket Shop, Bellfonte, Pa., baskets.

M. H. Levine, New York, ribbons.

The following also made displays which, in the opinion of the judges, were highly creditable:

Wm. T. Usinger, Pittsburgh, Pa.

Lindley Box & Paper Co., Marion, Ind.

DeWitt Sisters, Battle Creek, Mich., feather flowers.

Bergmann Koropp Co., Chicago.

S. Hanfling Co., New York.

Indianapolis Reed Co.

Florists' Supply House, Indianapolis.

Irving Stein Co., Chicago.

S. S. Pennock Co., Philadelphia.

American Bulb Co., Chicago.

McCallum Co., Pittsburgh.

Sefton Mfg. Co., Chicago.

Mono Service Co., Newark, N. J.

A. Henderson Co., Chicago.

Pittsburgh Cut Flower Co.

H. Bayersdorfer & Co., Philadelphia.

Duro-Paper Products Co., Chicago.

Smith & Young Co., Indianapolis.

M. Rice Co., Philadelphia.

Kroeschell Bros. Ice Machine Co., Chicago.

Henshaw Floral Co. (supply dept.), New York.

Standard Oil Co. (candle dept.), Indianapolis.

B. Hammond Tracy, Inc., Wenham, Mass.

J. W. Davis Co., Terre Haute, Ind.

Roman J. Irwin, New York.

Zane Pottery Co., Zanesville, O.

Carbone Co., Boston, Mass.

Schloss Bros. Ribbons, Inc., New York.

The Ove Gnat Co., La Porte, Ind.

R. G. Bock Co., Hamilton, O.

Poehlmann Bros. Co., Chicago.

National Publicity Campaign.

A meeting of the publicity committee was held in the Manufacturers' building, Indianapolis, March 27, Chairman Henry Penn presiding. The following were present: Chairman Henry Penn, Boston, Mass.; President S. S. Pennock, Philadelphia, Pa.; Secretary John Young, New York; Treasurer J. J. Hess, Omaha, Neb.; C. C. Pollworth, Milwaukee, Wis.; J. F. Ammann, Edwardsville, Ill.; George Asmus, Chicago and Major P. F. O'Keefe, Boston, Mass.

Major O'Keefe presented proofs of the series of advertisements which had been sent to the various magazines in accordance with the last appropriation made by the committee. Copies of the proofs have been mailed to all subscribers to the fund and many other florists. Consideration was given to a number of cases where the slogan, "Say It With Flowers," had been perverted, and after some discussion it was decided that such perversion made an extended use of the slogan proper, more necessary than ever.

Secretary Young presented a financial report, which, on motion, was accepted. The auditor's report was also submitted. In reply to questions as to the probability of the fund being sustained, the secretary pointed out that an optimistic view could be taken, as he had found that in districts where business had not been quite up to the mark the deficiency seemed to be attributed to a cessation in publicity.

Treasurer Hess submitted a report which showed a balance sufficient to allow of further advertising and, after some discussion, a motion by Mr. Ammann was carried appropriating a further sum of \$10,000 for a series of advertisements which should run through the summer months.

The matter of income from the flower booth at the Fifth National Flower Show, Indianapolis, was brought up and discussed, and it was pointed out that this income was to be apportioned to the national publicity campaign fund. A vote of \$200 toward the special advertising of the show was passed.

Mr. Asmus, in view of the thoughts brought out in the discussion, moved that it be recommended that the National Flower Show committee be asked to appeal to every organization having an opportunity to sell flowers where florists were willing to donate them, to do so and turn the receipts in to the publicity committee. On motion of Secretary Young it was directed that the secretary's office send out to subscribers and others 5,000 copies of the proofs of the proposed advertisements for the summer advertising.

The meeting then adjourned.

JOHN YOUNG, Sec'y.

Bogus Horticulturists.

Shall our profession be handed down as one that is to be protected? Or, shall we permit those without any knowledge whatever of horticulture, municipal forestry, or landscape planting and development, to continue their operations to the detriment of their clients' plans, and to place our profession in the minds of the public, as one that requires no study, or ability for its proper performance?

The florists of this country can well remember the olden days, when a man to be a practical florist, served his apprenticeship for several years without remuneration or salary, and in some cases paid a certain sum for tuition to a recognized establishment for his learning of the work to be properly performed in floriculture. In those days the profession was recognized authoritatively, and the most interesting of the large estates in this country, and particularly in the foreign countries, were developed and planted in the proper manner, and many of them are outstanding today, as competent and beautiful, the result of the practical trained mind of the horticulturist and landscape gardener.

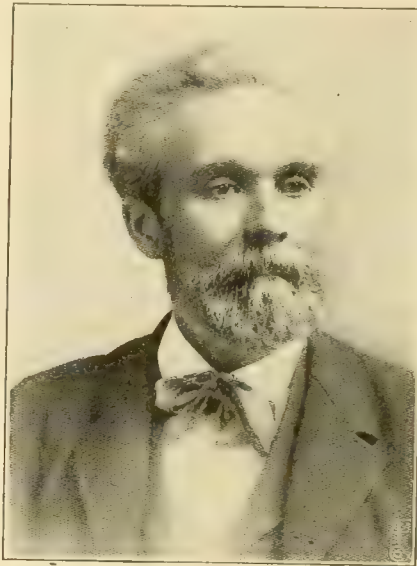
Now we find throughout the country, that many of these so-termed "florists" have adopted an additional trade, that of landscape gardeners and tree-surgeons. Just pause a moment and realize what this means to our profession, and to the public of these United States, who are desirous of developing their home sites and estates, with the proper landscape effects, by the development and selection and planting of trees, evergreens and deciduous shrubs. Why are we who are so well organized, reticent to call this method of business an imposition, and why do we not have the proper legislation enacted, that will stop these practices? You will often see in the many daily papers, advertisements reading something like this: "Name—; Landscape contractor and tree surgeon, lawns attended to, cement work, furnaces cared for by the season. Have your trees pruned now."

This last line of such advertisement, is in at all times during the year, irrespective of the proper occasion for pruning, according to the proper methods. The writer has had occasion several times during the past few years, to have certain "tree-doctors," taken in by the police, for taking work on private places, and in some cases trying to work on city trees under municipal authority, for butchering and ruining some of the best specimens of our beautiful trees. They go to private residences and really lie to secure the work, until such information is given out by their client, that the work is bad, and they then want someone in official capacity to call and stop the practice.

A few years ago, at a meeting of the New York State Forestry Association at New York, and of which I am a member, the matter of tree doctors was discussed. It was the opinion of those at that meeting that laws should be enacted controlling such fakirs, in this way, that all persons desiring to do tree-surgery in the state of New York, should pass a practical examination as to their ability to perform such work properly, and that a certificate should be issued to them, that should be shown to any person from whom they solicited tree work. For some reason or other this matter was left by the wayside, though it is the only practical way to protect the public, and keep down these imposters. Each state, should have such laws passed, and then see to it that they are lived up to. Our international flower shows, that are held yearly at New York, and their great attendance and appreciation from the flower loving public shows us conclu-

sively, that our people want, and appreciate the best in horticulture. Then why don't we, with our many wonderful organizations, do something concrete, and protect this great number of people?

At this time of the year the legitimate landscape operators, have invested millions of dollars in their business, give to their client the proper planting plan and figure or estimate on certain work to be performed, showing each variety of plant to be used, and in its proper classification. After some of their clients receive such information, some wayfarer comes along, and the plan is shown him. Of course, he immediately states, that the figure is entirely too high, and that he can do the work in a much better fashion, for considerably



The Late J. B. Keller.

less money. It is only a bait, though it is often grabbed, and the work is turned over to the fakir.

What happens? Well, all the florists should know very well. This is what occurs: He starts the work, scours the whole country, for some kind of plants and material, that he can purchase cheaply and proceeds to try and carry out the contract. He has trouble as he goes along, and his client complains, though in his cunning way, he advises, that this or that plant will soon revive, and in a few weeks it will show up in its proper functions. No, he is wrong. In the first place he does not know his stock, nor what kind of soil should be used for certain stock, he forces the roots into too small a hole, he does not firm his stock after planting, and knows nothing about the balance, that should be exercised in root and top-pruning, or how to care for his stock, while waiting for the planting.

On shrubs and roses, and in particular young fruit stock, he will cut away just the proper wood that should do the proper bearing the first season etc. The client is dissatisfied; sometimes it winds up in a lawsuit, and sooner than fight such cases, real people, just say, "Oh, let it go, they are all alike; you cannot get a good job from a landscape man."

Now, my dear readers, you all know, that what I have stated is really so, and I am only bringing these facts to your notice, to wake you up to some action. I am not in the commercial line of either horticulture or landscape work. I am city forester of the city of New Rochelle, N. Y., and doing my work for

the municipality, and what I know has happened in the past, is also occurring right now, and on the suggestion of some of our growers, and landscape gardeners of this vicinity, I am offering this article for your kind consideration, trusting that it will have some effect, and that the proper co-operation will be given in the matter of keeping our wonderful work, that is, horticulture, landscape development, and municipal forestry out of the hands of these imposters, who sally forth under the guise of landscape contractors, and even sometimes advertise as landscape architects. Let us have some action, in our own rights, and I would be glad to hear from those interested in a forward movement for its prevention.

THOS. J. WADE, Sec'y.
Parks, Docks and Harbors Commission,
New Rochelle, N. Y.

Roses Artistically Arranged.

The huge, long stemmed exhibition roses that have been seen in the competitive classes of the flower shows during the past two years have outgrown the facilities for their proper staging. The commodious, wicker covered metal jars or floor vases of the American Rose Society, while a great improvement over the bare, green tins or fibre jars used previously, have their limitations and are not suitable to hold and show to advantage roses such as are entered today in the classes calling for 100 blooms.

It must have jarred the artistic sense of every expert in floral arrangement to see the asparagus like bunching of the wonderful Hadley, Celestial and Double White Killarney roses exhibited at the recent Fifth National Flower Show. As they stood huddled together in the narrow mouthed vases provided for them, the heads of bloom all of a height, as if they had been sheared, two-thirds of their beauty was lost. There should be large, bowl like receptacles provided for such stock, which, after being judged should be arranged artistically by artists from the retail shops, with accessories in ribbons and green if necessary. These prearranged vases should then be placed at vantage points about the hall, lending their color to ferns and other groups, instead of being huddled together in straight jars in rows three to four ft. deep with only those in front seen.

The cost of providing these extra vases, the little material required and men to do the work, would not exceed the prizes offered for one of the rose classes, while the appearance of the show would be improved 100 per cent.

National Hospital Day.

The National Hospital Day committee has designated May 12 as National Hospital Day, in which the public is invited to visit these institutions throughout the country. This movement has the endorsement of President Harding, Surgeon-General Cummings of the United States Army and governors of many states.

Those who have friends in hospitals are expected to visit them on this day, carrying flowers or delicacies with which to help along their convalescence. The general public will make the occasion one of inspection in which all hospital officials will take pleasure in showing visitors through their various wards and departments.

The importance to the trade of this day is in the business it may bring them in the sale of plants and cut flowers to be taken or sent to these institutions for the occasion, which if properly advertised may become another national flower day.

OBITUARY.

The Late Frank H. Stannard.

The late Frank Haskins Stannard, brief account of whose death appeared in our issued of April 15, page 676, passed away at his home in Ottawa, Kans., March 30, from cerebral hemorrhage, having been stricken but a few hours before his demise. Mr. Stannard was born near La Moille, Ill., December 25, 1857, being the son of Chas. H., and Maria Kempster Stannard. His early boyhood was spent at Hamilton, Ont., Warren and Russellburg, Pa., and Jamestown, N. Y. When 21 years of age Mr. Stannard came west, stopping a short time in Illinois and afterward moved to Ottawa, Kans.

In 1879 Mr. Stannard established a small nursery at that city with W. E. Barnes, Vinland, Kans. He formed a partnership later in the year with Eugene Brewster and gradually developed one of the largest nurseries in the United States. At the time of his death the establishment comprised over 500 acres near Ottawa and smaller plants in Oklahoma, New York, Shawnee and Pottawatomie counties, Kans., from which shipments are made to every state in the union. Mr. Stannard also maintained 200 acres of irrigated orchard land near Manzanola and Olney, Colo. He was rated as having one of the 10 largest nursery enterprises in the country. He was president of the American Association of Nurserymen in 1910.

Mr. Stannard was deeply interested in Ottawa university, giving freely of his time and energy in the expansion of that institution. He had been a trustee since 1895 serving on the executive committee continuously until the time of his death. Mr. Stannard was one of the first members of the state entomological commission which was founded in 1909. Amid the duties and exactions of the management of his large business he found time to take part in public affairs. As the republican candidate he was elected to the state senate in 1906 and the assembly two years later, in which position he rendered faithful and efficient service to his constituents.

Mr. Stannard was united in marriage to Luceba F. Stannard in 1882, to whom four children were born: Geo. A. Stannard, Girard, Kans.; Mrs. Chester Roberts, of Franklin, Ind.; Miss Pearl Stannard, at home, and a daughter Grace, who died when three years old.

The funeral services were held from the late home, April 2, Dr. S. E. Price, of Ottawa university and Reverend V. E. Lawrence, pastor of the Baptist church of which Mr. Stannard was a member, officiating. The remains were laid at rest in Highland cemetery.

John B. Keller.

John B. Keller, the well known florist of Rochester, N. Y., died at his home, 541 South Clifton avenue, that city, April 10, age 83 years. Mr. Keller was born at Mayence, Germany, in 1838 and in early youth served as an apprentice in the well known but now extinct firm of Mardner Bros., who were noted azalea growers of that city. In 1860 he came to the United States and was employed at various establishments in New York, Brooklyn and Long Island. Ten years later he moved with his family, to Rochester and engaged with the Ellwanger & Barry nurseries, where he remained for five years before starting in business for himself.

In 1875 Mr. Keller purchased several acres of land within the city limits and developed a greenhouse establishment under the name of John B. Keller. Many years ago he retired and turned

the growing business over to three of his sons, F. J., J. M., and Wm. Keller, who have continued the enterprise at the original location. After retirement Mr. Keller still took a lively interest in the great business which he established and found much pleasure in growing perennials at his home on S. Clinton avenue. For many years he was a regular contributor to THE AMERICAN FLORIST, writing most instructively on these and other plants.

Mr. Keller is survived by his widow, six sons, E. E., F. J., Geo. J., J. Michael, John M., and Wm. L. Keller; a step daughter; 14 grand children and five great grand children. The funeral services were held at the late home, April 12, interment being at Mt. Hope cemetery.



The Late John I. Raynor.

John I. Raynor.

John I. Raynor, a retired wholesale florist of New York, died in the Hotel Therese, that city, where he had made his home for some time, on the morning of April 15. He had not been in good health for several years, having suffered from a complication of diseases, but it was not generally known that he was dangerously ill until about six weeks ago.

Mr. Raynor was born at Queens, L. I., in October, 1860. As a young man he entered the employ of the late William Stuart Allen, then a wholesale florist of New York. He later formed a partnership with Alexander Burns, the firm name being Burns & Raynor. In a short time Mr. Burns retired and for about 20 years Mr. Raynor continued the wholesale business alone, retiring 12 years ago, having amassed considerable property. At the time of his retirement the establishment was located on West Twenty-eighth street and his successor was P. J. Smith who had been long in his employ.

Mr. Raynor was considered an upright business man of good abilities. Socially, he was genial and popular. He is survived by his wife and one brother.

The funeral services were held in the Campbell Funeral chapel, Broadway and 66th street, April 17. The casket was covered with a beautiful blanket of Ophelia and Butterfly roses. Fine floral tributes were sent by P. J. Smith and family; Herman Warendorff and Benj. Warendorff, Walter Bogart and Wm. Bogart, the Society of American Florists, and the New York Florists' Club.

of which organizations Mr. Raynor had been a life member. There were also tributes from relatives and other friends. The body was taken to Springfield cemetery, Jamaica, L. I., where the remains were cremated.

A. F. F.

Edward T. Alburger.

In the passing of Edward T. Alburger, one of the old school of Philadelphia, Pa., florists whose death, after a lingering illness, occurred, April 10 at the age of 70 years, another name is added to the long list of once prominent florists of that city. Alburger Bros., consisting of Philip H. Alburger and Edward T. Alburger carried on business at Ridge and Lehigh avenues for many years, their specialty being cemetery work, care of lots and decoration of graves at Easter and Christmas.

Edward T. Alburger withdrew from the firm in 1895 and with J. R. Caskaden built greenhouses near the entrance to West Laurel cemetery in which they did a prosperous business for many years. Later Mr. Alburger purchased his partner's interest and continued the business under his own name. Mr. Alburger was a prominent Mason in which order he took great interest. He is survived by his widow.

John G. Eisle.

John G. Eisle, at one time quite a factor in the florist trade of Philadelphia, Pa., died at his residence in that city April 4, age 82 years. Many years ago Mr. Eisle presented an oddity in a greenhouse over his store, then at Eleventh and Jefferson streets. It attracted attention as being the first of its kind in the city. He did a general florist business making a specialty of new varieties of plants. He was an uncle of J. G. Eisle, president of Henry A. Dreer, Inc., and brother of the late Christian Eisle.

K.

IRON MOUNTAIN, MICH.—O. F. Eskil is adding a rose house to his range of four greenhouses.

BROCKVILLE ONT.—Richard B. Heather, a prominent florist of this city, died April 6, age 70 years.

HAWARD, CALIF.—E. L. Prentice, recently moved his flower shop to more commodious quarters in the Smalley building, Castro street.

COFFEYVILLE, KANS.—W. G. Coupland recently moved his flower shop from 111 West Ninth street to a new and better location at 232 West Ninth street.

SOUTH BEND, IND.—Arno McGowman and Robert McGowman, formerly of Mishawaka, Ind., recently installed a modern flower store at 126 North Main street.

ZANESVILLE, O.—Henry Schwab, well known florist of this city and former proprietor of the Terrace greenhouses, died at his home, 73 Adair avenue, April 4, age 52 years.

DAVENPORT, IA.—The Bills Floral Co. has moved from 104 West Second street to larger quarters at 209 Brady street. At the formal opening, April 7, over 6,000 roses were given away.

WINONA, MINN.—The Siebrecht Floral Co., will erect a range of greenhouses, comprising 50,000 square feet of glass, at an early date, and has purchased five acres of land near this city for that purpose.

GRAND RAPIDS, MICH.—H. W. Allersma opened his new conservatory, April 13, on the tenth anniversary of the founding of his greenhouse establishment. His output has doubled within the past six months.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

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THE business of florists continues better than most other lines and holds close to last year's average.

GERANIUMS were in strong demand last year at high prices, and on account of the hot, dry summer, made a poor showing. This year they are more plentiful and some dealers say the spring demand will run low unless prices are materially reduced.

THE dates of the annual meeting and exhibition of the American Gladiolus Society, at Kalamazoo, Mich., are August 16-17, the same week as the Kansas City convention of the Society of American Florists, preventing the participation of a large section of the trade.

CANNAS, zinnias and other hot-weather plants made a fine showing last summer and in consequence there is strong inquiry for them now. Some growers who followed our advice last fall, taking specially good care of their cannas, are now reaping the harvest.

St. Louis Co-operative Advertising.

The St. Louis Globe Democrat of April 12 contained a double page spread of splendidly prepared advertisements of Easter flowers. The center space, occupying about one-third of the sheet, contained an illustrated description of Easter cut flowers and flowering plants, with the legend, "Let every home have its floral tribute this glorious Easter time. It is indeed an occasion for these exquisite and fragrant tokens of love and esteem." This space was paid for by the growers association.

The balance of the double page was made up of individual advertisements of the various retail firms of the city, 25 co-operating with the growers and each paying for the space occupied. The pages were beautifully illustrated with the long, flowering stems of Easter lilies, while at the bottom of the large center space was a picture of a lady receiving a box of flowers from a florist's car. Taken altogether it was a most effective and showy advertisement, and an example of what is possible when retailers and growers work together in co-operation. The same advertisement appeared in two other daily papers during Easter week, and the six pages could not but help to give great publicity to the business.

Express Delays.

In recent years flower show exhibitors have experienced great difficulty in having their plants and cut flowers delivered on time. Train schedules show 24 hours or less to be abundant but express shipments are from six hours to the next day behind in delivery.

At the recent Fifth National Flower Show a large consignment of 1,100 roses of A. N. Pierson, Inc., Cromwell, Conn., were delivered 48 hours late with the buds falling apart when the boxes were opened. Two large exhibits of roses from Philadelphia, Pa., arrived eight hours late after the judges had made their awards. Five thousand sweet peas for exhibition shipped from St. Louis, Mo., were lost in transit.

No doubt shippers can recover for actual loss in flowers but the competitive chances to win honors and premiums are of much more importance and constitute legitimate claims.

In a case of delayed delivery to an important exhibition held in London, Eng., the exhibitor sued not only for the value of his flowers but included claim for the premium money he might have been awarded had the flowers been placed in competition. Both claims were allowed by the court.

The only sure plan is bringing the flowers along on through trains as excess baggage, the shipment arriving the same time as the owner, at a cost no greater than charged by express companies.

Federal Horticultural Board.

A practical nurseryman, a horticulturist of long and wide experience, and able thinker, makes the following very pointed comments:

"The board's functions (under the law) are administrative. The board has made them judicial and legislative. It was created to regulate pests. It assumes to regulate business. It says its purpose is to make us independent of foreign goods. But that is altogether a tariff matter. It is wholly beyond the intent of the law.

"The board has upset business, disarranged long established customs, interfered with normal methods and has sought to make the trade all over again.

"Rose growing in this country is in the hands of a group of some 10 or a

dozen large producers, who used to sell at eight cents in competition with Holland, but the monopoly granted them by the board has caused the price to advance to 35 cents, because that small group expects its members to maintain certain minimum prices. There are many hundreds of nurserymen who buy roses. I do not object to American goods or fair prices. I point out that the achievement of the board is a heavy tax on the trade and something wholly outside the province of an entomological board to impose.

"Why is an 18-inch budded rose potentially dangerous to import and a 5-foot rugosa stem for budding harmless? Or is 'consistency the vice of small minds' after all? Either the board should exclude all plant material, or it should admit anything inspected and found clean abroad and here.

"In my opinion, the only way to handle the matter is for the department to spend the money to find and introduce the natural enemies of the pests. Everything else has failed."

American Rose Annual.

The seventh volume of the American Rose Society's annual, an authority on all matters pertaining to the rose, is quite up to the high standard of the previous issues of this publication.

The object of the book is to increase interest in roses in order that they will be more generally grown in all parts of the country. Practical growers have given of their time to prepare cultural articles with information so simple as to be readily understood by all amateurs.

Reports from the society test gardens show the best kinds for the various sections of the country. There is a chapter on soils, with several others relating to injurious insects and diseases in which explicit directions are given to combat them. Community rose shows, how they should be staged and conducted, with their educational possibilities is fully treated.

For the more experienced rosarians the complete list of roses of American origin will be found interesting while a full account of the best New England varieties by the secretary of the National Rose Society of England is important data.

The valuable work of the late Dr. Walter Van Fleet, America's greatest rosarian and hybridizer with a sketch of his life written as an appreciation gives an intimate account of his long career as a hybridizer of roses and other plants.

There are numerous illustrations and two color plates describing the best American and English roses. All the articles are of exceptional merit, of great credit to the rose society and to its editor and publisher, J. Horace McFarland.

Every florist should have membership in this progressive organization. The yearly dues are but \$3 which includes a copy of the Annual. Write to John C. Wister, secretary, 606 Finance building, Philadelphia, Pa.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, time, date and place of meeting.]

Hartford, Conn., April 28, 8 p. m.—Hartford Florists' Club at Hotel Bond. Geo. B. Marchant, 13 Huntington street, Hartford, secretary.

Morristown, N. J., April 27, 8 p. m.—Morris County Gardeners' and Florists' Society at Elks' hall. J. Fred Piper, Madison, N. J., secretary.

Seattle, Wash., April 23, 2 p. m.—Florists' and Gardeners' Union, No. 16,667, at I. O. C. T. hall. E. Popp, Fort Steilacoom, Wash., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Ads.. See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Experienced saleslady for loop retail flower store. State full particulars in first letter or call personally. **M. Poletnos, 35 East Adams street, Chicago.**

Help Wanted—Experienced man for retail store. Answer by letter stating all particulars. Address

La Rochelle Florist, North Avenue New Rochelle, N. Y.

Situation Wanted—Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,

Key 830 Care American Florist.

Situation Wanted.—Young married man wants position in greenhouse establishment to learn the business; wages a secondary consideration. Send full particulars to

Key 825, care American Florist.

Situation Wanted—By young man of 24 years' experience in most branches of landscape gardening and horticulture; preferably on private estate. Address,

Wm. Bolliger, 905 S. Orchard St., Urbana, Ill.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address

G. J. CARJANES, 2094 Eighth Ave. New York

Situation Wanted

GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

FOR SALE

An up-to-date flower store in city of 40,000 in middle west; best location; great paying proposition; a real bargain for a live wire; stands closest investigation. Address

Key 836, care American Florist.

SALESMEN

We are placing on the market a brand new line of vases, jardiniere, linings for baskets and other specialties made from artistically lithographed metal. We desire men who will represent us exclusively in large centers on commission basis. Write specifying territory you cover and furnish references. Only high grade men considered.

American Stamping Co., Elizabeth, N. J.

HELP WANTED

A good grower, including roses, man with family, looking for a permanent place.

This is a country town, fine people.

**C. C. WONNEMAN & SONS
MEXICO, MO.**

FOR RENT

Department store space for a cut flower department on a percentage basis or a guarantee. Best trade, large business and splendid opportunity. We prefer some one operating such departments in other cities centrally located, Chicago or nearby preferred. Address

Key 835, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

FOR SALE

Well established retail business in Chicago, including two greenhouses, store and one two-flat building and garage. Established 11 years. Splendid opportunity for the right party.

Key 834, care American Florist.

FOR SALE

Range of ten greenhouses all stocked with potted plants and a ready market for same. Modern residence and plenty of land. Big bargain and death of proprietor only reason for selling. Reasonable terms to right party.

MRS. LESHYN

5329 South Rockwell St., Chicago

TREASURY DEPARTMENT, Office of the Supervising Architect, Washington, D. C., April 13, 1922.—SEALED PROPOSALS will be received in this office until 2 p. m., April 27, 1922, and then opened for planting, etc., on the grounds of the U. S. Post Office, at Midletown, Ohio, in accordance with drawing No. T-1 and this specification, copies of which may be had at the office of the Custodian at the building or at this office, in the discretion of the Supervising Architect. Jas. A. Wetmore, Acting Supervising Architect.

HELP WANTED

Good all around single man for general pot plants and landscape work. Permanent position for good willing workman. German or Scandinavian preferred. Good board and room on place. State when you can begin work. Place near Pittsburgh, Pa.

EMIL JAHNIG

R. F. D. No. 3. BRIDGEVILLE, PA

FOR SALE

Complete florist plant, which includes two large greenhouses fully equipped with pots and plants for the year's business, a large garden tract that will grow practically anything, and in addition to this there is a fine modern house that will be sold with the property together with a garage. This proposition is located in a town that has good railway connections and caters to a large population. Price \$6,500, part cash and the balance on easy terms.

FRED V. SCHNURLE & SON, Canisteo, N. Y.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.

**440 S. Dearborn Street
CHICAGO**

Trade Directory

— OF THE —

Florists, Nurserymen, Seedsmen, Etc.

— OF THE —

United States and Canada

NEW EDITION NOW READY

Price: \$5.00, Postpaid.

PUBLISHED BY THE

AMERICAN FLORIST CO.

440 South Dearborn Street,

••

Chicago, Illinois

"Do it right, or not at all"

The following letter was written by "Father John" Davey to the men in the Davey organization. It is reproduced here to give you an idea of the spirit behind these master Tree Surgeons

DEAR "BOYS": "DO IT RIGHT, OR NOT AT ALL." It was my father's and has been my slogan for seventy-two years. Here is its history, as I know it: I was nearly four years old. My father was planting potatoes, in front of our neat little cottage, on a fine May evening.

I asked him if I could plant some. He opened up a trench at the end nearest the house. Then took a potato and said: "If I let you plant it will you do it RIGHT?" "I will do what you tell me." Then, looking at me tenderly, he said, with a firm voice: "YOU MUST DO IT RIGHT, or NOT AT ALL." He then went into the house and brought out a big iron spoon, and remarked: "Here is your shovel; keep it clean." He then cut the potato in two, and made a mark for each piece, telling me I must put the *cut side* down, and went on to his work. I carefully laid the two halves in place, then took my *shovel* and looked at (what appeared to me) a *big ditch* that I had to fill.

Well, by sundown I had this huge hole filled, and father showed me where I could improve on the level, or grade. After saying my little prayers I retired, but father's voice was heard: "Do it RIGHT, or not at all." In the morning I awoke, and still that voice was ringing, "Do it RIGHT, or not at all."

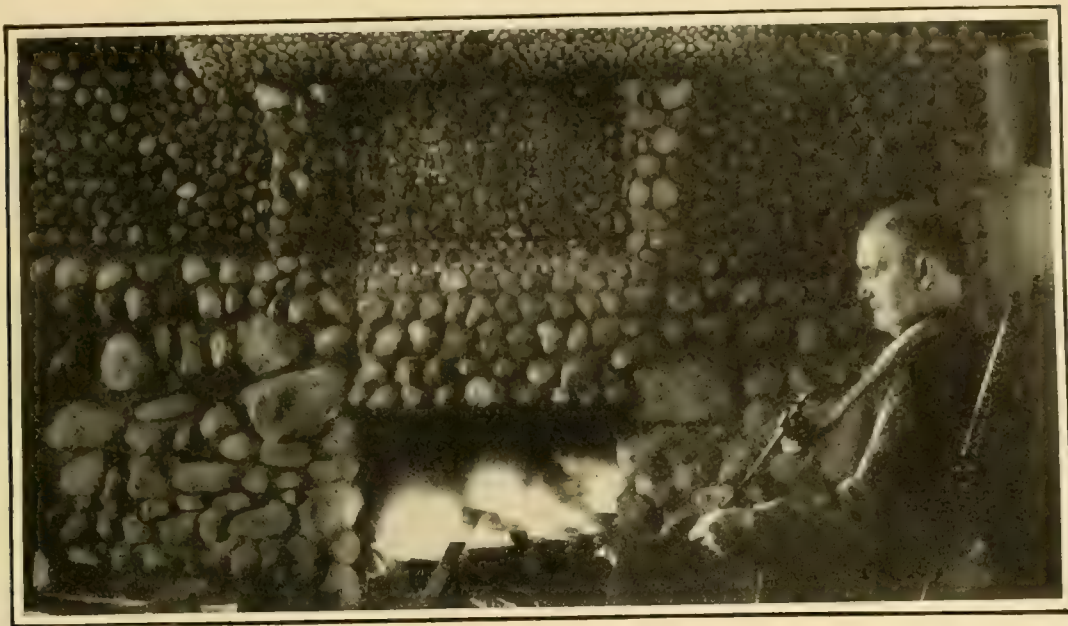
Then came those long days of waiting. "Will they NEVER come up?" A heavy rain packed the ground. Then I was presented with a new garden implement, a steel table fork; but it must be kept clean. With it I must keep the soil stirred. Finally a gentle rain came and, next morning, the ground was cracking and mother told me, "two little *baby plants* will be born." And the next day; what a miracle! It was not *two* plants, but two groups of *triplets*, six new-born plants! Then came the instructions, "*never* let the ground *pack*, keep it loose, and give the plants water—in hot weather." I was shown how to push the fork into the soil and keep the ground loose, and, in hot weather, I would hear mother calling: "Johmmie, your plants are thirsty; come and give them a drink." Then she would give me a little pail with water, and a little tin cup, and oh! how my plants would *drink*! And they *grew* and went away ahead of any of dad's; and when the crop was dug, he had nothing that could compare with mine! I did it RIGHT!

Dear "Boys": Here is something you never had known, nameiy: THE SEED of The Davey Institute of Tree Surgery was sown 72 years ago, in front of the little cottage where I was born. That seed was: "Do it *right*, or not at all." That kindly but manly voice went with me through boyhood's days, and particularly through young manhood. As a result, I have never known what it was to be OUT OF WORK, but have frequently been in dire need of procuring others to help me execute what has been forced upon

JOHN DAVEY



Father of Tree Surgery



John Davey, founder of the Davey Tree Expert Company, as he is today at nearly 77 years of age, at home before the fireplace he built with his own hands

me. Notably was this true, 21 years ago, when I published the first issue of "The Tree Doctor." It bewildered my brain to find ways to procure efficient help to do the work I was called on to perform on "Sick Trees." Hundreds of young men wanted a "Job," but not one in ten knew HOW TO WORK; and worse yet they showed no inclination to LEARN.

Finally, after my son left college, and joined me, we decided to organize and form a training school; and we have been able to pick out the one-in-ten, or whatever proportion it has been, and under the management of this same son and his associates, to build up the wonderful organization to which you belong, and in which you, apparently, feel an honest pride, because you seem to have imbibed the spirit, "Do it RIGHT, or not at all."

I may here say that, in practicing this slogan from childhood, it has become an almost unconscious habit with me, in any and everything, to first learn the DO IT RIGHT, then add the speed. There are but few things more nauseating and disgusting than to see a young man shiftless and careless in his work. Personally, I would be unwilling to tolerate ANY one of such a character within our Organization. Such an one is a disgrace to himself and a positive damage to any concern that might keep him. But it gives me special pleasure to know that within our ranks there are very few, if any, of the class whose motto is, "GOOD ENOUGH!"

Your "Father John."

THE DAVEY TREE EXPERT CO., Inc.

2304 Elm Street, Kent, Ohio

Branch offices with telephone connections: New York, Astor Trust Building, Fifth Ave. and 42nd Street; Philadelphia, Land Title Building; Baltimore, American Building; Detroit, General Motors Building; Boston, Massachusetts Trust Building; Chicago, Westminster Building; St. Louis, Central National Bank Building.

Permanent representatives available in districts surround-

ing Boston, Springfield, Lenox, Newport, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, L. I., Montclair, New York, Philadelphia, Harrisburg, Baltimore, Washington, Richmond, Buffalo, Toronto, Pittsburgh, Cleveland, Cincinnati, Louisville, Indianapolis, Chicago, Milwaukee, Minneapolis, St. Louis, Kansas City, Canadian address, 252 Laughaveitère West, Montreal.

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuineness

DAVEY TREE SURGEONS

Gladiolus Mrs. Frank Pendleton

Blooms of this have outsold all varieties in all markets for two years; we have choice true stock, sizes first and second, for 1922 at below moderate prices, grown by ourselves. Price, alone, last year and in 1920 kept it from the trade generally. It is now available. Do not be without it. The best summer window display flower that you can grow.

GLADIOLUS--Leading Kinds.

Grown on our own farms from True Planting Stock

Twenty per cent of our No. 1 Bulbs run nearly two inches.

	1000		1000
America, First.....	\$22.00	MRS. F. PENDLETON, First..	\$40.00
America, Medium.....	18.00	MRS. F. PENDLETON, Med..	35.00
Augusta, First.....	32.00	" " 1 3/8 inch..	30.00
Augusta, Medium.....	25.00	Mad. Monneret, First.....	25.00
Baron J. Hulot, Medium....	52.50	Mad. Monneret, Medium....	22.00
Chicago White, First.....	30.00	Panama, First.....	35.00
Halley, First.....	35.00	Panama, Medium.....	30.00
Halley, Medium.....	30.00	Florists' Mixed, First.....	25.00
Mrs. F. King, First.....	22.00	Rainbow Mixed, First.....	40.00
Mrs. F. King, Medium.....	18.00	Standard Mixed, First.....	18.00
		Standard Mixed, Medium....	16.00
		Extra Fine Mixed, First.....	27.00

Write for Special Prices on 10,000 to 20,000 lots.

Spring "Book For Florists" Ready.

Vaughan's Seed Store
CHICAGO NEW YORK



Moninger Difficulties.

A meeting of the Chicago creditors of the John C. Moninger Co., well known greenhouse builders of that city, at which approximately 72 per cent of the total claims against the company was represented, was held Tuesday, April 11.

The undersigned, representing approximately 51 per cent of the claims (exclusive of claims of officers), were appointed as a committee to look into the affairs of the company, with a view to a liquidation of its assets; or, if the condition of the company's affairs warranted, then that the business be continued in operation under some feasible plan, with the possibility of the payment in full of the obligations of the company.

From our investigation the undersigned find that, while the company has suffered, as have practically all other concerns, during the recent depression, it has done a good volume of business; that its difficulties have been largely brought about by lack of co-ordination in its management and dissension among its officers. We believe the company to be sound, and that if its business were efficiently and economically managed it could in a reasonable time pay every dollar of its indebtedness.

An audit of the books of the company has been made by a firm of certified public accountants. This audit shows assets of approximately \$190,000, and liabilities, \$160,000. Sixty-seven thousand dollars of said liabilities consists of deferred rentals of the plant of the company, due to its officers.

The undersigned committee, April 14, entered into a conference with the officers of the company, with a view to the working out of a solution of the company's affairs. A tentative proposition was arrived at to the effect that if 75 per cent or more of the claims against the company would enter into a credit-



MAKE THE WORLD MORE BEAUTIFUL
THAN YOU FOUND IT!

INCREASE YOUR PROFITS! Order Bench Plants NOW! Immediate or later shipment. Special prices on large quantities. Big demand! Fine stock!

2- and 3-Year-Old Plants	100	1000
Ophelia.....	\$12.00	\$115.00
White Killarney.....	12.00	100.00
Sunburst.....	12.00	115.00
Hoosier Beauty.....	12.00	115.00
Milady.....	15.00	140.00
Russell.....	16.00	140.00
Columbia.....	16.00	150.00
Premier.....	16.00	150.00

YOUNG ROSE PLANTS	100	1000
Sunburst, 2 1/2-in.....	\$12.50	\$115.00
Butterfly.....	14.00	135.00
Ophelia, 2 1/2-in.....	12.50	115.00
Richmond, 2 1/2-in.....	11.00	90.00
Columbia, 2 1/2-in.....	14.00	120.00
Mrs. Russell, 2 1/2-in.....	16.50	150.00

In ordering please state if we may substitute other varieties if necessary. Packing charges for 100 or less, \$1.00; for 1000 plants, \$6.50.

M. C. GUNTERBERG
WHOLESALE FLORIST

159 NO. STATE ST. -- CHICAGO, ILL.
Mention the American Florist when writing.

Mention the American Florist when writing.

ors' agreement, the officers would turn over to the creditors' committee the entire management of the affairs of the company; the committee to select such person or persons as they may see fit to manage the business and to act in an advisory capacity to such manager, and to have full authority and control of the affairs of the company, financially and otherwise, until such time as all existing indebtedness (except as to the obligations due to its officers) shall have been paid; and that the payment of the claims amounting to \$67,000 due

to the officers, shall be deferred until all other existing obligations shall have been paid; provided, however, that the corporation shall not at any time be adjudicated a bankrupt; in which event they propose to come in on an equal basis with all other creditors. The officers of said company agree further to render any service that the committee may request of any or either of them in the management of the business.

The undersigned committee is therefore calling a meeting of all the creditors of the company, to be held at Suite

Use Our New Box With The Wording **TO MOTHER** and Make Your

“Mothers’ Day”

the biggest in history.

IT is a neat, **inexpensive** folding box, made of **white glaze** stock, printed in **“Fire Bronze.”** Border all around cover and the words **embossed.**
A box that will decorate your windows and bring customers to your store.
A box that can be used every day in the year as well as on **“Mothers’ Day.”**
Costs less and is more attractive than any **“Mothers’ Day”** box yet produced. This is your opportunity to increase your **“Mothers’ Day”** sales by giving your customers a service that is individual and appreciated, and one that you can afford.
Let every package that leaves your store be a **REAL “Mothers’ Day”** package. This service will be rewarded.

“Mothers’ Day” Box Prices.

To
-MOTHER

	Per 100
21x5x3.....	\$ 9 50
24x5x3½.....	10.35
30x5x3½.....	12.00
24x8x4.....	13.75
28x8x5.....	17.25

We have only a limited supply of these new boxes and advise placing your orders now to guard against disappointment.
All prices are F. O. B., Chicago. There will be no additional printing done on **“Mothers’ Day”** Boxes.

The New Exclusive Grey Cloud and Green Cloud Boxes

Order Your Regular Supply of These Extra Heavy Sheet Covered Boxes Now. There are None Better.

	Per 100		Per 100
10-7-5 —2 in. cover.....	\$4.50	30-10-5—Full Telescope.....	\$14.25
12-9-6 —2 “ “.....	6 00	36- 8-5— “ “.....	13.50
18-5-3 —2 “ “.....	4 35	42- 8-5— “ “.....	15.50
21-5-3 —2 “ “.....	4.75	42-10-6— “ “.....	20.50
21-7-4 —2 “ “.....	6 50	30-12-6— “ “.....	17.00
24-5-3½—2 “ “.....	5.25	36-10-6— “ “.....	18.25
24-8-4 —2 “ “.....	7.00	36-12-6— “ “.....	17.50
24-8-5 —2 “ “.....	7.85	36-14-8— “ “.....	28 00
28-8-5 —2 “ “.....	9.50	24-14-8— “ “.....	22.00
30-5-3½—2 “ “.....	6.00	16-16-8— “ “.....	17.00
36-6-4 —2 “ “.....	8.75	20-20-8— “ “.....	23.50

These prices include printing in one color in lots of 500 boxes or more. In less quantities there will be a charge of \$2.00 for printing.
Give us a trial order for these new boxes—you will be more than pleased.

Poehlmann Brothers Company

“COMPLETE SERVICE FOR FLORISTS”

66-72 E. Randolph Street

CHICAGO, ILLINOIS

SPRING FLOWERING BULBS ^A_D PLANTS

READY FOR IMMEDIATE SHIPMENT.

CANNAS two to three eye roots

	Per 100	Per 1000
AUSTRIA, yellow	\$2.50	\$20.00
CHAS. HENDERSON, red	2.75	25.00
CITY OF PORTLAND, pink	7.00	60.00
DAVID HARUM, bronze leaf	2.75	25.00
FLORENCE VAUGHAN, yellow	2.75	25.00
KING HUMBERT	4.50	40.00
THE PRESIDENT	8.50	75.00
WINTZERS COLOSSAL, scarlet	5.00	40.00
YELLOW HUMBERT, bronze leaf	3.50	30.00

GLADIOLUS BULBS

	1½ to 2-in.	1¼ to 1½-in.
	100	1,000
AMERICA	\$2.50	\$22.00
CHICAGO WHITE	3.75	35.00
MRS. FRANCIS KING	2.50	22.00
HALLEY	3.75	35.00
PENDLETON	5.00	45.00
PRIMULINUS HYBRIDS	2.75	25.00

DAHLIAS un-divided clumps

	Doz.	100
These are splendid values, you will find them a ready seller in the dry root.		
DOUBLE FLOWERED. Red, White, Pink, Yellow, Variegated; in the better named varieties	\$2.50	\$18.00
SINGLE FLOWERED. Pink, White and Red.	2.50	18.00

HARDY LILIES

	Doz.	100
ALBUM, 8 to 9 inch. Case of 200 bulbs	\$27.00	\$2.00
AURATUM, 8 to 9 inch. Case of 180 bulbs	26.00	2.15
MELPOMENE, 8 to 9 inch. Case of 200 bulbs	25.00	1.85
9 to 11 inch. Case of 150 bulbs	25.00	2.40
RUBRUM, 8 to 9 inch. Case of 200 bulbs	25.00	1.85
9 to 11 inch. Case of 150 bulbs	25.00	2.40

CINNAMON VINE

Hardy climber of rapid growth bearing glossy heart-shaped leaves and white cinnamon scented flowers.

	Doz.	100
FIRST SIZE	\$.50	\$3.50
MANMOTH SIZE	.85	6.50

BENCH GROWN ROSES

	100	1,000
BUTTERFLY	\$14.00	\$120.00
COLUMBIA	14.00	120.00
OPHELIA	14.00	120.00

TUBEROSES

	Doz.	100	1,000
EXCELSIOR DWARF PEARL (First size)—4 to 6 inch circumference	\$.50	\$3.50	\$30.00
EXCELSIOR DWARF PEARL (Jumbo size)	.75	5.50	50.00

A. HENDERSON & CO.

166 North Wabash Avenue, CHICAGO

932-948 Tribune building, Chicago, Ill., at 2:00 o'clock p. m., Tuesday, April 18, 1922, for the purpose of considering and acting upon the proposition outlined above:

JAMES C. WALSH, of Upham & Walsh.
(Amount due, \$7,640.39)
2223 South Throop street, Chicago.
H. N. BOOTH, United States Radiator Corporation.
(Amount due, \$7,908.14)
Railway Exchange building, Chicago.
W. A. DAVIS, of W. A. Davis Lumber Co.,
(Amount due, \$8,907.39)
People's Gas building, Chicago.
Committee

At the meeting of creditors, April 18, over 75 per cent were present or represented by proxy. After the presentation of a statement showing the assets were in excess of the liabilities and that orders for greenhouses amounting to over \$175,000 were under contract, it was unanimously agreed to continue the business under the direction of the above committee.

Cleaning Greenhouse Glass.

ED. AMERICAN FLORIST:

Please advise us of a preparation to clean greenhouse glass. The houses have been in use over 20 years and greasy soot has accumulated on the roofs.

F. B.

We can give no better information on this subject than that which appeared in a former issue, as follows:

J. W. Jones, who has lived in Pittsburgh, Pa., over 20 years, during which period he has been connected with Phipps conservatory, Schenley park, of which he is foreman, states that he doubts if there are any greenhouses in the United States that get more dirt and smoke than the conservatory, which is practically in the city and

has to contend with iron ore and the smoke from the Baltimore & Ohio railroad which passes close by. Mr. Jones reports that the propagating houses here are cleaned twice a year with hydrofluoric acid, 48 per cent proof, diluted in the proportion of one part acid to six parts water. Where there is no iron ore, less acid would doubtless do the work. A safe plan is to try the one to six proportion, and if it cuts easy, keep on diluting as long as it does the work properly, as too much acid will injure the glass.

The solution can be mixed in an ordinary fibre bucket, the fibre not being affected by the acid. Apply to the glass with a soft floor brush, one man applying the cleaner, another following up with the hose, the safest plan being to run the water from the ridge, care being taken not to run the water under the glass. The acid has never been found injurious to paint; in fact, if there happens to be white lead on the glass it will not remove it. There is not much danger of burning plants, providing the houses are tight; if not, the plants can be covered with paper. Neither have the fumes been found injurious, excepting in the case of nicotiana and asparagus. Plumosus does not seem to suffer much, but if there are any Sprengerii in a house cleaned with hydrofluoric acid, it will drop all its leaves.

A carboy of the acid contains 90 pounds, the first container to be paid for, and which can be returned for credit or exchange. This method of cleaning glass, Mr. Jones adds, has proved most satisfactory, both at the conservatory, and by many others who have been told by him of its merits during the past 15 years.

The Whilldin Pottery Co., Philadelphia, Pa., on a show card which it distributed to florists exploiting its wares has the following: "A success-

ful method of cleaning the roof glass of greenhouses is adopted by Jos. Harris & Bro., Shamokin, Pa., who describe their methods as follows: 'We use a square tank made acid-proof with wax, and thoroughly mix five gallons of water with one quart of hydrofluoric acid; this is then rubbed upon the glass with an old broom or whitewash brush, one section at a time, using plenty of water to rinse acid off, and great care has to be exercised. If the acid is too strong, a frosty appearance will be given to the glass when it dries. We suggest, therefore, making tests with the acid water at various strengths, and never to proceed with the washing of the whole roof until such tests have been made and the glass dried after the test. We also urge the necessity of using rubber gloves. The acid comes in lead jugs containing 10 pounds, and the cost of cleaning will average about \$1.00 per 1,000 square feet.'

In a communication to us the above company states they have found this to be a tried and true cleaner, and has been used by many of its customers, all agreeing that it was good. It is not for sale by the Whilldin Pottery Co., but can be obtained in five or 10-pound lead jugs from any wholesale druggist.

NORTH BERGEN, N. J.—Easter flowers stolen from the greenhouses of Ernest Asmus, April 12, were by quick work of the police, after being notified of the loss by telephone, recovered and the thieves landed in jail.

COUNCIL BLUFFS, IA.—The actual loss of J. F. Wilcox & Sons, in the recent hail storm is 2,800 lights of glass, very small considering the extent of their ranges and the great havoc at other establishments. The large Wilcox range at Manawa was uninjured.

NOW READY

THE AMERICAN FLORIST CO.'S
TRADE DIRECTORY
— OF THE —

FLORISTS, NURSERYMEN AND SEEDSMEN
— of the —

UNITED STATES AND CANADA

Also Horticulturists, Landscape Architects, Societies,
Parks, Cemeteries, Botanical Gardens, Supply
Concerns, Catalogue Firms, Etc.

The First Edition in Over Four Years, with many
New Names and Changes in Addresses.

Price, \$5.00 per copy, postpaid

PUBLISHED BY THE

American Florist Co.

440 So. Dearborn St., Chicago

BIG DROP IN PRICES

Choice Roses in lots of 200 or more of one grade our selection.

Good long stem, \$12.00 per 100

Good medium stem, 8.00 per 100

In lots of 300 or more good short stem roses at **\$4.00 per 100.**

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

COMPLETE CLEANUP AT EASTER.

Stock in all lines cleaned up completely at Easter owing to the heavy late city demand April 15 and orders from outside points. Easter Sunday was a good day and no trouble was experienced in moving what stock arrived that morning at good prices. The week of Easter opened up poorly and there was practically no business whatever to speak of on Monday, Tuesday and Wednesday. Stock was in exceptionally large supply then and some of the wholesalers thought it best to unload in order to make room for the new shipments that kept coming in. Roses in some instances were sold in large lots at low prices and the same held true for carnations and other items. The market began to stiffen Thursday and was good on Friday but there was still plenty of stock to go around with the prospects none too bright in regard to the city demand owing to the unfavorable weather prevailing on that day. There was practically no business in the retail stores all week and everyone was loaded to the brim with plants; consequently it looked as if the wholesale market was out of luck as far as the city demand was concerned, but the weather took a change for the better, Saturday, and the mad scramble for stock began. The retailers began to realize early in the day that the demand would soon absorb their supply of plants and began to get busy in order to cover up with cut flowers. The wholesalers soon saw that the tide had turned and by noon it was almost a certainty that the market would clean-up completely. At night the impossible had happened and the dealers began to get busy on telephone in order to have stock on hand for Sunday. On Easter business was good with very little stock available. Roses were in large supply and so were carnations. Lilies sold well, especially in the fancier grades, but on the whole the stock this year could have been a great deal better. Callas sold like wild fire at \$3 per dozen and up for the best and cleaned up early. Lily of valley was in short supply toward the end of the week and the same holds true for orchids and gardenias. Sweet peas were in strong demand and so were all other corsage

Neponset Waterproof Paper FLOWER POTS

These pots are nested and packed in cases of 1,000 each.

Sizes	Per 1000	Per 500	Per 100	Sizes	Per 1000	Per 500	Per 100
2 1/4 inch	\$4.50	\$2.75	\$0.65	4 inch.....	\$11.50	\$ 6.25	\$1.50
2 1/2 inch.....	5.50	3.25	.75	5 inch.....	18.10	9.00	2.00
3 inch.....	7.50	4.25	1.00	6 inch.....	24.00	12.00	2.75
3 1/2 inch.....	9.50	5.25	1.25				

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

flowers. Snapdragons, lupines, statice, stocks, pansies, mignonette, jonquils, tulips, narcissi, daisies, lilacs and all other miscellaneous seasonable cut flowers were disposed of before the rush was over. The plant growers sold all the stock they had to offer and the supply houses had their share of the trade. Taking everything into consideration the Easter business was good and in some instances better than last year and others considerably below 1921. One thing is certain and that is that the weather April 15 was a life-saver and it is doubtful if there ever was so much stock handled in one day in this city before in the history of the business.

NOTES

Poehlmann Bros. Co. had a big Easter business and stock at this establishment cleaned up completely notwithstanding the large supply offered. Roses and lilies were in brisk demand and there was a heavy call here for orchids, lily of the valley and other corsage flowers. The plant department at Morton Grove never had such a heavy call for stock and orders for pot lilies were refused as early as the first of the month.

Zech & Mann are more than pleased with their Easter business which was considerably ahead of that of last year. Lilies were in strong demand and stock

VALLEY

For Memorial Day and
Spring Weddings

Choice Cold Storage Pips

Per 1000....\$30.00

Per 500.... 16 00

Per 250.... 8.00

H. N. BRUNS

3032-42 W. Madison St., Chicago, Ill.

in general was all disposed of before the grand rush was over.

The American Bulb Co. reports can-nas and caladiums well sold up with continued good demand for gladioli.

John Walsh gave the regular Mangel force in the Palmer House store a lift during the Easter rush.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Select Roses

Do you want a good White Rose? If so, order our Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Calendulas, Sweet Peas, Easter Lilies, Callas, Snapdragons, Gladioli.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNs, ADIANTUM, PLUMOSUS, SPRENGERI, MEXICAN IVY, FERNs.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Mention the American Florist when writing.

A. L. Vaughan & Co. enjoyed a good Easter business especially from out-of-town points. Everything cleaned up nicely and the only thing to mar the occasion was the absence of southern jonquils which failed to put in their appearance due probably to the heavy storms in that section the past week.

The Allied Florists' Association posted notices all over the market this week calling attention to the big meeting at the Hotel Randolph, Thursday evening, April 20, when the growers and wholesalers were to discuss the new assessment plan to take effect May 1. George Perdikas reports a brisk

Easter business with a strong demand for both cut flowers and plants. Choice hyacinths in pots and boxes, lilies and rambler roses were the chief offerings at his establishment. A. Henderson & Co. had their record retail business day, the Saturday preceding Easter Sunday.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Wietor Bros. enjoyed a wonderful Easter business and cleaned up completely in all lines at an early hour. Roses were in full crop with them and they supplied many of the wholesalers with stock in addition to taking splendid care of all their regular customers.

The Joseph Foerster Co. had a heavy Easter business with a complete clean-up in all lines. Roses were in large supply at their house not to mention cut lilies and all other miscellaneous stocks including statice which made a big hit with the local buyers.

Peter Reinberg, Inc., had its share of the Easter business with the sales comparing most favorably with those of the same period of 1921. The shipping trade was exceptionally good and the late city demand exceeded all expectations.

The Chicago Flower Growers' Association were busy as bees Easter week and have no complaint to make in regard to its Easter business. Their splendidly equipped shipping department certainly is a great asset to this concern.

The John C. Moniger Co.'s well known greenhouse building business, in financial difficulty, as detailed elsewhere in this issue, will be continued under the supervision of a committee of creditors.

The Van Buren Florist enjoyed an excellent business for the holiday, especially plants. The firm leased store space, fronting on both Wabash avenue and Van Buren street, for the week and they had a clean-up on many lines.

Poehlmann Bros. Co. will move its cut flower department May 1 to temporary quarters in the basement next door and a part of its supply department to River street.

Henry Arnold, who was confined to his home with throat trouble the greater part of last week, managed to be on the job at the Tonner store during the heaviest rush.

C. L. Washburn says Bassett & Washburn had a splendid Easter trade with the total sales showing a substantial increase over those of the same period of 1921.

August Poehlmann was elected president of the village board at Morton Grove, April 18. Joseph Brooks and Henry Phillips were elected trustees.

Vaughan's Seed Store continues very busy in all departments, and the Easter plant business at the retail store was all that could be desired.

Tonner's are awaiting the first shipments of peonies from Dr. Knapp's farm in Tennessee and expect to be well supplied for Mothers' Day.

The J. A. Budlong Co. is supplying its trade with gladioli in quantity including Mrs. Frances King, Pendleton and Augusta.

J. C. Nielson, representing Poehlmann Bros. Co., is able to be about again after being on the sick list for two weeks.

George Reinberg had a heavy cut of callas for Easter but they were all disposed of before the rush was over.

Easter Sunday sunshine caused the forsythia blooms to expand in the lake-side parks and gardens.

A. C. Dolan, representing M. H. Levine Co., New York, called on, the trade here this week.

At the John Kruchten Co.'s store fancy sweet peas are arriving in large quantities this week.

The John Kruchten Co. is handling a large quantity of fancy sweet peas this week.

Kennicott Bros. Co. expects shipments of peonies this week.

Milwaukee, Wis.

FINE EASTER TRADE REPORTED.

From reports gained thus far the holiday business, both wholesale and retail, was fully equal to last year and in many cases exceeded all expectations. Weather conditions up to the end of the week were not ideal, but Saturday, and especially Easter Sunday, it was as though made to order. This brought out the public en masse, and helped to increase the results hoped for. The greatest demand was for pot plants, with the smaller cut flowers for corsage work a close second. The supply of pot plants was large, but not great enough to satisfy all, as in many instances it was a case of sold out before Saturday evening. The variety of cut flowers was large and the supply likewise. The offerings consisted of roses, carnations, Easter and calla lilies, sweet peas, calendulas, violets, lily of the valley, snapdragons, daisies and the various bulbous flowers. The local craft did not place many orders for cut flowers in advance, in view of past experiences that Easter is more a plant than cut flower day. Only after this class gave out did the public resort to the cut stock. As stated above, the weather was ideal, which consequently made delivery a much lighter task than had it been cold.

NOTES.

Alfred Locker, president of the Florists' Club, reports the arrival of a baby boy, April 14, a true Easter greeting. Both mother and child doing nicely. They have the congratulations of the trade.

James Fox, who has been ill, expected to be at the shop for the rush last week, but upon advice of his physician remained at home.

The Semler-Leideger Co., which did a big business for Easter, reported being sold out of plants by 2 p. m., Saturday.

COALINGA, CALIF.—The Coalinga Floral Shop was recently opened here by Cal Marcom.

SIoux CITY, IA.—Rocklin & Lehman recently purchased the range of greenhouses formerly owned by the Glass-acres Garden Nursery Co., North Riverside, comprising 50,000 square feet of glass, and the retail flower shop of the Art Florists, 512 Fifth street, this city. Rocklin & Lehman are planning to add 35,000 square feet of glass to their establishment at an early date.

E. O.

Z M E A C & N H N

30 E. Randolph St.
CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader Ward

Sunburst Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

DAISIES

PANSIES

TULIPS

JONQUILS

STOCKS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

PLENTY OF STOCK FOR EVERYONE

**Roses, Carnations, Lilies, Sweet Peas,
Valley, Callas, Daisies, Jonquils, Etc.**

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

St. Louis, Mo.

EXCELLENT EASTER TRADE.

The Easter business exceeded all expectations, the volume being considerably ahead of last year, with no change in prices. All plants and flowers were in great demand, especially roses and spring stock. Toward the end of the week rose offerings fell short, with prices ranging from \$12 to \$40 per 100, a gain over the values for the previous week. Carnations went well at \$8 to \$10 per 100. Lily of the valley was popular for corsages, and cleaned up. Excellent blooms of gardenias appeared and were snapped up at 50 cents per flower. Jonquils and snapdragons moved without any urging. Cut Darwin tulips were easily sold at \$1 to \$1.50 per dozen. Delphiniums of superb quality went strong and Easter lilies were completely cleaned out, the pot stock leading in popularity. Cut blooms brought \$25 to \$30 per 100. Callas also went well. Sweet peas, calendulas and lilacs were other flowers that met a good demand. All stock in pots sold rapidly and many retailers reported that they had great difficulty in securing enough material. Adiantums, Asparagus Sprengeri and A. plumosa and ferns were the leaders in green goods.

The growers, wholesalers and retailers spent over \$6,000 in advertisements in the local newspapers, the latter furnishing one-half of this amount. Many attribute a portion of the increased demand for the holiday to this publicity and the florists have added another slogan to "Say It With Flowers," namely, "It Pays to Advertise."

J. K. M.

Columbus, O.

HOLIDAY TRADE EQUALS EXPECTATIONS.

The week previous to Easter was a good one in every respect. Despite rather inclement weather florist shops were well patronized and the number of orders were up to that of the previous year, but with stock lower in price there was a decline in cash receipts. Some advance was made in roses and carnations but other flowers, as a rule, were held at about the same levels which have prevailed for several weeks. There was plenty of Easter lilies of all kinds, despite the fact that the extra warm weather of a week or 10 days ago brought many into bloom and they were lost for the trade. Bulbous stock was also plentiful and sales were good as a rule. Business was about equally divided between cut flowers, plants and

bulbous stock. Roses were fine and retailed from \$4 to \$12 per dozen. Sweet peas were sufficient for all needs. Lily of the valley, carnations and snapdragons sold well. Bulbous offerings included hyacinths, jonquils, tulips and freesias. Sweet peas sold from \$1.50 to \$2. Carnations were firm around \$2 per dozen. Corsages were in good demand and loose flowers as a rule sold briskly. The funeral trade is holding up well.

NOTES.

S. F. Stephens & Son, is getting out quite attractive advertising matter in the form of a folded art circular, in which attention is called to the spring flowers such as hyacinths, daffodils, tulips, narcissi, irises, rambler roses and blooming shrubs. This firm specializes in home decorations, such as window boxes, hanging baskets and porch boxes. "We are as near to you as your phone," is the slogan of the company.

T. J. Ludwig, 82 North High street, is sending out a circular calling attention to seedling plants for spring, and many are being sold by this company. Included in the list are campanulæ, coreopsis, delphinium, lobelia, lychnis, platycodon, Sweet William, stokesia and others. The company also is fea-

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCaULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

LARGE AND COMPLETE SUPPLY OF CUT FLOWERS

turing a large number of other seedlings which are ready for transplanting.

The Art Floral Co., 57 East Gay street, had a very attractive window during the past week, all of the seasonable flowers and plants being displayed in artistic style. One of the features was a large center made of plants of hyacinths, jonquils, primroses and lilies.

Memorial Day will be the time for the second poppy sale, by members of the Woman's Auxiliary of Franklin Post of the American Legion, to raise funds for the relief of ex-service men and their families and hospital work.

J. W. L.

Pittsburgh.

HOLIDAY A HUGE SUCCESS.

The greatest and most trying day for the florist is past and Easter of 1922 while disappointing in some things, was on a whole a huge success with everyone satisfied. To start with, the weather for two weeks preceding the holiday, was extremely warm and rainy, winding up on Good Friday with one of the worst rain storms for many years. This kind of weather was especially hard on bulbous stock, sweet peas, and violets, items that under the best of conditions are never at their best so late in the season. The plantmen seemed to suffer the most as it was impossible to keep stock from advancing too fast, and there was much stock seen for sale on Saturday that looked as if it should have been marketed about a week or 10 days earlier. Saturday was a beautiful sunny day that brought the people out while Sunday was an ideal Easter, which was responsible for the retailers cleaning up on practically everything. Cut flowers on a whole were of good quality and the wholesale houses quit booking orders on most items two to three days before Easter. American Beauty roses were as fine as any seen this season, running all the way from \$10 per 100 for shorts up to \$1 each for specials. Of the tea roses, the short ones suitable for corsages had the call and many more could have been disposed of, but on Saturday night, not a rose of any description could be found for sale at any of the wholesale houses, and while on the subject, let us say that the quality was of the best and there was no pickled stock in sight. The day of pickled roses for a holiday is over. Carnations also ran short of the demand, and while some poor stock was in evidence, the majority was up to all expectations. It could not be Easter without lilies and this city was certainly blessed with the best ever handled here for the holiday, both cut and pot stock, and prices held firm at \$20 and \$25 per 100 for cut and \$30 for pot material. Of course, there was

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

some inferior stock that brought less, but they were in the minority. The call for callas was phenomenal and the supply run away short of the demand. Bulbous stock such as hyacinths, tulips and jonquils were not so plentiful as in former years, due to the lateness of Easter and the most of it was poor and soft and unfit to send out. The one big disappointment was sweet peas. While there was plenty the quality was such that the most of them were a total loss, in fact, nothing could be done with the shipments received. Violets were also poor, but this was to be expected and the wholesale houses had advised their customers not to handle them so that there was no disappointments in that respect. Lily of the valley came into its own once more and the supply was exhausted, Friday morning. Orchids were also scarce and many more could have been sold. Yellow daisies were as popular as ever and cleaned up early. Snapdragon was good property and the quality left nothing to be desired. The supply of greens was sufficient for all needs, and taking all in all from what few reports there are at hand, the day was a success, in fact, better than most had expected.

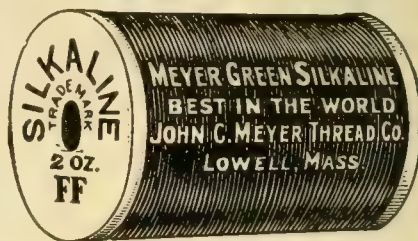
NOTES.

Monday evening, April 10, this section was visited by one of the worst hail storms in years, which caused much loss to vegetation and fruit trees in blossom. There was not much damage to greenhouses. The Pittsburgh Cut Flower Co.'s range, Bakerstown, was the heaviest loser and as they were directly in the path of the storm it is reported that the loss there will run into big money. They were fortunate in the fact that it did not hurt their Easter crop to any extent.

Reports from other markets are that the lilies were short in stem, but the stock handled here was never better, both flower and stem were just right and there was no trouble in disposing of everything in sight.

The Easter flower show at Phipps conservatories, Schenley and West parks, is one of the best ever staged here. The display of lilies and hydrangeas in particular, is excellent.

Ed. K. Tipton, of the McCallum Co., is leaving next week when he will join his brother at Wellsville, O., where they will open a retail store under the name of Tipton Brothers.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co.

Lowell, Mass., U. S. A. Dept. XYZ.

Advance reports from the retailers are to the effect that they all did a big business and every one is satisfied.

E. C. T.

Boston.

EASTER TRADE POOR.

The market the past week was probably the unsteadyest ever experienced. The opening was not at all like the beginning of a holiday week, though prices gained strength gradually to Thursday, when values broke on certain items and never recovered. Roses, especially red, had a fair run for the week, but even they did not clean up, and Saturday the salesmen in both markets were offering all sorts of inducements to the wholesalers to buy. Orchids, sweet peas, lily of the valley and small corsage roses cleaned up well, but the supply was limited on that class of stock. Carnations, bulbous flowers and cut lilies were the real glut, the former bringing six to eight cents at the opening of the week, then quickly going to 10 cents and holding there for a day or two, then falling back to six cents, and were not moved at that price. Cut lilies were very limited in supply, but the call was not there and they remained in the market, although offered for sale at very attractive prices. The less said about jonquils the better, as they actually had no market value. Taken right through it was not an Easter to brag about, though possibly the storm of Saturday had some effect on the trade, but from reports received from other lines of enterprise the business of Saturday

Roses==Carnations

Large supply of all the leading varieties grown for the World's
Greatest Cut Flower Market. Special prices on quantity lots.

Sweet Peas, Valley, Orchids, Daisies, Tulips, Jonquills, Lilies, Callas,
Calendulas, Snapdragons, Stocks, Forget-Me-Nots and a Complete
Line of all other Miscellaneous Seasonable Stock including Greens.

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

Buy Your Cut Flowers From Us

There are many reasons why you should but you can
best learn what they are by placing a standing order
with us. Our list of customers is steadily growing
and our supply is keeping pace with the demand.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

was as good as other years, regardless
of the weather.

NOTES.

Mrs. Samuel Neil, wife of S. Neil, Dorchester, died at her home, April 10, the funeral taking place April 12. She leaves her husband and five sons.

Dorothy Perkins and Tausendschon roses were fine holiday offerings supplied by Gibbs Bros., Lynn. Choice heathers were also a specialty.

A. M. Davenport, Waterton, shipped excellent stock of Dorothy Perkins, Tausendschon roses and French hydrangeas to this market.

John J. Cassidy's Beacon street shop was made attractive with a window display of large bougainvilleas, Easter lilies and acacias.

W. W. Edgar, Waverly, had a good stock of genistas, Liliun candidum hydrangeas and rose plants. E. F. S.

Evansville, Ind.

EXCELLENT EASTER TRADE REPORTED.

Florists report a splendid Easter trade. The big feature was Easter lilies and the supply was ample. Funeral and party work is still active. There has been a very good call for cut flowers

and blooming plants. In some respects business has been better than it was during the corresponding period of last year. Carnations have been in demand and the quality is very good.

NOTES.

A proposition of a city ordinance, here, adopting the daylight saving time has not met with favor among the local plantmen. The Twelve Six Club, of the Chamber of Commerce, passed resolutions a few days ago opposing the plan.

Florists of Vincennes, Washington and Boonville, Ind., Mt. Carmel, Ill., Henderson, Hopkinsville and Owensboro, Ky., report that they enjoyed a splendid Easter trade and that funeral and party work is quite brisk.

Several small flower shows are being arranged in some of the towns and cities of southern Indiana, southern Illinois and northern Kentucky for the early summer months.

The greenhouses of Julius Niednagel, Fulton avenue, will be moved across the street from their present location, this spring and summer.

W. B. C.

San Francisco.

BUSINESS FAIRLY GOOD

The market showed a better tone last week and with the near approach of Easter, there is much activity in the trade. At this writing every one expects that prices will be advanced slightly in spite of the heavy supply of stock. Roses are plentiful with a fair call, Mrs. Charles Russell leading. Columbia, Premier, Ophelia, Butterfly and Mrs. Aaron Ward are other popular offerings. Cecile Brunner is daily becoming more plentiful and a few outdoor Ulrich Brunner, of poor quality, have arrived on the market. Carnations are very profuse and it takes the highest grade of stock to bring good prices. Reds are only used in decorative work and the street vendors are handling all poor grades. The greatly increased supply of sweet peas has been one of the surprises of the market, the stock being extra fine. Sales are excellent. The warm weather has about finished the violet crop after one of the most unsatisfactory seasons on record. The few remaining scarcely move. Narcissi are approaching an end and only small lots obtainable. The market

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Southern Wild Smilax, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

is well supplied with tulips of fine quality, values remaining unchanged. Hyacinths and orchids are becoming scarce and prices are continually advancing. Gardenias and lily of the valley are sufficient for all requirements. Giganteums lead in the Easter offerings of lilies. The fancy figures of former years did not obtain this year. The stores seemed to be well supplied with pot grown lilies in all grades. Rambler rose offerings were plentiful for the holiday, the stock being shorter stemmed but well flowered. Small and medium sized plants of azaleas, finely flowered, sold well for Easter. Rhododendrons were timed just right for the holiday. Outdoor grown perennials and annuals are plentiful and in strong demand for the occasion as are baskets and made-up boxes.

RETAIL FLORISTS' ASSOCIATION

The Retail Florists' Association held its regular meeting, April 5, with a large attendance. The action of one of the prominent shops in breaking away from Sunday closing which has been in force since the founding of the association was the subject of much discussion and strongly disapproved by the members. The annual banquet will be held May 6 and President Albert O. Stein appointed the following committee to have charge of the affair: A. O. Stein, chairman; Richard Dinucci, C. W. Brown, P. V. Matraia, Mrs. I. Williams. It was decided to hold a picnic for members and their families and John Kilroy was appointed chairman of the picnic to report at the next meeting. Mr. Matraia talked very interestingly about the co-operative market. After adjournment an enjoyable repast was served under Mr. Matraia's direction. The next meeting will be held May 6.

NOTES.

Donald McLaren, of the McRorie-McLaren Co., has been appointed by the Shriners' convention committee to select flower seeds which will be distributed free to the citizens of the city to beautify their homes for the Shriners' convention next June. California poppies and nasturtiums have been chosen as the most suitable and the Shriners' emblem, red, yellow and green will be shown in gigantic size in front of the conservatory of Golden Gate park.

The Francis Floral & Decorating Co. is moving from 465 Powell street to much larger and finer quarters on the same thoroughfare, adjoining the Chancellor hotel. F. T. Schlottzauer, president of the concern, recently purchased

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

a beautiful residence on Clay street, in the heart of the residential district.

The eighth annual wild flower exhibition opened in the St. Francis hotel April 20, and will continue three days. Bertha M. Rice, authoress of "California Wild Flowers," is president of the California Wild Flower Conservation League.

The window boxes of B. M. Joseph, 223 Grant avenue, present a beautiful appearance, filled with rambler roses and other Easter stock.

G. Rossi & Co. are supplying the trade with high grade white and purple lilacs. Their local and shipping trade was brisk just before the holiday.

A. O. Stein and wife will leave with the Shriners' convention in June for Honolulu where they will remain several weeks.

Fine azaleas are being sold at the Art Floral Co.'s establishment.

JAMES T. LYNCH.

Wichita, Kans.

HOLIDAY BUSINESS EQUALS PREVIOUS YEAR.

This Easter may safely go on record as most satisfactory, with the volume fully maintaining the record of a year ago. Lilies, as usual, led in demand, with good sales of almost any average blooming plant. Pots and pans of hyacinths and tulips went well. Hydrangeas, roses, cinerarias, perlagoniums, daisies and even geraniums found a place in the demand. Madeup plant baskets were popular under \$10. Although the heaviest call was for plants, the trade in cut flowers, including roses, lilies, lily of the valley, violets, and bulbous stock, was not disappointing, no advance being made on the prices previous to Easter week. Weather conditions were favorable.

NOTES.

The Barclay Flower Shop is a new establishment recently opened by Barclay & Freegard, in the College Hill district. Both of these gentlemen were formerly with Chas. P. Mueller, and we

wish them success in their new enterprise.

A hailstorm, April 16, caused a slight breakage of glass at the ranges of Chas. P. Mueller and Frank Cluff. The vegetable growers suffered slightly, it is said.

W. H. Culp and Chas. P. Mueller were National Flower Show visitors, at Indianapolis. W. H. C.

Des Moines Floral Arts Club.

The regular meeting of the Floral Arts Club was held April 11, at Harris-Emery's Flower Shop. The speaker of the evening was L. S. Goode, of Successful Farming, whose subject of "How to Make the Most of Planting on a Small Scale" really resolved itself into "the apartment house dwellers' lament." His thought was to get property owners interested in making the most of their individual plots. Even window boxes or porch boxes will add to the beauty of a home if nothing else is available.

As it was nurserymen's night the discussion centered around this thought: To get every property owner to plant shrubbery, not a few scattered shrubs, but well chosen groups about his home. Not only does it add to the owner's pleasure, but in event of wishing to sell his property, it adds greatly to its attractiveness and value.

Those of the club who attended the Fifth National Flower Show, at Indianapolis, gave short account of it, but words failed when trying to tell of its beauties.

It being Better Homes Week in this city, at 8:30 p. m. the club adjourned to the auditorium to hear F. A. Cushing Smith, Chicago, speak on "Planning and Developing the 50-foot Lot." Mr. Smith first showed slides of many and varied kinds of gardens, always with the thought in mind that the garden, whether of flowers or vegetables is a part of a picture. Later, by means of a model, he developed a 50-foot lot showing the best arrangement for house gardens and lawn space and at the close each unit was a part of a picture. P. B. F.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

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Mention the American Florist when writing.

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen	
Roses Mrs. Chas. Russell...	\$6.00 @ \$35.00	
" Butterfly	4.00 @ 20.00	
" Columbia	4.00 @ 20.00	
" Dunlop	4.00 @ 20.00	
" Premier	6.00 @ 35.00	
" Hoosier Beauty	4.00 @ 25.00	
" Killarney Brilliant...	4.00 @ 15.00	
" White Killarney	8.00 @ 20.00	
" Mrs. Geo. Sawyer	6.00 @ 20.00	
" Milady	4.00 @ 25.00	
" Mrs. Aaron Ward	4.00 @ 20.00	
" Sunburst	4.00 @ 20.00	
" Ophelia	4.00 @ 20.00	
" Dbl. W. Killarney	4.00 @ 20.00	
" Cecile Bruner	3.00	
" Our Selection	5.00	
Calendulas	4.00 @ 6.00	
Daisies	1.50 @ 2.00	
Cattleyas, per doz.	12.00 @ 18.00	
Valley	6.00 @ 8.00	
Carnation	3.00 @ 5.00	
Easter Lilies	25.00	
Sweet Peas	1.50 @ 3.00	
Violets	1.00 @ 2.50	
Freesia	4.00 @ 6.00	
Tulips	4.00 @ 8.00	
Jonquils	4.00 @ 8.00	
Pansies, dozen bunches...	2.00	
Adiantum	.75 @ 1.50	
Ferns, per 1,000	4.00	
Galax, per 1,000	2.00	
Leucothoe	1.00	
Sprengerii, Plumous Sprays		
per bunch	.50 @ .75	
Mexican Ivy	1.00	
Boxwood, 35c per lb., case	9.00	
Southern Wild Smilax, per case	7.50	

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Enough for two quarts, either pink or
yellow, for a Dollar.MCCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

Matthew
Crawford

AND

Dr.
Van FleetSecond Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Kill-
arney Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE
General Office: Federal Life Building
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

ROSES

Of Quality

Will be one of the best items
until the end of the season.

Russell
Premier
Columbia
Hadley
Milady
McDonald
Ophelia
Butterfly
Double White
Killarney
Aaron Ward
Cecile Brunner

A rose for every purpose.
When you want good roses
let us supply you.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing.

Philadelphia.

WARM WEATHER AFFECTS EASTER BUSINESS.

Easter has come and gone and while there was a large volume of trade it was not handled as profitably as anticipated on account of the unusual warm weather on Palm Sunday and the Monday and Tuesday following, when the thermometer registered officially 85 degrees which in the greenhouses meant much more. This extreme heat had a bad effect on both plants and flowers softening the blossoms so that in the case of sweet peas and violets very few were fit for shipping. Great quantities of stock were thrown on the market early in the week but there being little demand most of it went to waste. Later shipments were better but on account of the great heat not up to the average expected at this time. There was a big demand, however, for cut flowers, both for shipping and local consumption and all good stock cleaned up fairly well. The best items were lily of the valley and cactleyas. There was a good supply of roses which although showing some burnt petals were in the main acceptable and could be used for out-of-town orders. The greatest disappointment was in sweet peas which are such a factor at this time. The early receipts of the week were so soft as to have no shipping value and later cuttings were not much better being of poor substance. However anything of fair value was taken by the city trade where they were in great demand for corsages. The store men had trouble with flowering plants which lost their flowers, particularly the early shipments. Easter lilies were soft and did not hold up well. Pot roses also suffered as did other stock which stood several days in the stores. Plant baskets sold well and were one of the best of the Easter stocks. Hydrangeas, plentiful and of fine quality, were popu-

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, April 19.		Per 100
Roses, American Beauty...	\$ 8.00@	\$ 75.00
" Russell	6.00@	16.00
" Dunlop	6.00@	12.00
" Pilgrim	6.00@	16.00
" Crusader	6.00@	20.00
" White Killarney...	6.00@	16.00
" Ward	6.00@	12.00
" Maryland	4.00@	10.00
" Hoosier Beauty...	6.00@	16.00
" Columbia	6.00@	16.00
" Hadley	8.00@	20.00
" Premier	6.00@	16.00
" Ophelia	6.00@	16.00
" Butterfly	6.00@	16.00
" Cecile Brunner...	3.00@	3.00
Adiantum	2.00@	2.00
Asparagus bchs, per bch.	.50@	1.00
Asparagus Strings, doz...		12.00
B. Buttons	2.00@	3.00
Calendulas, per bunch...	.75@	1.00
Carnations, fancy	8.00@	10.00
Carnations, ordinary	6.00@	8.00
Cattleyas, per doz.	12.00@	18.00
Callas	2.50@	3.00
Easter Lilies	25.00@	
Lily of the Valley	8.00@	10.00
Smilax, per dozen		6.00
Cypripediums, dozen...	4.00@	6.00
Sweet Peas	2.00@	3.00
Jonquils	6.00@	
Myrsotis, per bch.	.50@	.75
Politicus		4.00
Marguerites	3.00@	4.00

BUFFALO, April 19.		Per 100
Roses, White Killarney...	\$ 6.00@	\$12.00
" Dbl. Wht. Killarney	6.00@	12.00
" Milady	6.00@	18.00
" Maryland	3.00@	10.00
" Sunburst	5.00@	12.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	12.00
" Russell	8.00@	15.00
" Premier	6.00@	18.00
" Cecile Brunner	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	20.00@	25.00
Easter Lilies	3.00@	5.00
Mignonette	3.00@	4.00
Narcissus, Paper White...	8.00@	10.00
Rubrum Lilies	6.00@	15.00
Snaptagons	1.00@	4.00
Sweet Peas	.75@	1.25
Violets	3.00@	6.00
Freelias	2.00@	3.00
Daisies	3.00@	5.00
Golden Spur	4.00@	6.00
Tulips	15.00@	25.00
Calla Lilies		

PHILADELPHIA, April 19.		Per 100
Roses, Beauty, special...	\$50.00@	\$75.00
" Butterfly	6.00@	10.00
" Ophelia	6.00@	10.00
" Columbia	6.00@	15.00
" Mrs. Chas. Russell.	6.00@	20.00
" Dbl. Wt. Killarney.	4.00@	10.00
" Hadley	10.00@	20.00
" Sunburst	6.00@	10.00
" Wards	3.00@	6.00
" Premier	6.00@	20.00
Adiantum	1.00@	1.50
Asparagus, bunches...	.35@	.50
Asparagus, strings...	.75@	1.00
Calendulas	1.00@	3.00
Carnations	2.00@	6.00
Cattleyas	50.00@	75.00
Easter Lilies	15.00@	25.00
Lily of the Valley	5.00@	6.00
Smilax	8.00@	15.00
Snaptagons, per doz...	.50@	2.00
Sweet Peas	15.00@	20.00
Callas	3.00@	4.00
Daffodils	3.00@	4.00
Tulips	3.00@	4.00
White Lilac, per bunch...	2.00@	2.50

lar, representing good value for the prices asked.

THE MUSHROOM INDUSTRY.

Chester County, Pa., is in the center of the mushroom growing industry of the United States. The southern section of the county was at one time called the carnation belt, many farmers in this section putting up a house or two and raising carnations as a

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Sell your flowers under your
own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets
and Carnations

Mention the American Florist when writing.

Berger Bros.

The Choice of the Market in

EASTER LILIES, ROSES,

CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

Mention the American Florist when writing.

winter crop. Most of the smaller men gave up carnations years ago, but there are still a number of quite important growers who do carnations well. Most of the others took up mushrooms, fitting their houses to accommodate the new crop. Many frame sheds were also erected while of late years extensive concrete buildings of special design greatly increasing the floor space by being fitted with three and four tier shelves are being constructed. At least 100,000 square feet of such buildings have gone up the past year. Immense quantities are shipped every day to all the large markets of the country, nearly all packed three pounds to a small handle basket, a number of which are fastened together. Prices for a time in the fall were \$1 a basket, but latest quotations were \$1.50, which price is satisfactory although at times they bring considerably more.

NOTES.

Bernard Eschner, president of the M. Rice Co., has taken a trip abroad for his health, and sailed on the America, April 15. He is accompanied by Mrs. Eschner. The company has found such a sale for the creations of their own factory, that foreign made goods have no interest, their only importations being not procurable here.

Mothers' Day this year falls on May 14. In most of the western cities the business almost equals Easter while some claim it even exceeds this important event. This city might enjoy the same demand if the trade would unite in featuring the day by co-operative advertising and other forms of publicity.

In the death of John G. Eisle and Edward T. Alburger, the older men in the trade lose valued associates, who at the time of their greatest activity were always prominent in advancing the interests of the business. Notices

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**Choice Cut Flowers
and Greens**

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FLORISTS'
SUPPLIES
MILWAUKEE, - WIS.

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WHOLESALE FLORISTS
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OF LOS ANGELES
The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.
LET YOUR ORDERS COME.

Wholesale Flower Markets

PITTSBURGH, April 19.		Per 100
Roses, Beauty, spl., doz...		\$ 9.00
" " fey., doz...		7.50
" " ex., doz...		6.00
" " No. 1, doz...		4.00
" American Legion...	\$12.00 @	40.00
" Killarney	8.00 @	15.00
" Maryland	8.00 @	15.00
" Sunburst	8.00 @	15.00
" Mrs. Aaron Ward	8.00 @	15.00
" Russell	10.00 @	30.00
" Columbia	10.00 @	30.00
" Ophelia	8.00 @	20.00
" Hilda	6.00 @	15.00
" Premier	8.00 @	30.00
" Madam Butterfly...	8.00 @	25.00
Carnations	6.00 @	8.00
Calendulas	3.00 @	6.00
Calla Lilies, per doz...	2.50 @	3.00
Daisies, Yellow	2.00 @	4.00
Lilies	20.00 @	25.00
Valley		6.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumosos, per bunch...		.50
Sprengerl, per bunch...		.60
Sweet Peas	1.00 @	3.00
Violets	.75 @	1.00
Baby Primroses		1.00
Jonquils	4.00 @	6.00
Tulips	4.00 @	8.00
Snaptagons, per doz...	1.50 @	3.00

CINCINNATI, April 19.		Per 100
Roses, Premier	\$6.00 @	\$20.00
" Russell	6.00 @	20.00
" Columbia	6.00 @	20.00
" Butterfly	6.00 @	20.00
" Pink Killarney	6.00 @	20.00
" White Killarney	6.00 @	20.00
" Sunburst	6.00 @	20.00
" Mrs. Aaron Ward	6.00 @	20.00
" Ophelia	6.00 @	20.00
" Baby Doll	3.00 @	4.00
Daffodils	4.00 @	6.00
Freessias	4.00 @	6.00
Rubrum	4.00 @	8.00
Calla	12.50 @	15.00
Primulas		1.00
Violets	1.00 @	1.50
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Leucothoe		5.00
Plumosos (south) per bch...		.25
Smilax, per string.....	.15 @	.25
Hyacinths	4.00 @	6.00
Coontle Leaves		2.00
Mahonia Leaves		1.00

SPRINGVILLE, UTAH. — The Springville Floral Co. was recently incorporated; capital, \$50,000. The officers are Wm. S. Alkeman, president; Karl J. Tenber, vice-president and general manager; Irene Young, secretary-treasurer.	
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THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, April 19.		Per 100
Roses, Premier	\$3.00 @	\$12.50
" White Killarney	3.00 @	10.00
" Columbia	3.00 @	12.50
" Crusader	3.00 @	12.50
" Ophelia	3.00 @	12.50
" Russell	4.00 @	15.00
" Ward	2.00 @	5.00
" Butterfly	3.00 @	10.00
" Sunburst	3.00 @	12.50
Carnations	3.00 @	6.00
Valley	6.00 @	10.00
Mignonette	8.00 @	10.00
Sweet Peas	.30 @	1.50
Callas, per doz	8.00 @	15.00
Lilies, per doz		.75
Leucothoe		1.50
Galax, green, per 1,000...		1.50
Galax, bronze, per 1,000...		1.50
Ferns, per 1,000		4.50

MILWAUKEE, April 19.		Per 100
Roses, Killarney, W. K't'y..	\$ 8.00 @	\$20.00
" Premier	10.00 @	30.00
" Ophelia	8.00 @	20.00
" Columbia	10.00 @	25.00
" Ward	6.00 @	15.00
" Butterfly	10.00 @	25.00
Carnations	10.00 @	12.00
Hyacinths	12.00 @	18.00
Orchids, Cattleyas, doz...	12.00 @	15.00
Strawflowers, bunch	.25 @	.50
Sweet Peas	2.00 @	4.00
Paper Whites	4.00 @	6.00
Calendulas	4.00 @	8.00
Tulips	6.00 @	12.00
Valley		8.00
Lilies		25.00
Callas, per doz	3.00 @	4.00
Snaptagons, per doz	1.50 @	3.00
Forget-Me-Not's, bunch	.35 @	.50
Wild Smilax, per case....		7.50
Fancy Ferns, per 1,000...		4.50
Galax, per 1,000		2.00
Asparagus, per bunch....	.50 @	.75

of their death appear in the obituary columns of this issue.

Additional houses are to be added in the near future to the Stafford plant of Alfred M. Campbell. There are few more orderly places than this range on the mainline where every foot of greenhouse space is pulling for the proprietor all the time.

Chas. E. Meehan is still adding to his new wholesale house. The latest is a commodious artificial ice cooled room for the temporary storage of cut flowers. With this installation he now has one of the most modern plants of its kind in the city.

Emil H. Geshick who has just experienced a very successful Easter trade is to visit his old home in Germany where his mother is still engaged in the florist business. He will sail, June 24, with Mrs. Geshick.

Harry I. Faust reached home from Porto Rico in time to superintend his Easter trade. He found the stock in splendid condition and most of it set aside for early orders.

Sydney H. Bayersdorfer and wife arrived home from their European trip reaching New York on the Olympic April 18.

K.

HARRY CHARLES, WHOLESALE FLORIST
VIOLETS
 Daily supply of Siebrecht's Valley. Cut Lilies always on hand.
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New York.

HOLIDAY BUSINESS SATISFACTORY.

Considering the lateness of Easter and previous weather conditions the wholesale cut flower trade was as good and even better than might have been expected. Fortunately for both cut flowers and plants, the warm days of the first of last week were followed by a cool wave. But it must be considered that for weeks there had been heavy arrivals and a flood of stock was to be expected for the holiday. A large amount of stock was sold but at prices ranging from 50 per cent and upward, below the Easter prices of 1921. What worried a number of wholesalers was the absence of a cleanup. Although the change to cool weather was a great benefit it did not prevent considerable stock from arriving in poor condition. There were many poor violets with no stability in prices. While a few brought \$1.50 per 100, it is doubtful if the cut averaged 75 cents per 100. Carnations, which had been moving fairly well for two weeks were checked by the surplus thrown on the market for Easter. They had been bringing from \$6 to \$8 per 100, some special stock at \$8 to \$10, but there was a slump towards the last with sales at \$4 and a surplus. Cut lilies were slow toward Easter at \$12 and \$15 per 100, in fact neither cut or pot stock moved as well as might have been expected. They were outclassed by the great amount of other and more showy material. Snapdragons, colored stocks and the commoner tulips were poor property. The Darwin tulips sold better, but did not clean up. As with other offerings the great quantity of tea roses thrown on the market April 15, created a surplus. Columbia may be said to have ranged from \$4 and \$5 per 100 for No. 2, to \$25 for the best. A few of the finest Premiers went as high as \$40 per 100, and special Scott Keys at \$60 to \$75. There was an abundance of white roses. Special American Beauty went at the rate of \$100 to \$125 per 100; cattleyas, according to variety from \$9 to \$24 per dozen; gardenias, \$2 to \$6 per dozen. Considering the great stock of them on the market, nothing sold better than sweet peas, good long stemmed flowers reaching \$4 per 100. It is unnecessary to enlarge on the cut flower situation, the duldest mind can grasp it. Whether there is a shortage or surplus, prices are always raised for a holiday trade. The retail stores having large stocks of plants are bound to push them and buy as few cut flowers as possible while the plants last. On the whole, considering as we have said, all the conditions, the wholesalers have no reason to complain. Turning to the retail stores, we found that those on the main thoroughfares, as Fifth avenue, Broadway, and Madison avenue had good plant trade with prices about the same, but in some instances a little lower than last year. In the sections of the city where there is a large percentage of non-professional working people, we believe that the trade was to some extent, disappointing. "Mushroom" shops for the sale of plants sprang up all over the city, vacant stores being temporarily leased. At Union square the annual outdoor Easter market was doing a lively business all day Saturday and a great quantity of stock was sold, much of it, of course, of inferior quality, but it went nevertheless. Sunday was an ideal day as to weather, bright

Gold Letters and Scripts

Best and cheapest on the market

Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

sunshine and bracing air. In the forenoon the retail establishments were generally crowded with customers. Many of the purchases were small, but they helped to swell the receipts. The wholesalers kept open all of the night of April 15 and until noon of the holiday. There was a fair trade on Saturday night, but little doing on Easter.

April 17.—Arrivals this morning were rather light and fresh stock is holding up fairly well. There is a considerable surplus left over from last Saturday, which is going cheaply. A surprise feature of the Easter trade was the fall down of white roses, there being thousands unsold. Lily of the valley, which had scarcely moved for some time, went well at the holiday, the best bringing \$15 per 100. Latest reports from all parts of the city, Newark, N. J., and other neighboring towns indicate that business was generally good.

CENTRAL PARK AS AN EXHIBITION PLACE.

Quite a genteel row is going on in our city over the proposal of the National Society of Sculpture to hold an exhibition of its wares on the meadow in Central park. It is said that Park Commissioner Gallatin favors the scheme. It is proposed to exhibit 50 to 100 pieces of park statuary on the meadow and the plan includes cutting paths to enable the people to "keep off the grass." It is certain that it will be impossible to place any statues in the park that are uglier than some that are already there. But that is not the point in dispute. Wm. R. Wilcox, a former park commissioner, has voiced the sentiments of the opponents of the scheme, in saying: "If Central park is to be a general exhibition ground for everything that is good in this city there will be no end to it. If this exhibition is allowed it will be the first time in the history of Central park that such a thing has been done. The moment you step over the line Central park is doomed."

NOTES.

There is a general sentiment of regret in the wholesale district over the passing away of John I. Raynor. Though not in business of late he was always a welcome visitor. Further particulars will be found in the obituary column.

Just before Easter, Doyle & Booth moved to 116 West Twenty-eighth street, where they occupy much larger space than at the old stand. They seemed to have good business in orchids and gardenias.

Geo. Hildenbrand, in the Eighteenth street market, recently formed a partnership with Emil Bartels, the style of the business being Hildenbrand & Bartels. We wish them abundant success.

Calling at the store of Malandre Bros., we found them well sold out of plants and it was stated that their cut flower business had been good.

At the shop of George D. Nicholas, Seventh avenue and 123d street, there was every evidence of a fine business.



1921—Established 1887

J. K. ALLEN, 43 W. 18th St. N. Y. CITY

Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street. Solicits Roses, Carnations, Valley, Orchids. Best facilities for handling. Highest prices. Quick returns. Prompt payments.

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WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Watkins
 31 and 43 W. 18th St., New York

A favorable report on the holiday trade was received from Peter Theopine of the Boulevard Floral Co., Broadway and 86th street.

Frank H. Traendly expressed no dissatisfaction with the Easter business. He stated that they were pretty well cleaned out.

Chris E. Zervakos, whose two stores, 536 Columbus avenue and 1294 Madison avenue, were finely stocked, reported a good trade.

Manager Scott of Wadley & Smythe, Fifth avenue at 42nd street, stated on Easter eve that their business had been excellent.

It was reported from the C. A. Dard's store that they sold out in plants and had a good cut flower business.

A fine holiday trade was enjoyed by the Colonial Florist, Broadway at 157th street.

Stephen Masur, a prominent Brooklyn retailer, reported a fine business.

Miss Flora Lins, 368 Lexington avenue, reported a clean up for Easter.

The Olympia Florist had a fine business in plants and cut flowers.

A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26th STREET

New York City

Telephones:
3864 and 3158 Watkins**William Mackie**

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31 and 43 W. 18th St., NEW YORK

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All the New and Standard Varieties of
Roses, Violets, Carnations, Valley, Lilies, Etc.

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Telephone: 2046 Watkins

Mention the American Florist when writing.

Wholesale Flower Markets

NEW YORK, April 19.		Per 100
Roses, Beauty	\$ 4.00 @	\$100.00
" Premier	4.00 @	25.00
" American Legion ..	3.00 @	25.00
" Crusader	4.00 @	40.00
" Golden Ophelia ..	3.00 @	10.00
" Columbia	4.00 @	15.00
" Pilgrim	4.00 @	12.00
" Hadley	4.00 @	40.00
" White Killarney ..	2.00 @	6.00
" Dbl. Wt. Killarney ..	4.00 @	12.00
" Dunlop	4.00 @	15.00
" Aaron Ward	4.00 @	10.00
" Ophelia	4.00 @	15.00
" Scott Key	8.00 @	60.00
" Sunburst	4.00 @	12.00
" Mdm. Butterfly ..	4.00 @	15.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus, per bch..	.25 @	.75
Carnations	6.00 @	8.00
Carnation Laddie	8.00 @	10.00
Cattleyas	50.00 @	175.00
Daisies, Yellow	.50 @	3.00
Gardenias, per doz.	.75 @	4.00
Gladiolus, per doz.	1.50 @	2.00
Iris, per doz.	1.50 @	2.00
L. Rubrum	8.00 @	15.00
Leucothoe, per 1,000 ..	5.00 @	7.00
Lilies, White	12.00 @	15.00
Lily of the Valley	4.00 @	8.00
Mignonette, per doz.	.50 @	.75
Snappdragons, per doz.	.50 @	.75
Smilax, doz. strings	3.00 @	4.00
Galax, green and bronze, per 1,000	1.50 @	2.50
Ferns, per 1,000	2.00 @	2.50
Violets	.25 @	.50
Sweet Peas	.50 @	3.00
Callas, per doz.	2.00 @	3.00
Tulips, per doz.	.35 @	.40
" Darwins, per doz.	.75 @	1.00
Asp. Plumosus, per bunch, southern	.15 @	.50
Narcissus, yellow	.35 @	.75

Frank H. Traendly

Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

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Orchids, Roses, Carnations, and all the
other best products of the leading growers.

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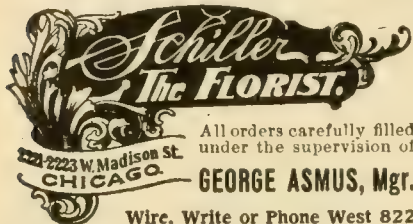
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Mail and Telegraph orders carefully filled.

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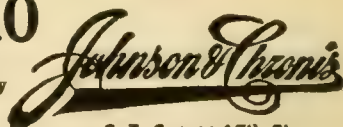


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Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO.



745 Buckingham Place
L. D. Phone, Buckingham 1000

Send us your retail orders
We have the Best Facilities in the City
No Branch Stores, Established 1857

Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

Minneapolis, Minn.

ADAMS, FLORIST

The House of Roses

STATE THEATER BUILDING.
Eleven South Eighth Street

Mention the American Florist when writing.

SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central
part of Nevada and Idaho

Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing.

Randolph & McClements

Floral Experts
5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico.
No orders too large, none too small.

Mention the American Florist when writing.

CHICAGO.



77-79 E. Madison Street

Mention the American Florist when writing.



FROM NEW YORK EXCEPT AS NOTED.

April 24.

FROM PHILADELPHIA, Barbadian, I. M. M.
Lines (Hamburg-London).

April 25.

Eglantier, Belgian Line (Antwerp).
Arabic, I. M. M. Lines (Mediterranean).
Maurentania, Cunard-Anchor Line (Caer-
bourg-Southampton).
Ideffjord, Norwegian-America Line (Trond-
hjem-Bergen-Stavanger-Helsingfors).
FROM BOSTON, Mississippi, I. M. M. Lines
(Antwerp).

FROM PHILADELPHIA, Ohio, French Line
(Bordeaux-Havre).

April 26.

Paris, French Line (Havre).
Manchuria, I. M. M. Lines (Hamburg).
Scythia, Cunard-Anchor Line (Liverpool).

April 27.

Rochambeau, French Line (Havre).
FROM BOSTON, Mitonian, I. M. M. (Man-
chester).

April 28.

Bergensfjord, Norwegian-America Line
(Kristiana).
FROM HAMPTON ROADS, I. M. M. Lines
(Antwerp-Hamburg).
FROM NEWPORT NEWS, Soestdyk, Hol-
land-America Line (Rotterdam).

April 29.

New Amsterdam, Holland-America Line
(Rotterdam).
California, French Line (Dunkirk-Bordeaux).
Celtic, I. M. M. Lines (Liverpool).
Montauk, I. M. M. Lines (London).
Archimedes, I. M. M. Lines (Manchester).
Zeeland, I. M. M. Lines (Antwerp).
Vasconia, Cunard-Anchor Line (London).
Cabotia, Cunard-Anchor Line (Glasgow).
Porto Rico, Porto Rico Line (San Juan).
FROM BOSTON, Valacia, Cunard-Anchor
Line (London).
FROM BOSTON, Barbadian, I. M. M. Lines
(Hamburg-London).
FROM MONTREAL, Cornishman (Avon-
mouth-Liverpool).
FROM BOSTON, Canopic, I. M. M. Lines
(Liverpool).
FROM PHILADELPHIA, River Araxes, Cun-
ard-Anchor Line (Gibraltar-Constantinople-
Salonica).

ENGLAND

You can "Say It
With Flowers"
to anyone in
the British Isles
through Bees'
Flower Service.



Steamers arriv-
ing at or leaving
any port can be
served at a few
hours' notice.

(Members
F. T. D.)

Bees Ltd
Bold Street
LIVERPOOL

(Members
F. T. D.)

Ft. Wayne, Ind.

Flick Floral Co.

Ft. Wayne's Largest Up-
to-date Cut Flower
Store.

Fresh Cut Flowers and Plants
From Our Own Greenhouses.

Personal Attention to all orders.

CHICAGO

75 E. Adams St.



Member of Florists' Telegraph Delivery.

ROCHESTER, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Member of Florists' Telegraph Delivery.

Milwaukee, Wis.



Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central
Pennsylvania.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

**KANSAS CITY,
MISSOURI.**

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

Mention the American Florist when writing.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

OMAHA, NEB.

**Hess & Swoboda
FLORISTS**

1415 Farnum St.

PHONES
1501 and 11582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9364 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists Filling Telegraph Orders.

Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Brettmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunne.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August F. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Minneapolis, Minn.—Adams, Florist.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Myer, Madison Ave., at 53th St.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosalia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

**SEATTLE, WASH.
HOLLYWOOD GARDENS**

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

Mention the American Florist when writing.

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

FOR ST. LOUIS

WIRE

Grimm & Gorly

Mention the American Florist when writing.

**LITTLEFIELD, Florist
WORCESTER, MASS.**

Mention the American Florist when writing.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

**GRAND RAPIDS, MICH.
GRAND RAPIDS FLORAL CO**

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
BEST IN THE MARKET
AT REASONABLE PRICES
Plant Specialists

Phones:
Rhinelander
107-420-775

Members of Florists' Telegraph Delivery.
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Bronx, New York City
Fordham Florist
421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK. Telephone Audubon 6613
Established 1906
Olympia Florist
(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS
South Jefferson Street
Elks' Building
Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER
Mention the American Florist when writing.

426
Madison Ave.,
NEW YORK

LOUISVILLE, KY.
AUGUST R. BAUMER
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

PITTSBURGH, PA.
A.W. Smith Co.
KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.
Middlemount Gardens
Members F. T. D. Association.

Mention the American Florist when writing.

LA CROSSE, WIS.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Mention the American Florist when writing.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.
Malandre Brothers
2077 Broadway, near 72nd St.
Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

NEW YORK.
BROADWAY FLORIST
2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing.

WASHINGTON, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing.

FREY & FREY
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

Kansas and Western
Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service



Randall's Flower Shop

22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepoint

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

MICHIGAN.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



DARDS

341 Madison Ave.
Opp Hotel Biltmore
New York

Fifty Years
Exacting
Fulfillment.



Mention the American Florist when writing.



Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

*Every order receives prompt and careful
attention.

Mention the American Florist when writing.

BROOKLYN, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

Eleven Stores

Main Store—Lewis Ave. Cor. Hancock St

Telegraph orders delivered to all parts of
New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Orders in or around Washington, D.C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing.

Nashville, THREE
STORES
Chattanooga
and Atlanta

MEMBER
Florists'
Telegraph
Delivery



Mention the American Florist when writing.

New York



44 Carmine Street
Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago

Congress Flower Shop

CONGRESS HOTEL

520 South Michigan Ave.

Mention the American Florist when writing.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



New York's
SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.
WELCH'S Flower Shop
Also Store at New Britain, Conn.
Established 1885
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

Colorado Springs, Colo
Wholesale and Retail
Pikes Peak Floral Co.
Orders Carefully Executed
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

DENVER, COLO.
The Park Floral Co.
J. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Mention the American Florist when writing.

KANSAS CITY, MO.
A. Newell FLORIST
Established over 30 years.
Southwest corner of 11th and McGee Sts.
Mention the American Florist when writing.

WASHINGTON D. C.
Gude's'
Members of Florists' Telegraph Delivery
Mention the American Florist when writing.

ST. LOUIS, MO.
F H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

Seattle-Rosala Bros. Finest floral studio in Northwest. Member F.T.D.
Mention the American Florist when writing.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.
Mention the American Florist when writing.

ROANOKE, VA.
FALLON, Florist.
Mention the American Florist when writing.

Washington, D. C.
GEO. H. COOKE FLORIST
Connecticut Avenue and L Street
Mention the American Florist when writing.

IN THE HEART OF Newark, N. J.
The Rosery Floral Co.
167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

BROOKLYN, N. Y.
HUGO H. JAHN —FLORIST—
710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.
Mention the American Florist when writing.

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing.

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season.
Mention the American Florist when writing.

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.
Mention the American Florist when writing.

LEWIS HENDERSON, Florist
1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 Vose Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Chicago, June 19-20, 1922.

FAIRBAULT, MINN.—Hadley P. Bell has purchased the entire interests of the Bell Seed & Produce Co.

C. C. MASSIE, of Northrup, King & Co., Minneapolis, Minn., has returned from California, having left his family there.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade this week were as follows: Timothy, \$5.25 per 100 pounds; Red Clover, \$15 to \$22.

PRICES of bags at Chicago, April 19: Anchor, 16 oz., \$30.00 per bale, in bale lots or over; Royal River, 16 oz., \$30; National, 16 oz., \$30; Crown, 12 oz., \$25.

MILWAUKEE, WIS.—The Cream City Seed Co. has been incorporated with a capital of \$5,000. Alfred L. Rosenberg, Palagia Rosenberg and Jos. P. Zielinski, are the incorporators.

A WASHINGTON special to the New York World says the new tariff, known as the Fordney-McCumber bill, is conceded to be the most unsatisfactory tariff bill ever written.

ONION SETS in the Chicago district advanced sharply last week, and whites and yellows are selling this week at \$4.00, reds, \$3.00. It is freely predicted whites and yellows will go to \$5.00 before the close of the season.

EDWIN D. BUELL, receiver in the bankruptcy case of the Everett R. Peacock Co., Chicago, says he is still unable to give any information as to assets and liabilities. For the information of inquirers, Mr. Buell's address is 105 West Monroe street. Telephone, Central 0629.

L. L. OLDS, of the L. L. Olds Seed Co., Madison, Wis., writes April 7: "Our business at the present time is just double that of a year ago in dollars and cents, which you can readily understand is highly satisfactory to us. The tonnage in field seeds compares favorably with our biggest years of 1919 and 1920. We certainly have no kick on this year's business and expect to pay our share of the income tax to the government again this year."

THE A. J. Brown Seed Co., Grand Rapids, Mich., writing April 14, states: "Our observation is that both mail and counter trade throughout the country seems to be in a satisfactory condition. Stocks are cleaning up and business generally is in much better shape than a year ago. We are receiving orders daily for express shipments of peas and beans from all sections of the United States, which, we believe, shows that the trade is running its stocks down to the last bag before making new purchases. We are looking forward to a better business than experienced for many years past."

LONDON, ENG.—Cooper, Taber & Co., Ltd., announce that James Lamb, who represented them in America last year, died in hospital March 18 from tuberculosis of the throat. Their representative this year will be Harry Simpson, who has been for many years in the seed trade and the greater part of the time with this firm.

COLUMBUS, O.—"Mail orders are less in number than in 1921 at this time, but average more in money value," reports the Livingston Seed Co., April 14. "The volume, however, continued satisfactory. Account business is much larger than a year ago and counter trade is excellent in all departments. The canners have purchased a great quantity of tomato seed the past four weeks and we look forward to a good crop of tomatoes. Back yard gardens are proving most popular this year and are a factor in the trade. New recruits fill up the ranks made vacant by the quitters and enthusiasm is running high."

Burpee's Business.

David Burpee, of the W. Atlee Burpee Co., Philadelphia Pa., writes, April 12, as follows: "Our total volume of business throughout the season has been considerably ahead of the same period a year ago, especially since April 1. Trade this month has greatly eclipsed the business of the two preceding years for April and, if it continues proportionately, 1922 will probably be one of the best years we have ever experienced in our history."

"We have noted especially an increased demand for flower seeds. Retail and market garden call for vegetable seeds has gained, but the wholesale demand is more or less irregular."

Peacock Indictment Sought.

That a \$468,000 shortage in the Milwaukee-Irving State bank, Chicago, recently was discovered and made good by bank officials was learned April 18, when it became known that the state's attorney will seek indictments against three former officers of the institution Thursday.

Those against whom the action is aimed are Everett R. Peacock, the founder and first president; Albert Sporereder, also a former president, and

H. W. Anderson, a former cashier. Although others may be involved, these three are said to have caused the loss by lending the Everette R. Peacock Co., seed dealers, at 4013 Milwaukee avenue, Chicago, large sums on doubtful collateral.

State prosecutors and bank officials both state that the bank now is solvent. Those who stand to lose money are the director and officials who underwrote the loss when it was first discovered. The loss, however, is large in comparison with the bank's size. The last report showed that the institution, which is on the northwest side at 4017 Milwaukee avenue, had resources of \$681,642.72.

A complaint of Fred Rathje of the law firm of Rathje, Lawlor & O'Connor, Chicago, representing the bank directors and stockholders, resulted in the story of the shortage becoming public.

"When the shortage was discovered by State Bank Examiner Savage October 6, last year, he called together the directors of the bank," Mr. Rathje told reporters. "They were told that unless it was made good the doors of the bank would not be allowed to open the next morning."

"They produced over \$100,000 in cash and the balance in mortgages and bonds with the exception of \$25,000 on surety bonds, to collect which a suit now is pending. Today the bank has not a dollar in outside obligations, except to its depositors."

"Since that time I have been trying every which way to get the missing money. I even threatened criminal action in hope of getting it. But the men we asked about it merely declared they did not know a thing about it. From the Peacock company and Mr. Peacock I got a number of securities, all of questionable value. We haven't realized anything on them yet, although we may salvage as much as \$50,000, and deeds to three pieces of real estate. We may get \$25,000 or \$30,000 more on various lots of personal property."

"But the loss, made good that night of October 6 before the bank's doors opened October 7, may be about \$400,000."

"Of the loss, \$293,000 is in checks overdrawn by the Peacock company on its account. Then \$60,000 to \$70,000 more is in notes of officers of the company given to cover overdrafts by the

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
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The Best Color Chart.

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Alfred J. Brown Seed Co.

GROWERS OF

Peas and Beans

Grand Rapids, Mich.

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Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower

Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

ROUGED. TRUE-TO-TYPE

Pea and Bean Seed

G. Willett Warren

WHOLESALE SEED GROWER

519 Oakland Bldg., LANSING, MICH.

LANDRETH

Seeds Which Succeed

Bloomdale
Farm

BRISTOL, PA.

company. We are going to try to indict every officer of that company as well as Peacock, Anderson and Spordeder."

Western Cannery Association.

The thirty-eighth annual meeting of the Western Cannery Association was held at the Hotel Sherman, Chicago, April 14-15, with a good attendance and an elaborate programme. Outside of the local seed dealers, however, there were comparatively few representatives of the seed trade in attendance on this occasion, which would indicate a healthier condition in the cannery seed business than has obtained for some time past.

Roy Clark, Beaver Dam, Wis., was elected president, and John H. Lee, Chicago, secretary-treasurer.

New York Seed Bill Vetoed.

Marshall H. Duryea, of the Nungesser-Dickinson Seed Co., New York, writes as follows April 17: "As a result of a hearing given the New York seedmen before Governor Miller, April 4, Senator Ferris' Seed Bill, No. 751, was vetoed by the governor, Friday, April 14."

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, April 1, 1922, as given by the government market reporter of April 8, 1922:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	\$7.25	\$53.00	\$24.00	\$25.00
Baltimore	6.90	50.00	22.50	24.00
Richmond	7.65	49.00	24.00	26.00
Buffalo	7.00	50.00	24.50	25.00
Toledo	6.55	53.00	26.00	24.15
Louisville	7.00	51.00	25.00	24.75
Chicago	6.85	55.00	23.00	24.00
Minneapolis	6.40	52.00	25.00	25.50
St. Louis	6.75	60.00	24.00	23.00
Kansas City	6.50	55.00	25.00	22.00
Denver	7.75	50.00	25.00	24.00
Salt Lake City	7.75			
Average for the United States same date:				
1921	\$6.80	\$29.30	\$15.10	\$20.05

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America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

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Lawn Seed to the Trade

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CARROT-CELESTY-ENLIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

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Wholesale Price List for Florists and
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W. Atlee Burpee Co.
Seed Growers Philadelphia

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Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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231-235 W. Madison St., Chicago

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Gladiolus and Petunias

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at your disposal. Contract growers for the
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list for both SPOT and FUTURE require-
ments.

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KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

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Kenilworth
N. J.

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Grown for the Wholesale Seed Trade

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Garden, Field and Flower Seeds
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Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
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ASPARAGUS
PLUMOSUS
NANUS

VAUGHAN'S
SEED STORE
CHICAGO NEW YORK

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Asparagus Plumosus Nanus

NEW CROP SEED

Price Per 1000 Seeds.....\$2.50

10,000 lots ... @ \$2.25 per 1000

50,000 lots.... @ 2.00 per 1000

APRIL IS THE BEST MONTH
for sowing; give bottom heat.

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WATKINS & SIMPSON

(LTD.)

recommend their pedigree
strains of

CHOICE FLORISTS' FLOWER SEEDS

Write for Illustrated Catalogue to

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KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

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Wholesale Seed Growers

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Specialties:

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German type for forcing. Case lots only
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GLADIOLUS BULBS, best commercial varie-
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Write for prices on business stationery,
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PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, As-
paragus, Rhubarb, Celery, Spinach, Beet,
Onion, Beans, Cabbage, Cauliflower, Sweet
Corn and Vine Seeds.

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American Florist Co.

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CANNA PLANTS

Standard Varieties, \$8.00 per 100

NOW READY
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Vaughan's Seed Store
CHICAGO **NEW YORK**

A Fair Line Dormant Roots Still Available.

Henry Fish Seed Co.
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Box 543, San Jose, Calif.

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Novelties and Seedlings a Specialty!

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& SONS **SUPERIOR BULBS**
61 VESEY ST., N.Y. CITY.
Hillegom, Holland. Ollioules, France.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1932.

DANSVILLE, N. Y.—Wm. Bacon has entered business with his father, Edw. Bacon. The firm has planted nearly 500,000 trees this year.

POUGHKEEPSIE, N. Y.—The Poughkeepsie Nursery Co. recently purchased a farm near its new location on South road, 10 miles from this city. Planting will probably be commenced this season.

MILWAUKEE, WIS.—Fourteen miles of streets have been planted to trees this year by the city forestry division of the park board, consisting of 2,000 elm and 500 maple, two inches in diameter.

BRENTWOOD, CALIF.—The Kirkman Nurseries recently purchased 250 acres of irrigated land near this city, costing \$68,750, and will establish a nursery in the near future. They have also purchased 166 acres, formerly owned by R. E. LeMain, near here.

HARRISBURG, PA.—The state department of forestry is planning to operate a nursery on the Bellefonte-Lewiston road, in the near future with a capacity of 12,000 to 15,000 young trees for free distribution to municipalities and public institutions of Pennsylvania.

INDIANAPOLIS, IND.—The Co-operative Nursery & Landscape Association has been organized in this city, with Lloyd A. Pottenger, president, formerly of the Kankakee Nursery Co., Kankakee, Ill. The association will act in an advisory capacity and furnish landscaping service and nursery stocks to its members at cost. E. B.

A CONFERENCE advocating reforestation in the middle west was held under the auspices of the Union League Club, Chicago, April 19-20, during Forest Protection Week, which is in accordance with a proclamation issued by President Harding. United States representatives from Michigan, Minnesota, Wisconsin, Iowa, Missouri, Illinois, Indiana and Ohio were in attendance.

Trees Planted by Chicago's Schools.

Two hundred and twenty school grounds of Chicago and Cook county, Ill., were planted with that number of trees, April 7, by pupils with appropriate exercises, under the "Plan to Plant Another Tree," movement recently inaugurated by the Illinois Nurserymen's Association. An average of 150 people attended the exercises at each institution and it is estimated that there were 33,000 interested spectators at the ceremonies throughout the county on that day.

During May a tree census will be taken by the pupils in Cook county.

Tree Tract Sets Record.

Olney, Richland Co., Ill.—The part of the world above the tropic of cancer, which includes the north temperate zone contains no other known plot of ground to equal the record of 18 acres of Richland county, near here, accord-

ing to Dr. Robert Ridgeway, its owner. "Bird Haven," he says, "boasts a greater variety of trees than any other 18 acres in that vast expanse.

"Nearest that record," Dr. Ridgeway said, "is that of a much larger area in Japan, near Sapporo, central Yezo, where 62 kinds of trees are growing. Bird Haven, Dr. Ridgeway's records show, has 70 native species and varieties growing naturally.

Street Trees.

Oaks are considered by the United States Department of Agriculture to be the best trees for street planting. It is probable that oaks have not been more widely planted because of the prevalent belief that they are slow growers, and because in the north they are rather difficult to transplant. A white oak, however, which is one of the slow-growing kinds, will reach the same height as a sugar maple in the same period of time, and maples have been used much more widely than oaks for street ornamentation, despite many unsatisfactory characteristics.

A new farmers' bulletin, No. 1208, "Trees for Town and City Streets," by F. L. Mulford, horticulturist, issued by the department at Washington, D. C., describes in detail the various oaks for street use in different regions, as well as about 100 other trees or varieties. Elms are given second place in desirability for city streets, and sycamores third. Maples are considered less desirable than has been generally supposed. Except the Lombardy poplar most varieties of poplar are not recommended.

The bulletin, which is available upon application to the department, contains a regional map of the United States and indicates which trees flourish best under the climatic conditions of each region.

Tree Seedlings for Europe.

As one method of sowing international good will, the supply of tree seedlings and seeds by America to Great Britain and the war-devastated countries of Belgium and France has not obtained a quarter of the notice in the press which it deserves. Yet American spruces and firs in particular are springing up by the thousands in England, and along the Caledonian canal in Scotland, where American submarine-chasers were wont to mobilize during the war period. They are also to be seen in the Ardennes on the fringe of the Belgian industrial area; while they will form a prominent feature of the 2,000,000 acres which France must re-afforest.

One of the first areas to be seeded in France was the Chemin des Dames district, where only charred stumps of the thick forests remained. But now American seedlings carpet the slopes. They are furthermore at Coucy-le-Chateau, at Valenciennes, Lille and Hirson. The Irish Free State also has a wonderful showing. But when all has been said and done, and the nature of this splendid monument to the partnership of America with the allies is considered, it would be well if Americans gave more attention to their own needs of reafforestation.

Arbor Day.

This year is the fiftieth anniversary of Arbor Day. Since its inauguration we have passed safely through many crises, of which the last threatened to jeopardize the cause of liberty throughout the world. Let us all therefore make every effort to celebrate the occasion with proper spirit and a sincere thankfulness to the providence of God. Too many demoralizing influences are at work these days among our young people, and young minds are far more plastic than in later years. Nothing is more wholesome than a love of nature, and a child who has an interest in trees and flowers can never go far wrong. We can each year contribute to good citizenship and a clean moral tone throughout the country by a serious, thoughtful, and appropriate observance of Arbor Day.—Brooklyn Botanic Garden Leaflet.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$2.25.

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HARDY ENGLISH IVY

2-inch, \$2.75 per 100, \$25.00 per 1000.
3-inch, 3.75 per 100, 35.00 per 1000.

Good, bushy plants in 4-inch pots, tied up 2-inch stakes, \$4.50 per doz., \$25.00 per 100.

CHRYSA POMPON CHRYSANTHEMUMS

Good assortment of cut flower sorts, listed in our March price list. 2-inch, \$2.75 per 100, \$25.00 per 1000.

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, \$3.60 per doz., \$25.00 per 100; 5-inch, \$5.40 per doz., \$40.00 per 100; 6-inch, \$8.00 per doz., \$60.00 per 100.
Holly and assorted Table Ferns, heavy 3-inch stock, \$1.00 per doz.; \$6.00 per 100; \$55.00 per 1000.

March Price List Ready.

R. VINCENT, Jr. & SONS CO.
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Sound Bulbs of Highest Vitality From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness.

Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, OVERVEEN, HOLLAND, or to

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Transplanted Evergreens

Strong, heavy and well rooted. Prices listed are 100 rate. Send for 1,000 rate prices.

	Abies (Fir)	Inch	Each
1000	Douglassi	6-8	\$0.13
2000	Tsuga Canadensis	6-8	.18½
	Juniperus (Juniper)		
1200	Canadensis	8-10	.20
750	Horizontalis	6-8	.32½
2000	Virginiana	12-18	.25
	Picea (Spruce)		
2000	Excelsa	12-18	.17½
1250	Pungens	8-10	.16½
	Pinus (Pine)		
500	Austriaca	8-10	.22½
900	Sylvestris	10-12	.20
	Taxus (Yew)		
700	Cuspidata	6-8	.35
	Thuya (Arbor Vitae)		
1200	Occidentalis	12-18	.20
500	Siberica	10-12	.50
6000	Pyramidalis	10-12	.45

Each x indicates one transplanting. 50 of the same variety and size at 100 rate. 500 at the 1000 rate.

HILL'S BOXWOODS

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.

BOXWOOD—	Each
Ball Shaped, 14x14 inches, B&B	\$3.50
Ball Shaped, 16x16 inches, B&B	4.25
Ball Shaped, 18x18 inches, B&B	5.50
Ball Shaped, 24x24 inches, B&B	6.50
Pyramid Shaped, 2½ feet, B&B	4.50
Pyramid Shaped, 3 feet, B&B	6.50
Standards—Stem, 14 inch, Crown, 16 inch, B&B	6.50
B&B signifies Balled and Burlapped.	

Hill's Specimen Evergreens

Balled and Burlapped (B&B)	Feet	Each
Prices quoted apply to 5 or more of a single variety and size.		
75 Tsuga Canadensis	3-4	\$ 3.50
200 Juniperus Virginiana	2-3	2.50
100 Juniperus Glauca	2-3	3.50
250 Pinus Mugho Compacta	1-1½	2.00
200 Thuya Pyramidalis	2-3	2.50

Deciduous Lining Out Stock

	Inch	Each
5000 Acer Platanoides	6-8	\$0.05
2000 Berberis Thunbergii	4-6	.03½
500 Crataegus Punctata	6-10	.08½
4000 Juglans Nigra	12-18	.03
1000 Ligustrum Iboia	12-18	.05
500 Liriodendron Tulipifera	18-24	.05
500 Pachysandra Termin.	4-6	.07
4000 Quercus Palustris	6-10	.07
8000 Quercus Rubra	10-12	.05½
2000 Rosa Canina	10-12	.01½
5000 Spirea Van Houttei	12-18	.05
5000 Symporicarpus Alba	12-18	.03
500 Tilia Americana	12-18	.09
500 Viburnum Dentatum	10-12	.09

Transplanted Shrubs and Vines

	Feet	100
100 Cornus Paniculata	1½-2	20.00
150 Cotoneaster Acutifolia	2-3	32.50
500 Ligustrum Amurense	2-3	25.00
125 Philadelphus Coronarius	2-3	25.00
75 Spirea Froebelli	1-1½	25.00
50 Spirea Opulifolia	2-3	20.00
500 Spirea Van Houttei	2-3	25.00

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THE D. HILL NURSERY CO., Inc., Box 404 **DUNDEE, ILL.**

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Some Excellent Stock

	Per 100	1,000
50,000 2-in., Geraniums, Ricard		
Poitevine, Nutt, Montmort,		
Perkins, Viand, Buchner, etc.	\$5.25	\$50.00
2½-in., Heliotropes, 3 varieties	4.00	38.00
2½-in., Marguerites, 3 varieties	5.00	45.00
2½-in., Stocks, 2 varieties	3.25	30.00
2½-in., Calendula Orange King	3.00	28.00
Also abundance of other stock.		
Liberal extras for early orders.		

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Wholesale Florist, Washington, New Jersey

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"American Pillar" and nearly every other good hardy climber.

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Wholesale Bulb Grower
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R. A. Vanderschoots' bulbs will increase your friends and your profits.

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Sweet Pea and Nasturtium Specialists.

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ASTERS, ZINNIAS AND SWEET PEAS, NASTURTIUMS, STOCKS, VERBENAS AND OTHER FLOWER SEEDS. ALSO VEGETABLE SEEDS.

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Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

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WHOLESALE GROWERS

Select Stocks of Flower Seeds.

Sweet Pea and Nasturtium in Variety.

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Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich. Treasurer.

NEW YORK.—Carloads of radishes, lettuce, spinach and other vegetables sent here for the trade the week before Easter, arrived in such poor condition that the jobbers refused to accept them. Railroads were forced to sell the shipments for less than freight charges in an effort to reduce their losses, according to a statement by the state board of farms and markets. The warm weather early in the week was blamed.

Prices of Indoor Fruits and Vegetables.

Chicago, April 18. — Cucumbers, per crate, \$3.50 to \$5; lettuce, per box, 35 cents; carrots, \$1.65 to \$1.75 per bushel; cabbage, \$1.75 to \$2 per crate; cauliflower, per pony crate, \$2.25 to \$2.40.

New York, April 14.—Cucumbers, \$1 to \$4.25 per basket; radishes, per 100 bunches, \$1.50 to \$2.50; tomatoes, per crate, \$2 to \$3; lettuce, per crate, \$1.50 to \$3.50; beets, per hamper, \$1.50 to \$2.25; cauliflower, \$1.50 to \$2.50 per dozen.

Vegetable Movement.

The advancing season brings steady increasing supplies from the early truck crop regions. These now make up more than one-half the car lot movement of fruits and vegetables. Apples and old potatoes are less in volume each week and comprised a little over two-fifths of the shipments of nearly 10,000 during the week ending April 15. As compared with a year ago, most lines are coming in heavier volume, and the total of 11 leading fruit and vegetables is nearly one-fourth greater. The general tendency of the markets was toward lower prices, with quite severe declines in cities where arrivals were heavy.

Fruit and Vegetable Crates.

Standardization of fruit and vegetable crates and boxes is contemplated in a nation-wide survey of the box-making industry now being made by the United States Department of Agriculture. The importance of the manufacturer's position in the standardization of a particular container or type of container is fully recognized by the department, and the first step in the survey is directed toward securing the views of manufacturers. They are being requested by the department to furnish it with the material specifications for all fruit and vegetable crates and boxes made in their factories. The request applies only to containers for fresh fruits and vegetables and not to those for canned goods. This information will include the inside dimensions of crate or box, complete material specifications including gross dimensions for each piece and the footage, the kinds of lumber used in making crates and boxes, the number and sizes of nails used, and the weight of empty crates or boxes.

Selling price f. o. b., wholesale and retail for the current season, the number of pounds or number of units of the commodity that the crate or box

is designed to hold, the annual output of the factory for each type of container, and the section or sections of the country in which specified types of containers are used, as well as the names of large shippers using such containers are also requested. The information covered by the last two points is desired so that the department may have a more comprehensive idea of the containers used in the different sections, the source of supply for each section, and in order that any points for discussion may be taken up with the shippers direct. All information received by the department will be regarded as confidential.

In outlining the department's plans, H. W. Samson in charge of the standardization work said: "We feel that the work of standardization should proceed cautiously and along sound lines. To do so it must be based upon full information and hearty co-operation from those concerned. A full and frank discussion of the standardization of containers will be welcomed by the department."

Mr. Samson also voiced the department's gratification at the co-operation received from package manufacturers in the past and said that, in the five years during which the standard containers act has been in effect there has been only one known instance of flagrant violation.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, \$1.00.

American Florist Co.

440 S. Dearborn St.,

Chicago.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

GERANIUMS

Our selection at this time.

From 2-in. pots \$3.50 per 100, \$35 per 1000

DRACAENAS, Strong, 2-in. \$4 per 100

SMILAX, 2-inch, \$3.00 per 100

Also Coleus and Rex Begonias

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

Adrian, MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Seasonable Stock

READY NOW

Buddleia Asiatica, 2½ inch, \$5.00 per 100.

Fuchias. Avalanche, Black Prince, Mrs. E. G. Hill, Speciosa, 2½ inch, \$5.00 per 100; 3 inch, \$10.00 per 100; 4 inch, \$20.00 per 100.

Petunia, double named varieties; Gertrude, light pink; Snowball, pure white. 6 other distinct varieties, 2¼ inch pots, \$6.00 per 100, \$50.00 per 1000.

Heliotrope, Jersey Beauty and Florence Nightingale, good purples, 2¼ inch, at \$5.00 per 100, \$45.00 per 1000.

Asparagus Sprengerii, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Asparagus Plumosus, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Gracilis Luminosa, Prima Donna, Erfordia, Superba and Mignon, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, Argentea, Guttata, Sandersoni and Alba Picta, 2¼ inch, \$8.00 per 100.

Boston Fern and Teddy, Jr., 2¼ inch, \$6.50 per 100, \$60.00 per 1000.

Plumbago Capensis and Capensis Alba, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus Sprengerii, 2½-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$25.00; 6-inch, per 100, \$35.00. Plumosus, 2½-inch, per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengerii, strong seedlings, per 1,000, \$6.00. Cash with order please. GUSTAV TEMPEL, Box 159, National City, Calif.

Asparagus plumosus, 2½-in., \$6.00; 3-in., \$10.00; 4-in., \$15.00 per 100. Vaughan's Seed Store, Chicago and New York.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus. 3-in. Asparagus Sprengerii, each 7c. EDGAR EASTERDAY, Nokomis, Ill.

ASPLENIUM.

Asplenium Nidus Avis (Birdsnest Ferns), good, strong, healthy stock, 3-in., 35c; 4-in., 60c; 5-in., \$1.00. Packing material charged at cost. WM. K. HARRIS, 56th and Springfield Ave., Philadelphia, Pa.

ASTERS

Asters. Vaughan's. For varieties and prices see display advertisements elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Asters, Queen of the Market, transplanted, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

BEGONIAS.

Begonias. Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100; \$50.00 per 1,000. R. Vincent, Jr. and Sons Co., White Marsh, Md.

Begonias. Fine 2½-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

Begonias. Tuberous rooted, separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1,000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1,000, \$140.00. S. S. Skidelsky & Co., 50 Park Place, N. Y.

BOUGAINVILLEA.

Bougainvillea. Glabra Sanderiana. 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

HILL'S BOXWOOD
Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.

Boxwood	Each
Ball shaped B & B 14x14 in.	\$3.50
" " B & B 15x16 in.	4.25
" " B & B 15x18 in.	5.50
" " B & B 24x24 in.	6.50
Pyramid shaped B & B 2½ ft.	4.50
" " B & B 3 ft.	6.50
Standards, B & B, stem 14 in., crown 16-in.	6.50

THE D. HILL NURSERY CO., INC.
Dundee Box 404 Ill.

BULBS.

Bulbs. Surplus stock; money returned if sold out.

5-7-in. Caladium bulbs. Per 100.....\$3.00
7-11-in Caladium bulbs. Per 100..... 8.00
H. W. PETERSON
Poplar Bluff Mo.

Bulbs. Gladiolus, canna, tuberose, Japanese lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Hyacinths, tulips, iris, daffodils, crocus, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

Bulk. Hyacinths, tulips, iris, daffodils, crocus, etc. De Graaff Bros., Ltd., Noordwyk, Holland.

BUDDLEIA.

Buddleia, white, pink and lilac, 2½-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

Buddleia Asiatica, 2½-in., \$5.00 per 100. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand.	Now ready.
	100 1000
Matchless	\$4.00 \$35.00
Miss Theo	4.00 35.00
Nebraska	5.00 40.00
Enchantress	4.00 35.00
Ward	5.00 40.00
Harvester	8.00 70.00
White Wonder	5.00 40.00
Bernice	5.00 40.00
Aviator	5.00 40.00

Cash with Order.
PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

HERE'S A BARGAIN!

Fine plants out of soil. Ready for planting.
100 1,000
White and Pink Enchantress..\$4.50 \$40.00
Rosette

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100 1,000
Mrs. C. W. Ward.....	\$3.50 \$30.00
Matchless	3.50 30.00
White Enchantress	3.00 25.00
Pink Enchantress	3.00 25.00
Rosette	3.50 30.00
Laddie	12.00 110.00

WIETOR BROS.
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock, ready for immediate delivery.

	100 1000
Marigold	\$5.00 \$40.00
White Chieftain	5.00 40.00
Halliday	5.00 40.00

PETER REINBERG, INC.,
Wholesale Florists.
30 E. Randolph St., Chicago, Ill.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100 1000
Chas. Razor (white).....	\$3.00 \$25.00
Richmond (yellow)	3.00 25.00
Roman Gold (yellow).....	3.00 25.00
Pink Chieftain (pink).....	3.00 25.00
Intensity (maroon)	3.00 25.00
Marigold (yellow)	3.00 25.00
Ocotonto (white)	3.00 25.00
Early Frost (white).....	3.00 25.00
Seldewitz (pink)	3.00 25.00
Rose Perfection (pink).....	3.00 25.00
Smith's Ideal (white).....	3.00 25.00
Golden Queen (yellow).....	3.00 25.00
White Chieftain (white).....	3.00 25.00
Thanksgiving Pink	5.00 50.00

POMPONS.

L. Doty (light pink).....	\$3.00 \$25.00
Buckingham (pink single)....	3.00 25.00
Godfrey (late pink).....	3.00 25.00
H. Canning (bronze).....	3.00 25.00
Volunteer (yellow).....	3.00 25.00
White Gem (white).....	3.00 25.00

WIETOR BROS.,
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St., Chicago.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Ocotonto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seldewitz, Chas. Razor, Celebration, Major Bonafon, First Kind, Emerita, Mrs. Totty, Betsy Ross, Glenview White and Golden Chadwick, \$35.00 per 1000.
December Beauty, \$45.00 per 1000.
Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, \$8.00 per 100.
Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1000.

ELI CROSS,
150 Monroe Ave. Grand Rapids, Mich.

The best chrysanthemums for florists' use. Clean stocks and high quality. Your requirements for future delivery requested. ELMER D. SMITH & CO., Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

CLEVELAND CHERRIES.

Cleveland cherries, seedlings, \$2, 100 two-inch, \$5. E. S. NIXON, Rome, Ga.

COLEUS.

Coleus. Verschaffeltii, Firebrand, Golden Bedder and six other best bedding kinds; dwarf branched plants, \$2.50 per 100. Terms cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100; 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$90.00 per 1000; 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. 18, all different, labeled, several classes and colors, \$2.00—retail value about \$5.00; 6 sets (108 dahlias), \$10.00. 18 mixed, unlabeled, \$1.00—\$5.00 per 100. Hybrid dahlia seed, \$1.00 per packet. Named cut-flower sorts, double red, pink, yellow or white, \$9.00 per 100. Everything PREPAID. Catalogue FREE. ALT F. CLARK, "The Dahliast," Netcong, N. J.

DRACAENAS.

Dracaena Indivisa. Strong seedlings, per 1,000, \$7.00. Cash with order please. GUSTAV TEMPEL, Box 159, National City, Calif.

ERICAS.**ERICAS.**

For growing on, from 3½-in. pots.
Xmas Varieties:— Per 100
Fragrans Melanthera, white.....\$20.00
Regerminans, lavender.....25.00
Hielana, new orange.....30.00
Felix Faure, red.....25.00
Pres. Carnot, orange red.....20.00
Ovata, lavender.....25.00
Easter Varieties:—
Persoluta Rosea.....20.00
Persoluta Alba.....20.00
Perfecta, pink.....20.00
King Edward VII.....20.00
Cylindrica.....25.00
Add 3 per cent for packing. Cash, please.

ANTON SCHULTHEIS
College Point, New York

FERNS.

Hardy Ferns at wholesale prices:
Evergreen and Marsh shield ferns.....\$1.00 \$ 8.00
Maidenhair and wood ferns....1.00 9.00
Goldiana and Ostrich ferns....1.20 10.00
Cinnamon and Interrupted.....1.30 12.00
and 11 other varieties. Illustrated descriptive list mailed free, 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK, Ferndale, Askov, Minn.

BOSTON FERNS

Good, strong bushy stock.
5-inch.....\$0.40
6-inch......75
7-inch......90
10-inch.....2.00

Packing charges free

DAVIS FLORAL CO.,

Davenport, Iowa.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Ferns. 4-in. Boston and Verona, per 100, \$22.00. 6-in. Boston, ready for 8-in., each 80c. EDGAR EASTERDAY, Nokomis, Ill.

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00; 5-in., \$50.00 per 100. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsia. Avalanche, Black Prince. Mrs. M. G. Hill, Speciosa, 2¼-in., per 100, \$5.00; 3-in., per 100, \$10.00; 4-in., per 100, \$20.00. The Storrs & Harrison Co., Palmsville, O.

GLADIOLI.

Gladioli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus Bulbs. Clean, healthy stock; best we have ever had. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladioli. America, Principine, Primulinus Hybrids and good mixed, 1-in. and up, all blooming size, \$10.00 per 1000. H. HILLS, Bristol, Ind.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

GERANIUMS.

Geraniums, Nutt Buckner, Ricard, Poitevine and Vlaud. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums. S. A. Nutt, 2-in., per 100, \$5.00; Beaute Poitevine, 2-in., per 100, \$6.00. S. A. Nutt, rooted cuttings, per 100, \$3.50. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GRAPE CUTTINGS.

Grape Cuttings. An extra fine lot of select Grape Cuttings. List free by return mail. NASH NURSERY, Three Rivers, Mich.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kingston, Ala.

Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

HYDRANGEAS.**HYDRANGEAS.**

Field-grown, one-year old, in the following varieties and sizes:

Henry Lambert, Wm. Pfitzer, Lily Moullere, Mme. Petrick and Mme. Riveraine.
3 to 6 branches.....35c each
6 to 9 branches.....40c each

ANTON SCHULTHEIS.

316 Nineteenth St., College Point, N. Y.

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1000; 3-in., \$3.75 per 100; \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

NURSERY STOCK.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape Vines, 1 and 2-year; Spirea Von Houtel, 12-18 in., 18-24 in., 2-3 feet, 3-4 feet. Write for prices. T. W. RICE, Geneva, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.**200,000 PANSIES, FALL TRANSPLANTED.**

Superb strain raised from seed of my own saving; the result of twenty-five years' selection.

\$1.75 per 100; \$15.00 per 1,000
3.00 per 100; 25.00 per 1,000
2.25 per 100; 20.00 per 1,000

April delivery. Express only.

Cash please.

LEONARD COUSINS, JR.

Concord Junction Mass.

200,000 large, stocky, September transplanted, field-grown, blooming PANSY PLANTS. Steele's Greenhouse Special and Private Stock; also Vaughan's International mixed. All saleable stock, "none better." Per 100, \$1.70; per 1,000, \$16.00. Cash. Satisfaction guaranteed. Orders shipped promptly.

BRILL CELERY GARDENS
Kalamazoo Mich.

Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. HILL-CREST GARDENS, Albert Lea, Minn.

Pansy plants. Giant Trimadeau, mixed, per 1000, \$4.00, postpaid. S. T. DANLEY & SON, Macomb, Ill.

Pansies. Strong August seedlings, Mastadon strain, \$4.00 per 1000. H. HILLS, Bristol, Ind.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PRIVET.

California Privet, 18-24-in., per 100, \$3.00. Amoor River South Privet, 18-24 seedlings, per 100, \$2.00. We have an assortment of tree seedlings and shrubs. Send for spring trade list, now ready. **FOREST NURSERY CO., McMinnville, Tenn.**

PRIMULAS.

Primula obconica, 2½-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

ROSES.

HEADQUARTERS FOR ROSES.

Look over the list. It may contain sorts you are "short on." Prices low—considering quality. Our guarantee of thirty years "Satisfaction Guaranteed" still stands.

BABY ROSES.

Anna Mueller Baby Rambler
Baby Echo Ellen Poulsen
Edith Cavel Mdle. F. Favre
Etoile Lulsante Orleans
(Baby Herriott) Baby Dorothy
Gruss an Aachen Catherine Zeimet
Mrs. Wm. H. Cutbush Geo. Elger
Baby Doll Lemarne
(Tip Top) Le Ponceau

HYBRID PERPETUALS.

Anne de Diesbach Gen. Jacqueminot
Conrad F. Myer Hugh Dickson
Frau Karl Druschki Paul Neyron
His Majesty Captain Christy
Magna Charta J. B. Clark
Prince C. de Rohan Geo. Dickson
Boule de Neige Jubilee
Duc de Rohan

TEAS AND HYBRID TEAS.

Antoine Rivoire Louis Phillippe
(Mrs. Taft) Mad. C. Testout
Bridesmaid Mad. Paul Euler
Champion of the Maman Cochet
World Meteor
Arthur R. Goodwin Mrs. Benj. R. Cant
(Pernetiana) My Maryland
Countess of Gosford President Taft
Duchess de Brabant Rhea Reid
Etoile de France Souv. de Pres. Carnot
Florence Pemberton White La France
F. R. Patzer Blumenschmidt
Hadley Catherine Mermet
Helen Gould Clothilde Soupert
Killarney Col. Oswald Fitz-
Legion gerald
Mad. Butterfly Crusader
Mad. Lombard Edward Mawley
Mdle. F. Kruger Florence Forrester
Marie Van Houtte Francis Scott Key
Mrs. A. K. Waddell Gruss an Teplitz
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Papa Gontier Kaiserin A. Victoria
Red Radiance Laurent Carle
Souv. de P. Notting Mad. A. Chatenay
The Queen Mad. J. Guillemot
Winnie Davis Mad. Segmond Weber
Burbank Marie Guillot
Chas. K. Douglas Miss Cynthia Forde
Frank W. Dunlop Mrs. Chas. Bell
Crimson Queen Ophelia
Duchess of Albany Radiance
Eugene E. Marlitt Safrano
Gen. McArthur Sunburst
Helen Good White M. Cochet
Hermosa Yvonne Vacherot
Lady Hillingdon

HARDY AND TENDER CLIMBERS.

American Pillar Cloth of Gold
Cl. American Beauty Dr. W. Van Fleet
Cl. Lady Ashtown Paul's Carmine Pillar
Cl. Marie Guillot Pink Tausendschon
Cl. White M. Cochet (Rosarie)
Dorothy Perkins Vellchenblau
Gardenia (Blue Rambler)
(Hardy Marechal William Allen Rich-
Nell) ardson
Lady Gay Bess Lovett
Paul's Scarlet Cl. Kaiserin A. Vic-
Climber toria
Tausendschon Cl. Maman Cochet
White Dorothy Per- Cl. Ophelia
kins Crimson Rambler
Aviateur Bleriot Red Dorothy Perkins
Cl. Gruss an Teplitz (Excelsa)
Cl. Mad. C. Testout Hiawatha
Cl. Papa Gontier Silver Moon

THE GOOD & REESE CO.

The Largest Rose Growers in the World.
Springfield, Dept. C. Ohio.

ANGELUS.

The Sensational White for 1922. Order now for March delivery.

Prices will be:

Grafted.		Own Root.	
100.....	\$ 42.50	100.....	\$ 35.00
1,000.....	375.00	1,000.....	300.00
2,500.....	912.50	2,500.....	725.00
5,000.....	1,750.00	5,000.....	1,375.00
10,000.....	3,350.00	10,000.....	2,600.00

CHARLES H. TOTTY CO.,

Madison, N. J.

ROSES.

2½-IN. OWN ROOT FOR PLANTING OUT TO GROW ON.

The following at \$7.50 per 100: Baby Rambler, Van Fleet, Etoile de France, Gen. MacArthur, Gruss an Teplitz, Hadley, Hermosa, Hiawatha, Hoosier Beauty, Mock, Kaiserin A. Victoria, Killarney, Lady Hillingdon, La France, Magna Charta, Maman Cochet, pink and white, Marechal Niel, Radiance, Red Radiance, Richmond, Roserie (Dark Pink Tausendschon) Tausendschon, Sunburst and others.

The following at \$9.00 per 100: Columbia, Ophelia, Mrs. Aaron Ward, Gen. Jacqueminot, Mrs. Laing, My Maryland, Paul Neyron, New Paul's Scarlet Climber. Ask for complete list of others and 4-in. pot plants. Roses for Greenhouse planting, grafted or own root, 2½-in. pots. Ask for price list.

Bench Grown Roses ready from now on. Ask for complete list of varieties.

2 Year Old Field Grown Roses (dormant). Ask for full list.

ROMAN J. IRWIN

43 W. 18th St. New York



ROSES—BENCH PLANTS.

Ready now. 250 grafted White Killarney; 250 grafted Ophelia; 250 grafted Hoosier Beauty. Per 100, \$10.00. Cash. **JOSEPH BANCROFT & SON, Cedar Falls, Ia.**

2½-INCH ROSE STOCK.

	100	1,000
Russell	\$13.00	\$120.00
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See ad Mch. 4. Send for list 350 best sorts. Leedle Co., Expert Rose Grow., Springfield, O.

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Asparagus Plumosus Seed. New crops, per 1,000, \$1.00; per lb., \$10.00. Cash with order please. **GUSTAV TEMPEL, Box 159, National City, Calif.**

Seeds. Zinnia. Obtain from headquarters. **Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.**

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. **Henry Berrien Fish, Carpinteria, Calif.**

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. **Edgar F. Hurff, Swedesboro, N. J.**

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. **Chas. Frost, Kenilworth, N. J.**

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. **The C. Herbert Coy Seed Co., Valley, Neb.**

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and the highest quality. **Jerome E. Rice Seed Co., Cambridge, New York.**

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Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. **Routzahn Seed Co., Arroyo Grande, Calif.**

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Seed. Vegetable and flower, of every description. **The W. W. Barnard Co., 231-235 W. Madison St., Chicago.**

Seeds. Tomato, grown for the wholesale seed trade. **Haven Seed Co., Santa Ana, Calif.**

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Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

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Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

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Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

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Glass Cloth. A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Bladen, Neb.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

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Dreers "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

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Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Glass, large stock and good prices. Sharp Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Bauer Window glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

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Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

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Superior flower pots. Quality and price right. Ask us. The Townsley Pottery, Idaville, Ind.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

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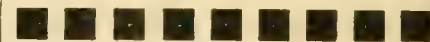
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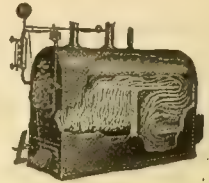
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Vol. LVIII.

CHICAGO AND NEW YORK, APRIL 29, 1922.

No. 1769

THE AMERICAN FLORIST

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Edwardsville, Ill., President; JOHN G. ESLER,
Saddle River, N. J., Secretary; JAMES HEACOCK,
Wyncote, Pa., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel
Pennsylvania, New York, September 26-29, 1922:
OFFICERS: RICHARD VINCENT, Jr., White Marsh,
Md., President; WM. J. RATHOBER, 198 Norton
St., New Haven, Conn., Secretary-Treasurer.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, will be
held at London, Ont., June 1922. **OFFICERS**: A. H.
FEWKES, Newton, Mass., President; A. P.
SAUNDERS, Clinton, N. Y., Sec'y; A. H. SCOTT,
Chester, Pa., Treas.

PERENNIALS FOR CUT FLOWERS.

Address by Prof. H. B. Dorner, of the Department of Floriculture,
University of Illinois, Before the Illinois State Florists'
Association at Urbana, March 14, 1922.

Wide Range of Useful Plants.

Among the plants producing flowers
suitable for cutting, the herbaceous
perennials have not received the atten-
tion they deserve. They should be more
commonly grown, as they add variety
at a time when good flowers are scarce.

One should not advocate growing
them on the basis on which they are
often advertised. An advertisement re-
cently received states "that these plants
cost you nothing after they are once
planted, and that they give you an
abundance of cut flowers every year." This
statement is not true, for the garden of
herbaceous perennials is one of the most
expensive to maintain. What may be said
about the perennial garden may also be
said about these same plants when grown
for cut-flowers. The peony is perhaps the
perennial which requires the least atten-
tion after planting, but even it cannot
be neglected if it is to be a paying crop.

If one goes into the growing of
herbaceous perennials he should do so
with the intention of giving them the
same attention he would his roses or
carnations.

For convenience, herbaceous perennials
may be placed in two groups: (a) those
which do not want to be disturbed for a
number of years, and (b), those which
must be divided and replanted every two
to four years. The former group includes
those forms having large fleshy roots, such
as the peony and poppy. The latter group
includes those forming large heavy crowns
of which multiply rapidly, forming dense
masses or mats. The achilleas and sunflowers
represent this group.

The second group of plants is, without
doubt, the most costly to maintain because
they must be lifted, divided,

and replanted every two to four years. If
this is not done the crop will deteriorate.
It is also a known fact that in this group
the best crop of flowers is produced the
second year. Before the second year the
plants have not sufficiently recovered, and
after it they begin to deteriorate.

Even though the first planting was all
that was necessary, the up-keep must be
considered. Under up-keep will come
fertilizing, cultivating, weeding, and
mulching. Herbaceous perennials that
remain in one place for any length of
time deplete the soil, so fertilizer must
be added. Cultivating is just as necessary
as for an annual crop. Weeding is more
difficult because the perennial weeds get
mixed up with the clumps and are hard to
remove. In some parts of the country where
there is much thawing and freezing the
plants must be mulched for protection.

Success in the growing of perennials
demands a soil as well prepared as for
the growing of a good crop of vegetables.
The soil should be prepared deeply and
manure and other fertilizer added as
required, for the plants are not to be
moved for two or three years.

The plantation should also be so situated
that it may be watered when necessary.
Water is just as important for a crop of
herbaceous perennials as for annuals.
Planting is best done in rows sufficiently
far apart for full development of the plant
and for ease in cultivating. The distance
between the plants in the rows will be from
one to three feet, depending upon the variety.
Keeping the soil cultivated will keep the
weeds in check and will conserve the
moisture.

The majority of herbaceous perennials
are easily propagated by division. The
plants are lifted, split into the desired
number of parts, all grass and weeds

removed, and then planted. Perennials may be divided either in the fall or spring. If done in the fall it should be early enough so that the plants may become established before cold weather sets in. Spring planting should be done before much growth has taken place.

Some varieties are grown from top or root cuttings. Oriental poppies, Phlox paniculata, anchusas, and gaillardias are good examples.

Where the plant is a true species or a variety has been fixed, it may be grown from seed. Some varieties, as the hybrid larkspurs and columbines, are grown from seed even though not fixed, because practically all the seedlings are better than the true species.

Seeds may be sown out of doors any time from spring until late summer. The seedlings should have time to become well established before cold weather. Seeds may also be sown in flats in March or April and pricked off into flats or pots and planted out later.

Very few of the herbaceous perennials force readily during the winter months. They may, however, be brought into flower in the spring. In growing perennials for cut-flowers, plant only those that will thrive under ordinary conditions. Those forms requiring special care are usually neglected, due to the press of other work at the time.

Best Kinds for Florists' Use.

An attempt will be made to discuss briefly some of the best varieties of herbaceous perennials for florists' use.

Achillea ptarmica fl. pl.—There are two varieties of this white flower that are of especial interest, the Pearl and Perry's White. The latter is the newer variety and differs from the former in its larger and whiter flowers. Boul de Neige is a dwarfier form. These achilleas are invaluable, both for vase and funeral work. Continues in bloom about six weeks during midsummer. Easily propagated by division. New plantings should be made each year as they deteriorate rapidly after the second season.

Achillea filipendulina.—A yellow form with tansy-like foliage, about four feet high and with large flat clusters of yellow flowers, is also very decorative. The flowers, if cut when mature, may be dried for winter bouquets. This species does not mat like *A. ptarmica* so the clumps need not be disturbed for five or six years. Easily propagated by division. Flowers in June and July.

Anemone japonica and its varieties make good cut-flowers for late summer as they do not begin flowering until in August. Growing from two to three feet high, they may be cut with good stems. The colors vary from white through the light to dark pinks. Propagation is usually by root cuttings.

Aquilegias.—While the columbines have a tendency to shatter after a day or two, the odd shape of the flowers and the beautiful colors make them useful as cut flowers. When well grown the flower stalks are from two to three feet in height. When well established the plants should be left undisturbed until they begin to deteriorate, when they should be replaced by seedling stock. The Rocky Mountain columbine, *A. caerulea*, in its blue and white colors, is the finest of all. *A. chrysantha*, yellow, is a good long-spurred form. Outside these two, select the long-spurred hybrids which will give a range of color through white, blue, yellow, red, and pink.

Artemesia lactiflora.—It is the only artemesia grown for its flowers. This plant, coming to us from China, produces large panicles of creamy white

spiraea-like flowers. Its light and graceful appearance makes it valuable to use among larger and heavier flowers. Blooms from August to September.

Astilbe.—The herbaceous spiraeas or astilbes may easily be grown out of doors if planted in a partly shaded situation and given plenty of water. Both the pink and white forms used for forcing are valuable for cutting. Out of doors they flower in June and July. Propagated by division of the clumps.

Campanula glomerata is one of the few campanulas that makes good cut flowers. This species has the advantage over the other forms of the genus in having the dark blue or purple flowers in a large terminal cluster. Flowers in early May and June. It and its



H. B. Dorner.

Professor of Floriculture University of Illinois.

varieties are easily grown from seed. Forms large compact clumps requiring division every three or four years.

Chrysanthemum maximum.—Both the Shasta daisy and the maximum varieties with their large long-stemmed flowers are far superior to the field daisy. All the forms are best grown from seed. Of the maximum kinds, King Edward VII and Mrs. Lothian Bell are good. Some new stock should be grown each year to replace any loss through disease or freezing. It blooms in June and July.

Chrysanthemum leucanthemum.—If this form of daisy is grown, select the newer varieties. The disadvantage of this species is its tendency to spread, but this may be overcome by not allowing it go to seed. The variety White Lady has double flowers somewhat resembling an anemone *chrysanthemum*. Propagated from seed.

Clematis recta mandshurica.—A few years ago the Department of Agriculture, through its bureau of foreign plant and seed introduction, sent out a large-flowering form of *Clematis recta*. The plant grows from two to three feet high and produces large masses of white flowers of the size and appearance of *C. paniculata*. These clusters make a beautiful combination with larger flowers for baskets and wedding bouquets. Probably propagated by seeds which are freely produced. Flowers in June and July.

Coreopsis lanceolata grandiflora.—It is perhaps the best yellow of the summer cut flowers. It is best grown as a biennial as it has a tendency to die out

after it produces a heavy crop of flowers. Easily grown from seed.

Delphiniums.—The perennial larkspurs should be more commonly grown as cut flowers. The pure blue flowers make beautiful combinations with pink carnations and roses and also with yellow. The open clusters of belladonna, light blue, and bellamosum, dark blue, are the most easily worked up. While *D. formosum* is a good dark variety with compact spikes, many of the hybrids are far superior. These hybrids also give a considerable range of color and may be single or double. If not allowed to go to seed, will produce a second crop of flowers late in the season. Easily propagated from seed.

Dianthus plumarius fl. pl.—The double grass pinks are valuable, especially on account of their fragrance. The named varieties may be grown from cuttings or by layers. When grown from seed there is always a certain percentage of singles.

Euphorbia corollata.—A native spurge, produces a wealth of white bloom in late summer. The gypsophila-like flowers last well and may be used in the same way as the annual baby's breath. Propagated by seed or division.

Eryngium amethystinum is mentioned here because its amethyst tinted silvery heads may be dried for winter bouquets, grown from seed.

Gaillardia aristata.—It is similar to the annual blanket flower but is much larger and brighter. Its red and yellow flowers last well in water and are good for cemetery use. This is one of the few herbaceous perennials that flowers throughout the summer. Easily propagated by seed, division, or root cuttings.

Gypsophila paniculata fl. pl.—The double form of baby's breath is so superior to the single that the latter will not be included. This airy, graceful flower works in beautifully with other flowers in bouquets, vases, or designs. It is perhaps one of the best of the herbaceous perennials. It dries beautifully and may be used with the straw flowers. It is propagated by division, cuttings, or grafting. May also be grown from seed but only a small portion come double.

Helianthus multiflorus fl. pl.—It is a double hardy sunflower with a flower like a large zinnia. It needs some protection to prevent it freezing out. Propagated by division. Several of the single forms may be used but the annual form, *cucumerifolia* and its varieties is superior for cutting. Blooms in July and August.

Helopsis scabra zinniaflora.—Should be grown for its bright orange-yellow zinnia-like flowers. It is not so stiff looking as the double sunflower and is perfectly hardy. It should be propagated by division. *H. Pitcheriana semiplena* is a semi-double variety. Flowers in July and August.

Heuchera sanguinea.—Varieties may well be grown for their graceful clusters of small bell-like flowers. The varieties vary from white to deep crimson. The named varieties are best propagated by division. Flowers in July and August.

Iris.—Where they can be used locally, many varieties may be grown. Those most common are of the so-called Germanica group which includes the Pallida and Florentina kinds. Propagated by division and should be replanted every four or five years. If transplanted three or four weeks after blooming, they will flower the next year.

Lychnis chaledonica.—Is perhaps the brightest of the few scarlet perennials. Its small, brilliant dianthus-like flowers are arranged in flat compact heads. It grows from two to three feet high. Easily produced from seed.



THE HERBACEOUS GARDEN.

Paeonia albiflora varieties give one of the most valuable outdoor cut flower crops. This plant is so commonly grown that it will be passed over here with the mere statement that it is propagated by division and should be transplanted in the fall. Peonies should not be disturbed until the plants get too large and crowd one another.

Phlox paniculata (decussata).—Gives many beautiful varieties that may be useful, but the white and light pinks are in greatest demand. The white forms were formerly much used in funeral work. These form the largest of all the phlox. Propagated by division or by stem or root cuttings.

Phlox suffruticosa precedes the paniculata type and differs from it mainly in the shape of the inflorescence. Miss Lingard, a white with a pink eye, is the favorite. There are also several pink forms. Propagated like the paniculatas.

Physostegia Virginica.—Another native plant, that is also often used for cutting. The flowers are of a delicate soft pink. There is also a white variety, grows four to five feet high. Propagated easily by division.

Pyrethrum roseum.—With its aster-like flowers from light pink to crimson, should be more commonly grown. The flowers may be cut with 12 to 18-inch stems. Easily grown from seed.

Rudbeckia laciniata, Golden Glow.—It is too well known to need description. It is so easily propagated and so easily grown that it has spread over the country in a very short time. May be serviceable in large decorative work. It blooms in August.

Rudbeckia Newmanii is one of the Black-eyed Susans. It grows about 24 to 30 inches high. Propagated by seed or division.

Solidago virgaurea or its variety *pana* is a golden rod that should be in every perennial collection. It is the

earliest to flower, coming into bloom in May and June with *Delphinium belladonna*. It should have a ready use at this time as the native golden rods are not yet in flower. Best propagated by division.

Viola cornuti G. Wermig is one of the tufted violas. The flowers are small and of the size and color of a Princess of Wales violet. In England it is bunched like violets and has a ready sale. Propagated by cuttings and division. Prefers a moist, somewhat shaded situation.

Other herbaceous perennials that may be of use to the florist growing his own stock are the various species of *hemerocallis*, oriental poppies, *Scabiosa caucasica*, *veronicas*, *aconitum* or monk's hood, *Eupatorium urticaefolium*, and *penstemons*.

English Potters.

The most remarkable family in England were recently "discovered" at Farnham. They are a family of potters, and have carried on a private pottery business since 1873. They are very independent work people, and do not seek publicity.

Four generations are at work in this quaint pottery, and the total membership of the family is nine. The oldest member, Absoldom Harris, is 90, but he "clocks in" regularly every morning by climbing with surprising agility to the roof of the pottery and winding an ancient timepiece, the beautifully decorated face of which he made out of clay in his early youth.

West end shops readily sell the products of this unique firm, the clay for which is dug up by hand in the back garden.

Their most famous specialty is a jug known as the "Owl," on the production of which their energies are largely bent, and which when complete bears a really remarkable likeness to the bird itself. —Pearson's Weekly.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

With spring now well advanced the social events should be closely watched in order not to miss the coming May or more numerous June weddings. Much business in connection with these affairs at which flowers play such an important part, may be secured by being early on the ground with well planned decorative effects for house and church. Sextons of churches often get advance information regarding these events, while to have a friend or two connected with the principal stationers who make a specialty of wedding announcements gives an additional source for early news that can be used to good advantage.

Should the groom, who usually places the order for bouquets, live out of town, he can be reached by letter and generally will be glad to have ideas and consider propositions made for these important flowers. Being first on the job, with an intelligent description and bid for the work, will often secure the business, when later other influences would be found working against you. Good photographs of wedding decorations, examples of the firm's work accompanying plans and estimates, are effective and sure to make a favorable impression.

In order to keep the store force busy run a special of any quality flower. Sweet peas are now of fine quality and plentiful and, as they are very popular, will, if well featured, almost sell themselves. Small vase baskets that will make quite a showing with 25 sprays and a little green can be used to present a very attractive window.

which, with the addition of a conspicuous price card, should start them moving at once. Single bunches in cornucopias of wax paper, with flowers showing to advantage, are excellent for the late afternoon, appealing to the crowds on their way home.

Keep after the overdue accounts and never let them get very far behind. This is a frequent admonition, but it is now or never during the next few weeks, before the summer season opens and customers get out of town.

FEATURE WINDOW BOXES.

How is the window box campaign progressing? Many retailers hesitate to feature this line, not having facilities for handling plants or filling the boxes. This is not necessary; all that is required is to be enthusiastic on the subject of "The City Beautiful," a knowledge of the most suitable plants, a sample box or two and illustrated lists showing the full line with prices. When orders are secured turn them over to your grower, with whom you have made arrangements, who will be glad to fill and deliver all the work you can secure.

Not one-tenth of the business in this line that is possible is done in any of the large cities and communities. Every additional box that goes into place helps along the good work in making the custom more general. Florists should embrace every opportunity to connect up with or originate a "City Beautiful" campaign, as it is splendid publicity for plants and flowers and bound to increase their use and popularity.

Make a good use of the outdoor flowers and shrubbery as they become available. The early shipments of dogwood from the south can be used to good effect in store and window decoration and is sure to cause comment as to where it came from so early. It is also useful in church wedding decorations.

Southern gladioli have never been seen in such variety and good quality as shipped from Florida and other southern states for the past three months. With the lapse of a month or so during November and December this very decorative flower is now available the year round, and with greater dissemination of the newer choice varieties it will take its place as one of the leading cut flowers.

The most regular demand which at any time is likely to turn a dull day into one of great activity and tax to the utmost the facilities of the store is that for funerals. In fact, were it not for this beautiful custom of sending flowers as a last tribute of respect to departed friends and relatives, half the stores would go out of business, as they care for and cater to no other line. This is a great mistake and in most cases is due to the lack of knowledge and great possibilities in the other branches.

To be able to handle these mortuary orders with despatch, many of which are for out-of-town points and allow but little time to make trains, there should be a plentiful supply of mossed frames and madeup wreaths and other designs of prepared foliage that can be quickly decorated with fresh flowers and finished in the shortest possible time. A good supply of shipping boxes is also essential, as every minute counts and the necessity of fitting two or more together makes a dangerous delay.

The public fancy is now against set designs, sprays being most favored;

even very large arrangements can take this form, with palm leaves as a background, using some long stemmed roses, snapdragons, Easter or calla lilies, gladioli, etc. Several of these sections placed on a large easel and the center filled in shorter stemmed stock, a finished arrangement is presented in which every flower shows to the front. This is suitable to represent a society or other large organization, there being plenty of space for lettered ribbons.

Frequently there is a desire for a casket cover, the cost of which, however, at once dampens the ardor. In such cases the substitution of the double spray of long stemmed flowers on palm leaves that will almost, or can be made to entirely cover the casket, with a festooning of smilax at the sides tied at intervals to the edges of the spray with narrow ribbons, will solve the problem at half the cost of the more elaborate floral blanket.

How about your F. T. D. business? Is it increasing as rapidly as you like? It has great possibilities, but they must all be realized through you. It is the energy you put into the movement, the enthusiastic manner in which you exploit the service, the business you create in your own store, that brings immediate results and builds for the future. Always have this country-wide delivery idea featured in window and store, as well as on all stationery and publicity matter that goes out from time to time.

EASTER TRADE.

Business Generally Satisfactory.

Confirming, in most part, the early accounts of the Easter trade in last week's issue, later reports, some of which are presented herewith, show it was generally satisfactory. Although the gross cash receipts were fully as large as in 1921, a considerably greater quantity of stock had to be disposed of to equal the previous totals.

DALLAS, TEX.—The number of sales showed an increase with the Lang Floral & Nursery Co., and in spite of the lower prices, the volume was above last year. Blooming plants of excellent quality were abundant and sold well. In cut flowers, jonquils and hyacinths

were not as popular as in former years, but snapdragons, tulips roses, sweet peas and violets went exceptionally well, lilies alone being on the short side. Bulbous stock was plentiful. The rush started late in the week and the shop was crowded to the doors on Saturday. The telegraph delivery business surpassed all previous records and the messenger boys were absent from the store not longer than five minutes during the entire day.

DES MOINES, IA.—The J. S. Wilson Floral Co. state that the volume of trade was an agreeable surprise to them, the sales equalling last year's total. Values on individual items declined 20 to 25 per cent, except Easter lilies, which were the same. The cash income fell off at least 25 per cent and an increase was noted in charge sales, showing that people will buy even if they do not have the ready money. Bulbous stock went well. Lily plants, as usual, had the lead, followed closely by hydrangeas, marguerites and made up baskets. Corsage bouquets of sweet peas and assorted boxes let in cut flowers, orchids and roses moving slowly.

SALT LAKE CITY, UTAH.—The Miller Floral Co. reports the volume of business in its local retail shop was equal to that of a year ago, while the firm's wholesale establishment sold 17 per cent more stock. The price for pot plants remained the same, but the value of cut flowers fell off 20 per cent, in which class tulips, daffodils and snapdragons moved slowly. The call for lily, hydrangea, baby and rambler rose and spiraea plants exhausted the supply. While the wholesalers had the largest business in their history and were short on most items, the retail trade showed no improvement, some of them having stock left, it is said.

POUGHKEEPSIE, N. Y.—An abundant supply of good stock and plenty of customers made a combination that gave a volume of trade for the Saltford Flower Shop fully equal to 1921. Prices showed no decline. Bulbous stock was severely damaged by the warm wave earlier in the week, but toward the latter part the weather turned cold, which helped the other offerings. In cut flowers, violets led in the call, as corsages were never as widely used as was the case this year. Easter lily and hydrangea plants sold well and some fine



PYRETHRUM ROSEUM.

azaleas went quickly. Both incoming and outgoing telegraph orders were very heavy.

NEW ORLEANS, LA.—The Avenue Floral Co. reports a gratifying increase of 40 per cent in its cash returns, prices being a little lower than in 1921. A great gain was noted in telegraph delivery business, both outgoing and local. The quality of the offerings was excellent, except bulbous stock, which was passe. In plants, anything with a bloom was disposed of, but palms and ferns were not popular. Lilies, roses, carnations, tulips and snapdragons, in the order named, sold rapidly as cut flowers. Local newspaper advertising, to a large extent, was responsible for the increased trade.

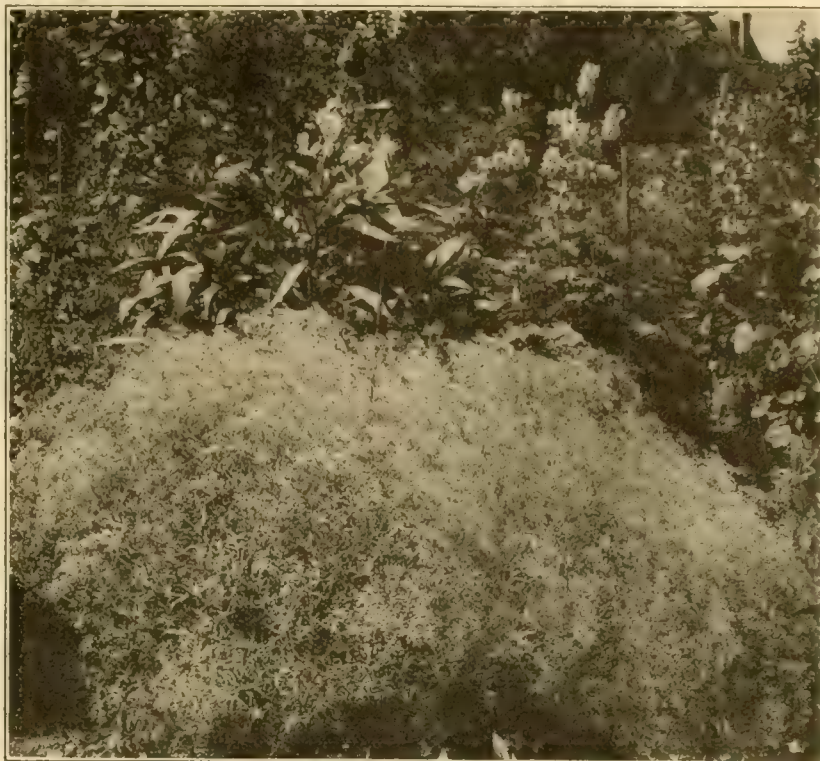
TERRE HAUTE, IND.—In spite of the downpour of rain the five days previous to Saturday, the volume of business showed an increase of 10 per cent, with values on individual items much less than a year ago. All cut flowers sold well, except violets, which were of poor quality. The supply of plants was not nearly equal to the call and at least one-third more could have been sold. The results are highly gratifying, due to the fact that the coal miners are on a strike and the entire business of the week was concentrated into Saturday and Sunday.

PROVIDENCE, R. I.—Macnair, Florist, reports that the volume of business showed no falling off from 1921, with values maintaining previous levels. Bulbous stock was in good demand. Rambler and other rose plants were popular, the supply of all offerings being more than equal to the call. Ferns and other plants of this type were hard to move. In cut flowers, corsage stock moved quickly, but carnations were more or less of a drag. Business was very slow the first three days of the week, but became brisk toward the end.

WICHITA, KANS.—Chas. P. Mueller says that although the actual quantity of stock sold was more than last year, the cash returns showed a four per cent decline due to the decreased values on individual items. With the exception of lilies, the supply of plants was fully sufficient for all purposes. In cut flowers all classes of stock were equally in demand and the offerings were of very good quality. The weather was all that could be desired until 11 p. m. Sunday, when a slight downfall of hail was experienced.

TACOMA, WASH.—With a 15 per cent greater cash income S. L. Harper was greatly pleased with the volume of business, at practically the same prices for individual items as a year ago. The supply of plants was sufficient, except Easter lilies, a quantity of choice stock being offered. Narcissi also went well, but callas were hard to move. Nearly all cut flowers were disposed of at satisfactory prices. The weather was ideal and the stores were crowded with customers the latter part of the week.

BOSTON, MASS.—Business in this city proved of good proportions, both as to number of sales and volume, which showed no decline over the previous year. Lily of the valley, sweet peas, orchids and gardenias, in cut flowers were the best stock in the market and the first items to close out. Violets were much used for corsages. Carnations sold only fairly well. Bougainvilleas and heathers were the most popular plant offerings and bulbous stock met with good sales.



GYPSOPHILA PANICULATA.

MONTREAL, QUE.—A considerable reduction in prices on individual items, compared with 1921, greatly increased the volume of the business, with the result that the cash receipts were fully equal to last year. The plant offerings of lilies, hydrangeas, double yellow tulips and pink tulips moved well, spiraeas and ferns finding little sale. In cut flowers, roses, lilies and tulips of good quality sold the best in the order named, while daffodils and carnations scarcely moved.

SYRACUSE, N. Y.—With the volume of trade fully maintaining previous levels and no change noted in prices, Gustav Bartholme is greatly pleased with the business. Bulbous stock was on the short side, although well advanced owing to the warm weather. Plant supply was fully equal to the demand, lilies, roses and hydrangeas being in the lead as far as sales were concerned. Sweet peas and roses among the cut flower offerings sold well, as did corsage flowers.

SPOKANE, WASH.—Hoyt Bros. say that the volume of business was about the same as last year, with no advance in prices. In cut flowers, daffodils, carnations, roses and sweet peas, all choice stock, were popular. In plants, cyclamens, cinerarias and primulas were draggy, but Easter lilies, hydrangeas and rose bushes supplied a good demand. The cloudy, rainy weather and poor industrial conditions were factors that worked against a lively business.

KNOXVILLE, TENN.—With a 10 per cent increase in the number of sales at slightly lower values, Baum's Home of Flowers is highly gratified with the results. Roses, carnations, lilies, sweet peas, orchids pansies, and lily of the valley were the most popular cut flower offerings, red roses alone being scarce. Lily plants of exceptional quality went well, azaleas moving slowly because of their high price. Medium priced stock was in the best demand.

RACINE, WIS.—The Brux Greenhouses reports that while the cash receipts were about the same as last year, 25 per cent more stock was sold. The cut flower demand was excellent, lilies, carnations, snapdragons and sweet peas going exceptionally well. Roses did not go as well as hoped. All plants were of very fine quality and cleaned up, even geraniums meeting a good demand. The firm sold more stock than any other previous year.

PORTLAND, ORE.—In spite of stormy weather and general business conditions, Clarke Bros. advise that sales were about the same as in 1921, with no reduction in prices. There was an abundance of cut flowers of good quality, which aside from corsage stock, did not clean up as well as hoped for. Plants were numerous and cleaned up well, lilies, hydrangeas, tulips, roses and hyacinths going in about the order named.

BRISTOL, TENN.—Fairmount Gardens advise that the total cash receipts were 25 per cent more than in 1921, with prices generally about the same. In plants, begonias, hydrangeas and Easter lilies were the best sellers. Corsage flowers for use in bouquets were in heavy demand. The quality and supply of all stock was excellent.

BROOKLYN, N. Y.—The ninth annual garden exhibition for boys and girls will be held in this city, September 29-30.

PORT ANGELES, WASH.—E. Schlager recently opened a range of greenhouses and will grow plants, cut flowers and nursery stock.

SYRACUSE, N. Y.—Russel Bros. installed a modern flower shop in the Lyndon building recently. The firm conducts a greenhouse business at Stiles Station, where they specialize in bedding plants.

THE S. A. F.

Fifth National Flower Show.

Matters in relation to the recent Fifth National Flower Show, held in Indianapolis, are gradually being cleared up. The immense amount of detail incident to a show of this character is not easily disposed of, but the committee has little concern as to the ultimate report pleasing everybody interested. Arrangements have been made to clear off the premium list this week, checks for all awards going forward. There will be, perhaps, a short delay in getting out the medals, as these are being struck at the United States mint and no guarantee as to time is obtainable.

Owing to the many contingencies due to the changing of the location of the show, coupled with the secretary's necessary presence in the exhibition city some time ahead of the opening date, and during which the final schedule had to be published, one or two inaccuracies may be pardoned, although, happily, none were of importance. Correction, however, should be made publicly in regard to one. The Ladies' Society of American Florists very kindly offered two premiums, which, unfortunately, through a clerical oversight were classed with a third, offered by a prominent member of that organization, Mrs. J. C. Vaughan, who also wished it to be credited to the Ladies' Society of American Florists, with the result that proper credit was not given them in the schedule. The classes were: No. 515—A prize of \$25 for the best table decoration arranged by a member of the Ladies' Society of American Florists, and No. 142, for the best narcissus group covering 25 square feet, which prize was to be apportioned by the management in whatever manner they saw fit, and so were put over into the section for private and amateur exhibitors. The error was made in crediting Mrs. Vaughan with all three prizes, while she should only have been credited with one, and not even with that, because she wanted the Ladies' Society of American Florists to have the credit for her personal donation.

Checks to the guarantors are now going through the regular course. The delay in a complete report is due almost wholly to the adjustment of various expense accounts.

Proceedings for 1921.

The volume of the 1921 proceedings has been delayed in publication through the great activities of the society due to the National Flower Show and other matters. The volume is now on the press and will be mailed in about two weeks to all members. The volume will contain an up-to-date list of all members in good standing, and if any member's dues accounts do not bring them into the good standing list, publication of their names in that list is still possible if they will make immediate remittance to the secretary. It is some time since such a list has been published and surely it is an advantage to have a place in it, so this section of the book is being kept open to the last minute.

Kansas City Convention.

The dates for the Kansas City convention are near at hand, August 15-17. A preliminary plan covering the trade exhibition section has been prepared, but not for reservation purposes. The final plan will be settled as soon after May 1 as possible, and all copies for distribution mailed at one time, so that all prospective exhibitors are treated alike in the matter of choice of loca-

tion. The exhibition building is well suited to the purposes of our exhibition and all locations are good, but selections will be booked in the order of first come first served.

National Publicity Campaign.

The national publicity campaign continues in active progress and a batch of subscriptions will be reported at the end of the present month. The value of our slogan was well demonstrated in the April 15 issue of the Saturday Evening Post, which used the slogan as a sub-head to one of its most amusing stories. It might be well to remember that a page in this wonderful publication costs in the neighborhood of \$6,000.

Proof sheets of the advertisements to be used in the summer months, as authorized by the publicity committee at its Indianapolis meeting, will shortly be mailed to all subscribers.

JOHN YOUNG, Sec'y.

Carnation Bulletin.

We have just received from the Rhode Island Experiment Station, at Kingston, Bulletin No. 187, entitled, "A Study of the Influence of Physical Soil Factors and of Various Fertilizer Chemicals on the Growth of the Carnation Plant," part one by F. R. Pember and G. E. Adams and part two by F. R. Pember. We hope to have some comment on this important bulletin in a later issue, and in the meantime, present summary of the investigations.

SUMMARY.

Retaining the same soil plus manure for five years reduced the yield of grade 1 and grade 2 flowers by an average of about five per cent below that from fresh soil and manure.

Supplementing soil and manure with fertilizer chemicals slightly increased the production of flowers during the first season, especially where the amount of nitrogen applied was small, but this increase did not persist during the two following seasons.

During the three seasons, 1913 to 1916, when the same soil and manure was supplemented with fertilizer chemicals, the best yields, on the whole, were obtained where the amount of nitrogen added was the smallest.

When used with soil and manure the second year, nitrogen and potassium oxid at the rate of 1,000 pounds of each per acre proved toxic to the plants as was anticipated, whether accompanied by high or low phosphorus. This was especially noticeable in the No. 2 bench sections during the season of 1914-1915.

Where nitrogen was added in large amounts to either soil and manure, or to sand, the percentage of split calyxes of grade 1 and grade 2 flowers was reduced, even when added in such amounts as to depress the growth of the plants and the production of the flowers.

In applying fertilizer chemicals in the various experiments as supplements to soil and manure or as the sole source of plant food, as with sand, the best yields were obtained where the phosphorus was relatively high in comparison with the nitrogen and potassium.

The experiments show the large range in which fertilizer chemicals can be supplied to the carnation plant after it is established in fresh soil and manure, or sand, without causing toxicity; however, large applications have an injurious accumulative effect.

The addition of 5.5 tons of limestone per acre to soil and manure for the season of 1916-1917, had no marked effect on the growth of the plants nor did it promote chlorosis, while the addition at intervals during the season of over 1,300 pounds of ferrous sulphate

per acre to the limed soil and manure depressed the production of flowers, without improving the color of the foliage.

Varying the concentration of the soil solution by the addition of large amounts of fertilizer chemicals to certain soil sections early in the growth of the plants compared to adding the same amount from the middle to the last of the season, for a period of three years, had no noticeable effect upon the growth or production of the plants, or the splitting of the calyxes.

Soil sections in which gravel had been mixed with the soil, produced but about three-quarters as many grade 1 and grade 2 flowers during the three years as otherwise similarly treated sections.

With the amount of nitrogen used in the comparison, it made little difference in the total yield for the three years of grade 1 and grade 2 flowers whether the nitrogen was added in nitrate or lime or in sulphate of ammonia.

The addition of sulphate of ammonia at the rate of 800 pounds of nitrogen per acre increased the lime requirement by the Jones method 2,100 pounds over that where nitrate of lime was applied.

Adding finely-cut rye straw to the soil to change the physical condition gave an increase of about ten per cent of grade 1 and grade 2 flowers over the yield where green soy bean plants were added.

A considerable difference in the soil moisture content, or the addition of sodium silicate to the soil had no noticeable influence on the production of flowers or the splitting of the calyxes.

Ordinary sand, to which fertilizer chemicals had been added, in many cases gave as good results as soil and manure or soil and manure plus chemicals.

The beneficial effect of adding commercial peat to certain of the sand sections was most marked in the bed sections where it probably prevented excessive leaching of the added nutrients, as well as water, into the subsoil.

The amount of phosphorus in comparison to the amount of potassium and nitrogen absorbed by the carnation plant was small.

The addition of acid phosphate to sand at the rate of over six tons per acre during the season proved beneficial to the growth of the plants, especially when accompanied by large applications of nitrogen.

Although the plants were able to absorb considerable potassium from the sand, large amounts seemed to be beneficial when accompanied with excessive applications of nitrogen and phosphorus.

The actual nutritional needs of the carnation plant are probably supplied when the dry material contains about two per cent nitrogen, one-half per cent phosphoric acid and 1.5 to two per cent of potassium oxid. The relation of the nitrogen, phosphoric acid and potassium oxid as found in many of the plants was about 4:1:6, showing the potassium to be relatively high.

Owing to the fact that most soils, as well as stable manure, are somewhat deficient in phosphorus, of which, furthermore, there is a very low recovery, the addition of this element to the soil and manure compost in its making or when put into the house would undoubtedly improve the balance of the nutrients for the carnation plant as well as for most plants.

The application of acid phosphate at the rate of one ton per acre (or about five pounds per 100 square feet) would

give good returns under most conditions. The addition of much larger amounts of acid phosphate would not prove toxic.

Where the use of a complete commercial fertilizer is considered necessary, one relatively high in phosphorus and medium in nitrogen and potassium, having an analysis of 4:10:4 or thereabouts, would give beneficial results in most cases when applied at the rate of one ton per acre or about five pounds per 100 square feet.

In the trials of house-grown versus field-grown plants, the plants being put in the sections during the second week in July in the former case and during the fourth week in August in the latter, the production on the whole was not markedly different.

San Francisco.

EASTER RUSH CLEANS UP MOST STOCK.

Easter trade fully came up to the expectations of the florists. There was very little business accomplished, April 14, and fears were expressed by the retailers as to the ultimate outcome as most of them were fully stocked. The rush began Saturday and continued without abatement until Sunday noon and it was with great difficulty that the stores were able to handle the business and take care of proper delivery. Owing to the lateness of the holiday there was a heavy cut of all seasonable flowers and plantsmen were kept at their wit's end to keep the rambler roses back. A large lot of Lillium giganteum was offered, mostly pot grown. While there was plenty of cut lilies most of them seemed to be short stemmed and brought \$10 to \$12 per dozen retail. A number of the stores cleaned up on both the cut and pot stock, it is said. A heavy crop of roses was sent in and prices advanced sharply Friday and Saturday when keen buying commenced. More fancy Mrs. Chas. Russell could have been sold if obtainable. Red roses were exceptionally good, notably Hadley, which sold well. Ophelia, Prima Donna, Columbia and Premier sold up closely. Cecile Brunner was more plentiful than it has been in several months and outdoor Ulrich Brunner was obtainable in limited quantities. Carnations were at their best and went at fairly good prices. Laddie was the most popular and ran short as usual. Sweet peas were plentiful and fine. Outdoor irises were plentiful but did not meet with much favor. Heavy supplies of tulips were offered but they moved slowly. Fancy narcissi was on the short side and freesias were scarce. The season for Dutch hyacinths is about over and there were not nearly enough to go around. A fine business was enjoyed in lily of the valley both the pot and cut material. Cattleyas and gardenias were scarce and high prices ruled. Perennials were in heavy supply at reasonable prices. Quantities of fruit blossoms made their appearance most of them being used for decorative work. Blooming plants were of excellent quality, medium sized pot roses taking the preference over the larger stock. Many stores showed trained plants and some reported clean-ups. Many ericas were sold, the smaller ones going the best. All well flowered azaleas went quickly at satisfactory values. Bougainvilleas in five and six-inch pots were offered as a novelty and proved popular. Greens were numerous.

RETAIL FLORISTS' ASS'N. BANQUET, MAY 6.

Plans for the annual banquet of the Retail Florists' Association May 6, are progressing rapidly and President Albert O. Stein and his energetic committee are hoping to make it the best one the association has ever held. Chairman John Kilroy, of the picnic committee, has visited several beautiful spots in the bay region and a site for the outing will soon be decided.

NOTES.

The entire plant and all the nursery stock of the Cottage Gardens Nurseries, Eureka, has been purchased by David S. Ward, of the Cottage Gardens Co., Queens, N. Y., as stated in our issue of April 15, page 646, and will be operated as a branch of the latter concern. W. B. Clarke, San Jose, will act as exclusive sales agent for the entire output of the Eureka plant, who was formerly in charge of the Cottage Gardens Nurseries' branch at San Jose, and is well and favorably known to trade of California.

The regular monthly meeting of the Dahlia Society of California was held at the Palace hotel, April 20. J. S. Munroe presented an address on "Preparing the Soil." H. T. Hevig was recently appointed secretary of the society, succeeding F. C. Burns. San Rafael, who occupied the position for many years.

Podesta & Baldocchi carried a large stock of rhododendrons and specimen rambler roses. V. L. Podesta said the firm was greatly pleased with the holiday business.

The new shop of the Francis Floral Co., was beautifully decorated for Easter and reflects great credit on Miss Louise Schlotz for her artistry.

The Japanese chrysanthemum growers on the peninsula, in San Mateo county, have added outdoor tulips this spring.

The Art Floral Co. reported a fine Easter trade. They received good specimen rambler roses from Eric James.

Eric James, Elmhurst, never grew finer rambler roses for the Easter trade than he did this year.

JAMES T. LYNCH.

Cincinnati, O.

STOCK IN FAIR DEMAND.

With the passing of Easter the market has once more settled down to ordinary times. Stock is generally in heavy supply and moves slowly. Roses are more than plentiful, the best bringing \$20 per 100, while the shorter grades sell at \$4 to \$6 per 100. Carnations are more numerous than any other flower and there are many left in the wholesalers' refrigerators at the close of the day's business. Sweet peas have now reached the zenith of good quality and it is expected that from now on they will be on the down grade. Quantities of Easter lilies are seen. Cool weather at present is expected to hold them back. Some of the best Darwin tulips seen this season have arrived and cleaned up because of limited supply. Snapdragon is a very welcome flower and liberal arrivals sell well at \$12.50 per 100. Miscellaneous seasonable stock, including lily of the valley, white and yellow daisies, stocks, etc., sell fairly well.

NOTES.

Telegraph delivery orders have been brisk at H. W. Sheppard's, both funeral and basket arrangements being called for. H. E. Klunder, of the firm, left for Toledo in his automobile April 24, where he has land devoted to outdoor flowers.

C. J. James, of the Walnut Hills Floral Bazaar, reports an excellent Easter trade and the week after the holiday kept them moving on funeral work. The firm has added a new Reo delivery truck.

A. E. Becker, of the Avondale Floral Co., visited the market in his new Chevrolet touring car, which indicates good business at that establishment.

The William Murphy Co. is receiving some very good snapdragon and roses from C. F. Murphy and sweet peas from C. Bosworth, Loveland.

The Tromey Flower Shop has added another Dodge truck to its fleet, which certainly shows that trade is brisk at this establishment.

Visitors: John Lodder, Hamilton; John Bryan, Roanoke, Va.; F. Fallon, Bluefield, W. Va.; Edward Elder, Indianapolis. G. K.

OBITUARY.

Andrew C. Benson.

Andrew C. Benson, superintendent of the Bassett & Washburn greenhouses at Westmont, Ill., died at 7:30 a. m., Wednesday, April 26, from an attack of acute indigestion. He was about 60 years old and was in the employ of Bassett & Washburn for 33 years, accepting a position with them shortly after arriving here from his home in Sweden. He received his early training in Germany and was one of the best rose and carnation growers in this country. Mr. Benson was very successful with the American Beauty rose and produced such fine stock that many first prizes were won at the leading flower shows along with other varieties grown at the Bassett & Washburn greenhouses. He did exceptionally well with the Lawson carnation and many of the leading growers in the trade made special trips to inspect his stock, recognized as second to none in this vicinity. He was always on the job and was starting for work when he died. Mr. Benson was a firm believer in feeding his plants and preferred to use cattle manure whenever possible and attributed much of his success to the proper use of it. He was always ready to give whatever information he possessed and took great pleasure in escorting the visitors through the greenhouses, which were always kept in the best possible condition and was one of the points of interest to everyone in the trade.

Mr. Benson was held in high esteem by everyone who knew him and is survived by his wife and daughter Edith, who have the sympathy of the entire trade in their hour of sorrow. The funeral will be held Saturday afternoon at 2:30 o'clock from the late residence at 98 South Grant street, Hinsdale, Ill.

APOKA, FLA.—R. M. Moore is preparing three acres of land for growing asparagus green.

NILES CENTER, ILL.—Stielow Bros. are increasing their glass area 100,000 square feet, for growing roses, doubling the capacity.

GRAND RAPIDS, MICH.—H. W. Albersma's greenhouses are erecting a large display house and remodeling its flower shop on Benjamin avenue.

MILWAUKEE, WIS.—The Semler-Leidiger Co., 419 Milwaukee street, is the new name of the firm formerly known as the Edlefsen-Leidiger Co.

ZANESVILLE, O.—Henry Schwab, the well known florist, who died April 4, had been in ill health for some time, although confined to bed only a few days before his death. His aged father and a sister survive.

GALESBURG, ILL.—E. L. Giddings, the enterprising druggist, has added roses, shrubbery, and bedding plants to his already large seed and bulb business. Although the season is backward, he reports heavy sales in all lines.

INDEPENDENCE, MO.—William Hasselman's greenhouses on South Tenth street were inundated by the recent high water in the Missouri river, the stock being a total loss. A few weeks ago one of his houses on North Tenth street was totally destroyed by fire.

BATTLE CREEK, MICH.—Chas. M. Vandervoort, chief gardener of the Battle Creek sanitarium for 19 years, recently resigned and will engage in business for himself at 853 West Main street, where he has erected a greenhouse, 36x151 feet. Mr. Vandervoort is planning to add a landscape department in the fall.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

THIS ISSUE 48 PAGES WITH COVER.

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PRESIDENT HARDING has approved the wearing of Flanders poppies Memorial Day as the inter-allied flower.

THE Trepel section at Bloomingdale's Department Store, New York, is divided equally into fruit and flower displays, and both are said to be successful.

C. R. HINKLE, new president of the American Gladiolus Society takes a practical and novel method to secure new members, offering a \$1 bulb free to each new member.

We are in receipt of a very neat Mothers' Day window card from Daniel B. Long, Williamsville, N. Y. This is well worded and worthy of a place in any florist's window.

Mississippi Record.

The Mississippi river passed its highest previous record level at New Orleans, La., April 20, reaching 22.1 feet.

Personal.

John H. Troy, the well known landscape planter of New Rochelle, N. Y., will celebrate another birthday anniversary April 29.

Cottage Gardens Co.

The Cottage Gardens Co., Inc., Queens, N. Y., has purchased the entire stock and plant of the Cottage Gardens Nurseries, Eureka, Calif., recently liquidated by court order. The plant will be operated as a branch of the eastern establishment and the principal products will be azaleas and Rhododendron Pink Pearl for forcing purposes. A large production of Ponticum stocks for grafting rhododendrons is also contemplated, as the climate of that part of California is admirably suited to the growing of this plant. It is understood that W. B. Clarke, of San Jose, Calif., at one time sales manager of the defunct concern, will have the sales agency.

D. S. Ward, president of the company, who is now in Eureka, expects to devote a great part of his time to the management of the Eureka plant, while R. T. Brown, vice-president, will continue to look after the interests of the company at Queens.

American Rose Society.

INDIANAPOLIS MEETING, MARCH 27.

The American Rose Society held its annual meeting at Indianapolis, Ind., March 27, President Robt. Pyle in the chair. Only a small number of members were present, but much important business was transacted. In the absence of Secretary John Wister, J. Horace McFarland, Harrisburg, Pa., announced the membership to be 2,007 to date, being several hundred ahead of the same time last year. He spoke at length concerning the membership campaign and emphasized the necessity of more members for the society if it is to be run on a self sustaining basis.

Mr. McFarland told of the proposed Washington D. C., show garden in Potomac Park, for which plans have been drawn by Frederick Law Olmstead and of the proposed distribution of the first of Dr. Van Fleet's new rose, Mary Wallace.

The following persons were unanimously elected to honorary membership for life: Dr. Robert Huey, for a life time spent in advancing rose growing and as a token of our appreciation of his work; Mrs. Aaron Ward, as an appreciation of the esteem in which she is held by the society; W. S. Snyder, as a token of appreciation for legal services gratuitously rendered in the matter of securing the incorporation of the society; Pernet Ducher, as a token of appreciation of his life long work in breeding roses; Charles Sirot, president of the French Rose Society, as a token of friendship between the two societies and Courtney Page, secretary of the National Rose Society of England, as a token of friendship between the two societies.

Dr. Beal spoke of the test gardens, and S. S. Pennock of the proposed Portland, Ore., trip in June, 1923. Many of the members told of the valuable work of the late Dr. Van Fleet which should be commemorated by the society in some substantial way, and the president was directed to appoint a committee to find suitable means of expressing the appreciation of the society for the work of this great man and by this appreciation to encourage other rose breeders to follow in his footsteps.

There was a long discussion over the question of the sale of roses by department stores. Because of their poor condition resulting from ignorance and neglect, it was felt that people purchasing such roses would be discouraged from rose growing. No official action was taken by the society because

the occasion seemed to call for educating the amateur to buy good plants instead of bad ones. A number of members spoke very highly about the work of the society in the past few years but there was voiced a desire for larger membership.

The question of co-operation with local flower shows was discussed and it was recommended that the society do everything possible to encourage them. After some discussion it was decided that as the newly elected officers would not assume office until January, 1923, the election should be postponed until a later meeting sometime during the year when a larger number of members might be present. In this connection it was voted that a nominating committee be appointed by the president, to present names for officers and directors but that this should not prevent additional nominations from the floor at the general meeting.

The officers and members of the society desire to thank Mr. Nicholas for his work in securing a booth for the rose society at the Fifth National Flower Show. The meeting adjourned until later in the season, the time and place to be determined by the executive committee.

JOHN C. WISTER, Sec'y.

Mothers' Day Co-Operation

BY AMERICAN LEGION.

The American Legion and Auxiliary and the Society of American Florists have united to give the greatest publicity to the observance of Mothers' Day, May 14, in the history of its celebration. In a recent letter to Geo. Asmus, of Chicago, Jas. E. Darst, of the National Legion Headquarters, Indianapolis, Ind., advises that the Legion as well as the Auxiliary have planned to participate in a national and local observance of the event. With a total of 14,500 posts and a membership of over 1,000,000, its success is assured. The American Legion Auxiliary, composed of mothers, wives, daughters and sisters of Legion men, will have active charge of the celebration of the day and will be supported by the Legion.

The Auxiliary is obtaining or has secured the co-operation of practically every civic organization in the country and intends to make the observance of Mothers' Day complete and successful. Mr. Darst explained that the informal agreement entered into is in no way an alliance nor is it to be construed as an endorsement of the Society of American Florists. He believed that similar co-operation would be effective for other national holidays, such as Memorial Day and Armistice Day.

Mr. Darst submitted several specimens of advertising copy to Mr. Asmus, containing the American Legion emblem, which he believed could be used effectively by the national publicity committee of the society and florists in newspapers, national magazines and as window cards or posters.

The following advertisement was selected by the society for its campaign preceding Mothers' Day: "Men of the American Legion, Women of the American Auxiliary—Mothers' Day, May 14, is your Day. You served home and country and know what home ties mean. Wear a Flower in Honor of Your Mother. Write her if you can't be with her. Send Her Flowers; Go to Church in Remembrance of Her. The American Legion and the American Auxiliary have arranged National and Local programmes for observance of Mothers' Day. See any officer at the local Auxiliary unit or Legion post for information.

The Society of American Florists will furnish free of charge to every florist or florists' club, a two column or three column matrix of the above advertisement and will also supply without charge, one to five large window posters to each florist. One poster will be mailed to each member of the Florists' Telegraph Delivery Association, immediately when printed, without his request, as this organization has the only list of retailers available.

The best method to follow would be for every florist in any city to get together and pay for the space of the American Legion advertisement collectively, in the newspaper or other publication selected. Individual florists could then feature advertisements of their own choice in the same publication.

The above advertisement is for general publicity purposes only and in no way must the generosity or confidence of the American Legion be abused by inserting a name, or group of florists' names at the bottom of, or in connection with, the advertisement.

The florists of the country are urged to unite at once on this proposition. The free matrix of the Legion advertisement and posters may be secured from Hilmer V. Swenson, Directing the Campaign for the S. A. F. Publicity Committee, 225 North Michigan avenue, Chicago.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address
G. J. CARJANES,
2094 Eighth Ave. New York

Situation Wanted

GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.
ELIZABETH, N. J.

Help Wanted

Managing Foreman

for 100,000 square feet of glass in the east devoted to roses, carnations, sweet peas and pot plants for retail stores. House, light, garden, fuel and \$50 per week. One holding similar position and who can come well recommended will be given personal interview. Do not answer unless you can show the proper credentials that you can deliver the goods. Position open now or arrangements in regard to starting can be settled to advantage. Address

Key 837, care American Florist.

FOR RENT

Department store space for a cut flower department on a percentage basis or a guarantee. Best trade, large business and splendid opportunity. We prefer some one operating such departments in other cities centrally located, Chicago or nearby preferred. Address

Key 835, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

FOR SALE

Well established retail business in Chicago, including two greenhouses, store and one two-flat building and garage. Established 11 years. Splendid opportunity for the right party.

Key 834, care American Florist.

FOR SALE

Range of ten greenhouses all stocked with potted plants and a ready market for same. Modern residence and plenty of land. Big bargain and death of proprietor only reason for selling. Reasonable terms to right party.

MRS. LESHYN
5329 South Rockwell St., Chicago

TREASURY DEPARTMENT, Office of the Supervising Architect, Washington, D. C., April 13, 1922.—SEALED PROPOSALS will be received in this office until 2 p. m., April 27, 1922, and then opened for planting, etc., on the grounds of the U. S. Post Office, at Midletown, Ohio, in accordance with drawing No. T-1 and this specification, copies of which may be had at the office of the Custodian at the building or at this office, in the discretion of the Supervising Architect. Jas. A. Wetmore, Acting Supervising Architect.

Situation Wanted

Married, 12 years' experience, all around florist. Ready to start immediately.

A. SIDIRUIS
1357 N. Clark Street, Chicago, Ill.

FOR SALE

Complete florist plant, which includes two large greenhouses fully equipped with pots and plants for the year's business, a large garden tract that will grow practically anything, and in addition to this there is a fine modern house that will be sold with the property together with a garage.

This proposition is located in a town that has good railway connections and caters to a large population. Price \$6,500, part cash and the balance on easy terms.

FRED V. SCHNURLE & SON, Canisteo, N. Y.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$6.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

YOUR SPECIAL

Mothers' Day

Advertisement in Next Week's Issue of
The American Florist

Out MAY 4

with many Mothers' Day suggestions and pictures,
should increase your Telegraph Business
over that of Easter.

SEND THE ADVERTISEMENT NOW

AMERICAN FLORIST CO.

440 South Dearborn Street, Chicago, Illinois

Gladiolus Mrs. Frank Pendleton

RESERVE Now For Summer Work, Getting Scarce.

Blooms of this have outsold all varieties in all markets for two years; we have choice true stock, sizes first and second, for 1922 at below moderate prices, grown by ourselves. Price, alone, last year and in 1920 kept it from the trade generally. It is now available. Do not be without it.

The best summer window display flower that you can grow.



MRS. FRANK PENDLETON.

Other GLADIOLUS Leaders

Grown on our own farms from True Planting Stock

	1000	1000
America, First.....	\$20.00	MRS. F. PENDLETON, First..\$40.00
America, Medium.....	16.00	MRS. F. PENDLETON, Med... 35.00
America, extra, 2 in., up.....	25.00	(5000 at \$33.00 per 1000.)
Augusta, First.....	32.00	Niagara, First..... 40.00
Augusta, Medium.....	25.00	Niagara, Medium..... 35.00
Baron J. Hulot, Medium.....	50.00	Mad. Monneret, First..... 23.00
Chicago White, First.....	30.00	Mad. Monneret, Medium..... 20.00
Halley, First.....	33.00	Mrs. Watt, First, Ruffled Gl'y 45.00
Halley, Medium.....	27.00	Panama, First..... 35.00
Mrs. F. King, First.....	22.00	Panama, Medium..... 30.00
Mrs. F. King, Medium.....	18.00	Schwaben, Medium..... 42.00
Mrs. F. King, extra, 2 in., up 27.50		Florists' Mixed, First..... 25.00
Peace, First.....	45.00	Rainbow Mixed, First..... 40.00
		Standard Mixed, First..... 18.00
		Standard Mixed, Medium..... 16.00

Write for Special Prices on 5,000 to 10,000 lots.

CANNA PLANTS Are Ready

	Prices per 100	3 inch	4 inch
Chas. Henderson	\$ 8.00	\$10.00	
David Harum	8.00	10.00	
Firebird	12.00	18.00	
Gustave Gompers	8.00	12.00	
Hungaria	15.00	20.00	
King Humbert	8.00	18.00	
Louisiana	8.00	10.00	
Marvel	8.00	10.00	
Meteor	8.00	12.00	
Milwaukee	8.00	10.00	
Niagara	8.00	10.00	
Orange Bedder	8.00	12.00	
Uncle Sam	8.00	10.00	
Prince Weid	8.00	10.00	
Queen Charlotte	8.00	10.00	
Souv. de Crozy	8.00	10.00	
President	10.00	15.00	
Wyoming	8.00	10.00	
Wintzer's Colossal	8.00	10.00	
Yellow King Humbert.....	8.00	18.00	

Dormant CANNA Roots, Unsold

	Per 1000
The President	\$60.00
Chas. Henderson	25.00
Wintzer's Colossal	25.00
David Harum	25.00
Madam Crozy	22.50
Louisiana	20.00
Niagara	20.00
King of Bronze	20.00
Uncle Sam	25.00
Peley	25.00
Mixed Colors	22.50

OTHER BULBS.

Tuberoses, Mexican	25.00
Tuberoses, Pearl, 3-4 in.....	18.00
Maderia Vine, large, 2 to 3 inch.....	30.00
Oxalis, summer, 5 sorts.....	5.50
Apios Tuberosa	30.00

FANCY LEAVED CALADIUM BULBS.

Mixed	per 100, \$16.00
Six Colors	per 100, 18.00

These two Prepaid from Western Springs, Ill.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

Nashville, Tenn.

EXCELLENT EASTER BUSINESS.

The holiday business was a great success. The trade was well prepared and reported more volume than last year, which is saying a great deal. There was a huge supply of Easter lilies which predominated in the sales and almost cleaned up. Cut lilies also went well and brought 50 cents per bloom. On plants they brought 75 cents per bud or bloom. Roses were plentiful, Premier, Columbia, Mrs. Chas. Russell and white and pink Kaiserin leading the call. Values ranged from \$4 to \$8 per dozen, a few of the fancies reaching \$10. Carnations were abundant at \$3 per dozen. Innumerable miscellaneous seasonable

cut flowers were on the market to satisfy every taste. Among these were sweet peas, calendulas, snapdragons, alyssums, pansies, etc. Decorated baskets had a wonderful sale, cinerarias being much used. Business has continued good since Easter. Several large funerals have kept the trade busy. Social affairs have picked up now that Lent is over and corsage bouquets are proving popular as well as pot bulbous stock for decorative purposes. The florists seem to have an abundance of gladioli which has been shipped in from the south. It is selling well. The weather is fine and balmy which has stimulated the call for bedding plants. The public is purchasing all kinds of bulbous stock such as cannas, tub-

eroses, dahlias, etc. The country growers are now flooding the market with geraniums, verbenas, perennials, zinnias and the smaller plants for transplanting into summer gardens.

M C D.

SYRACUSE, N. Y.—Valentine Bros. recently opened a floral department in connection with their confectionery business.

OTTAWA, KANS.—The Lester Greenhouses, C. Jacobus proprietor, recently moved its retail store to 316 South Main street, discontinuing its former shop at 200 South Main street.

NOW READY

THE AMERICAN FLORIST CO.'S

TRADE DIRECTORY

— OF THE —

FLORISTS, NURSERYMEN AND SEEDSMEN

— of the —

UNITED STATES AND CANADA

**Also Horticulturists, Landscape Architects, Societies,
Parks, Cemeteries, Botanical Gardens, Supply
Concerns, Catalogue Firms, Etc.**

**The First Edition in Over Four Years, with many
New Names and Changes in Addresses.**

Price, \$5.00 per copy, postpaid

PUBLISHED BY THE

American Florist Co.

440 So. Dearborn St., Chicago



You Will Need It for the Mothers' Day Telegraph Business.

MOTHERS' DAY ROSES

Buy Direct From the Growers

OUR ROSES

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

MOTHERS' DAY PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at the rate of.....	\$16.00
Choice long stems, all Russells.....	20.00
Good medium length, our selection.....	\$10.00 to 12.00
Good short in lots of 300 or more, our selection.....	8.00
Also a limited quantity of short stem roses at.....	6.00
(These stems are from six to eight inches in length.)	
When ordering please state what grade wanted.	

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

FANCY FERNS—Best New England Ferns at \$4.00 to \$4.50 per 1000.

All seasonable flowers we will buy for our customers at market prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

BUSINESS IS BETTER THIS WEEK.

Business is improving at this writing, but the call last week was exceptionally quiet and the returns very disappointing to the growers. Stock was in great oversupply with the exception of a few items and was sold in quantity lots at exceedingly low prices. Monday was a fairly good day, but trade Tuesday and Wednesday was sluggish. The demand improved somewhat Thursday and Friday and there was a noticeable increase in the sales Saturday with a steady improvement ever since. Lily of the valley is holding its own and was scarce at times the past week. Gardenias are popular and orchids are cleaning up nicely. Sweet peas are in heavy supply and considerable pushing and sacrificing is needed to keep the tables clean. Lupines are quite a factor in the market and are in good demand at satisfactory values. Snapdragons are arriving in splendid condition, not to mention choice stocks and candytuft. Daisies are more plentiful. Gladioli from the south are in large supply and fancy local grown Pendleton is attracting the attention of the city buyers. Callas are to be had in quantity and there appears to be an oversupply of lilies. Narcissi and tulips are in good supply, and mignonette, calendulas, forget-me-nots, statice and pansies are included in the shipments. Lilacs and trailing arbutus have been arriving in good sized quantities the past week and the first shipments of peonies are expected at any moment. Carnations are plentiful, and while they are cleaning up fairly well, some good sized shipments have been sold at exceedingly low prices at times the past week. Roses are in good supply and the market has stiffened considerably the past few days. The retailers report business as better and in nearly every instance agree that the sales for last week were

very disappointing with practically no life whatever in the demand. All the dealers are devoting their attention to Mothers' Day, the second Sunday in May, and inquiries in regard to stock are already arriving. The supply will be heavy, but the demand promises to be strong and no time should be lost in placing orders so as to protect oneself in regard to a possible shortage.

NOTES.

Frank Schramm and wife, of Crystal Lake, have returned from a pleasant visit in California. They had a narrow escape from death when the train in which they were returning turned turtle at Winnemucca, Utah.

James H. Dale, successor to Dale & Nicholas, Hancock, Mich., placed an order for a new refrigerator with the A. L. Randall Co. while he was in the city this week.

Vaughan's Seed Store retail departments have been doing business to crowded houses during the past week.

Neponset Waterproof Paper FLOWER POTS

These pots are nested and packed in cases of 1,000 each.

Sizes	Per 1000	Per 500	Per 100	Sizes	Per 1000	Per 500	Per 100
2 1/4 inch.....	\$4.50	\$2.75	\$0.65	4 inch.....	\$11.50	\$ 6.25	\$1.50
2 1/2 inch.....	5.50	3.25	.75	5 inch.....	18.00	9.00	2.00
3 inch.....	7.50	4.25	1.00	6 inch.....	24.00	12.00	2.75
3 1/4 inch.....	9.50	5.25	1.25				

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

VALLEY

For Memorial Day and
Spring Weddings

Choice Cold Storage Pips

Per 1000....\$30.00

Per 500.... 16 00

Per 250.... 8.00

H. N. BRUNS

3032-42 W. Madison St., Chicago, Ill.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Calendulas, Sweet Peas, Easter Lilies, Callas,
Snapdragons, Gladioli.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality
Speaks
Louder
Than
Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner
Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Mention the American Florist when writing.

George Rozakles has closed his store in the McVickers building, which is being rebuilt, and is looking for another location. He is making his headquarters at the Venetian Flower Shop on East Washington street.

Chas. Erne, of Erne & Co., had a pleasant visit from Mrs. E. H. Hunt,

who passed through here from Montana on April 21 to visit her old home in Massachusetts.

The Joseph Foerster Co. is having a heavy call for fancy lupines and snapdragons, which it is handling in quantity, in addition to a complete line of all other stock.

Zech & Mann's regular shipments of cut flowers include choice stocks, among which is a beautiful red that is attracting the attention of the city buyers.

Anton Dietsch, of A. Dietsch Co., well known greenhouse manufacturers, is in Europe.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES MCCAULEY, Treasurer

The House That Satisfies

PAUL R. KLINGSFORN, Manager

L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

MOTHERS' DAY PRICE LIST

CHICAGO'S FINEST ROSES

PREMIER		RUSSELL		OPHELIA	
	Per 100		Per 100		Per 100
Special	\$35.00	Special	\$35.00	Special	\$25.00
Fancy Long	30.00	Fancy Long	30.00	Fancy Long	20.00
Long	\$20.00 to 25.00	Long	20.00 to 25.00	Long	18.00
Medium	15.00 to 18.00	Medium	15.00 to 18.00	Medium	15.00
Short	12.00	Short	12.00	Short	10.00 to 12.00
COLUMBIA		CRUSADER		SUNBURST	
Special	\$30.00	Special	\$35.00	Fancy Long	\$25.00
Fancy Long	25.00	Fancy Long	30.00	Long	20.00
Long	20.00	Long	\$20.00 to 25.00	Medium	\$15.00 to 18.00
Medium	\$15.00 to 18.00	Medium	15.00 to 18.00	Short	10.00 to 12.00
Short	10.00 to 12.00	Short	10.00 to 12.00		
MILADY		BUTTERFLY		WHITE	
Special	\$35.00	Special	Per 100 \$30.00	Special	\$25.00
Fancy Long	30.00	Fancy Long	25.00	Fancy Long	20.00
Long	\$20.00 to 25.00	Long	20.00	Long	18.00
Medium	15.00 to 18.00	Medium	\$15.00 to 18.00	Medium	15.00
Short	10.00 to 12.00	Short	10.00 to 12.00	Short	10.00 to 12.00
				ANGELUS	
				Special	\$30.00
				Fancy Long	25.00
				Long	20.00
				Medium	\$15.00 to 18.00
				Short	10.00 to 12.00

Extra Special Roses Billed Accordingly.

MISCELLANEOUS FLOWERS.

Carnations		Tulips, Darwin , per 100	\$8.00 to \$10.00	Snapdragons ... per doz.,	\$1.50 to \$2.50
Fancy Assorted per 100,	\$12.00 to \$15.00	Valley per 100,	6.00	Calendulas ,	
Laddie per 100,	20.00	Daisies per 100,	1.50 to 2.00	Orange King ... per 100,	8.00 to 5.00
Jonquils per 100,	6.00	Giganteum Lilies , per 100,	20.00	Peonies per 100,	\$12.00 to \$15.00
Lupines, fancy per bunch	1.00 to 1.50	Calla Lilies per doz.,	2.00		

Sweet Peas, Spring Bloomers, \$2.00 to \$4.00 per 100.

DECORATIVE GREENS.

Ferns \$5.00 per 1000

Plumosus 50c bunch	Smilax , strings \$4.00 per doz.	Leucothoe \$10.00 per 1000
Sprengeri 35c to 50c bunch	Adiantum 1.50 per 100	Boxwood \$12.00 per 50-lb. bag
Coontie Leaves \$3.00 per 100	Galax 2.00 per 1000	

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

"Service to Swear BY not AT"

The heavy windstorm of April 19 resulted in quite a little damage to greenhouses in this vicinity. Florian D. Wallace, well-known greenhouse windstorm insurance man with headquarters in the Insurance Exchange building, has had reported and is paying for the repairs of the following places: Pledzien Bros., Norwood Park, 250 lights; Premier Rose Gardens, Melrose Park, 500 lights; Weiss & Meyer Co., Maywood, 500 lights and some structural damage; Amling Bros., Des Plaines, 500 lights. James Psenica, of Gross Pointe, suffered a little damage and so did Kirscht Bros. at Morton Grove. Many other places were also damaged but the proprietors were not as fortunate as those mentioned above who carried insurance. Mr. Wallace is the same gentleman who carried the insurance on the Hoerber place at Des Plaines which was damaged extensively several years ago and was settled to the entire satisfaction of the proprietor.

Poehlmann Bros. Co. is busy moving its cut flower department to temporary quarters in the basement next door and is handling its trade as though nothing

happened. The large refrigerators are already in use and the ice machine is in operation. The telephones have been connected and so have the lights. Stock is in good supply here, especially roses of choice quality.

Wietor Bros. report a strong demand for young rose and carnation stock and many large sized orders have been filled the past week. N. J. Wietor says the outlook is bright for large crops for Mothers' Day as far as the greenhouses are concerned and inquiries regarding stocks for this occasion have been numerous the past week.

F. Fallon, well-known florist, of Roanoke, Va., and his store manager, H. T. Bryant, were in the city a few days this week on the last lap of a swing through the leading cities in the middle west.

T. E. Waters is busy selling tickets for the big dance and entertainment of the Florists' Club at the Hotel Randolph, next Thursday, May 4. The entire trade is invited to attend.

Mrs. Al. Campiche narrowly escaped injury when the auto in which she was driving was hit by another car. The accident happened April 22.

Andrew Benson, well-known foreman for Bassett & Washburn, died suddenly Wednesday, April 26, an account of whose death appears in the obituary column this week.

Earl Mann, of the E. G. Hill Co., of Richmond, Ind., was here last week with the new rose America, which is meeting with great favor in the eyes of the grower.

The E. F. Winterson Co. is supplying its customers with Narcissus Poeticus from the Buckbee greenhouses at Rockford, where C. W. Johnson so ably presides.

The Louis Moteff Floral Co., 34 West Randolph street, will move to a main floor location almost overhead about May 1.

The Briggs Floral Co. will open another retail store at 1505 East Fifty-third street about June 1.

Adam Kasper, of the E. C. Amling Co., Los Angeles, Calif., is here on a visit.

A. Henderson & Co's. counter trade is running to capacity.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

FOR MOTHERS' DAY ORDER NOW-ENOUGH

YOU will have a wonderful demand

(If you advertise and push for business)

WE will have a wonderful supply

(No "ifs" about it—you can count on our "being there" with "the goods.")

Let's get together NOW and make it a record week

PEONIES HOW MANY CAN YOU USE?
For Mothers' Day? For Memorial Day?

The J. A. Budlong Co. is moving a large supply of gladioli in addition to heavy shipments of roses and carnations. Sweet peas of choice quality are arriving in quantity here.

Tonner's are expecting shipments of peonies regularly, starting with this week. The stock that was scheduled to arrive last week was delayed owing to the cool weather.

D. E. Freres Co. is doing a nice shipping business in addition to its city trade and is featuring fancy snapdragons this week.

The Chicago Flower Growers' Association is supplying its trade with fancy sweet peas in addition to its usual complete line of stock.

Chas. McCauley's new range at Geneva is well under way and withstood the heavy windstorm of April 19.

Peter Reinberg, Inc., is looking forward to a brisk Mothers' Day trade and is booking orders for same.

A. L. Vaughan & Co. are handling a large quantity of jonquils again in addition to its regular supply.

E. C. Amling is expected home from California in the near future.

The West Chicago Park Commissioners wrote all west side business associations last January, inviting co-operation in a flower or rose fete in June, and now state responses have been so discouraging that they have decided to abandon the project this year.

George Wienhoeber is featuring fancy Pendleton gladioli in his window displays.

Victor Bergman and wife called on the trade in Milwaukee, Wis., April 25.

The American Bulb Co. reports good demand for hardy lily bulbs.

TROY, N. Y.—The Zimmerman Greenhouses, near this city, sustained a slight loss by fire recently.

BATAVIA, ILL.—Mr. Wolcott, of the Bellevue Place Co., celebrated the seventy-fifth anniversary of his birthday, recently.

PORTSMOUTH, O.—Orin B. Oakes, Sixth street florist, has rented the greenhouses owned by W. W. Bauer, to be better able to handle his expanding business.

Allied Florists' Association of Chicago.

The Allied Florists' Association of Chicago held a special meeting at the Randolph hotel the evening of April 20. In the absence of President Geo. Asmus, Peter Pearson acted as chairman.

The revision of the constitution and by-laws was the first business taken up, which were acted upon separately, and after considerable discussion all changes were unanimously adopted. The election of the board of nine directors to serve for one, two and three years was then considered. In the selection of candidates each branch of the growers' industry was as far as possible represented. The Wholesale Cut Flower Dealers' Association was allowed three members and it was agreed to elect them at once, the members to be placed on the board when presented by the association. The election of the other six directors resulted as follows: Peter Pearson and August Poehmann, for three years; Otto Amling and E. E. Wehrmann, two years; H. Snyder and Paul Weiss, one

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

year. There are no retailers now in the association, their advertising being personal, to direct trade to each individual store. It is estimated that over \$100,000 is spent annually by Chicago retailers in publicity. The growers' assessments have been increased to 1 per cent of sales after commissions have been deducted. Growers who sell direct pay 1 per cent of their total business. These amounts are to be given to the secretary on the 10th of each month, new assessments to commence May 1.

The exhibition tables contained a vase of the new rose, America. These were fine buds on 24 to 36-inch stems. Earl Mann, of the E. G. Hill Co., Richmond, Ind., who staged the flowers, said that his firm wanted the Chicago growers to see and get acquainted with this new kind. Mr. Mann spoke of the difficulties of introducing new roses, in which many people looking for defects entirely missed the good qualities. This had been true in the case of every new kind they had placed on the market. The Hill company found America to be fully as free as Columbia and a much better flower. It was, he believed, the best rose they had ever offered to the trade. Mr. Mann told of cut blooms of America being carried this spring to France, where they had arrived in perfect condition, appearing as fresh as if cut the day before.

Geo. J. Ball, Glen Ellyn, showed 18 vases of orchid flowered sweet peas of exceptional quality. Two new kinds, Annette and Seedling No. 56 were given honorable mention, while Grenadier, a fine dark pink variety, received a certificate of merit. Both exhibitors were given a standing vote of thanks.

Secretary Swenson read a letter from the American Legion, which desires to co-operate with the florists in the observance of Mothers' Day, May 14. Each of the 11,000 posts, having a membership of over 1,000,000 members, are to hold meetings on that day with appropriate ceremonies, in which flowers are to play an important part, as each members is to wear one in honoring his mother. President Harding has endorsed the movement and cautioned against profiteering. Officers of the American Legion had also written an ad which they desired the trade to use in its publicity for the occasion.

Secretary Lautenschlager, of the Chicago Florists' Club, announced the meeting and reception of the past presidents would be held at the Randolph hotel the evening of May 4. This is to be ladies' night as well, with refreshments and dancing concluding the programme. A feature will be an exhibition of corsages of flowers for personal wear, and designs or arrangements best suited for Mothers' Day, for which liberal prizes will be awarded.

There being no further business the meeting adjourned.

ALBANY, N. Y.—Large Easter display advertisements were featured by Eyres, Arkay Florists and the Flowerdale Greenhouses in the local newspapers previous to the holiday.

Milwaukee, Wis.

DEMAND FOR STOCK INCREASING.

As is usually the case after a holiday business is rather quiet, but the last few days has shown a considerable briskness in both the local and shipping trade. On April 24 there was a good call for fancy stock for the funeral of Henry Uihlein, for many years president of the Schlitz Brewing Co.

NOTES.

C. B. Whitnall, secretary of the public land commission, gave an illustrated lecture before the city council, April 19, of his recent trip to California in connection with city planning. Mr. Whitnall told of Los Angeles annexing land for a harbor, 20 miles from the city which, when completed, will accommodate the entire commerce between the United States and the orient. He believed that this city would not benefit from local improvements in the harbor until it is prepared to co-operate in connection with those improvements, through city planning.

The announcement of the engagement of Gertrude Sommers to Arthur J. Beyer was recorded in the local newspapers, April 16. Miss Sommers, better known amongst the local craft as Gertie, who has been working at the florist game for some time, is the right hand bower at Fox's, Inc., where she has charge of the cut flower department.

The Blue Mound Floral Co., Kochanski Bros., proprietors, Fifty-first street and Blue Mound road, is planning to erect a new range of greenhouses on Eighth avenue, South Side, after their lease on the present establishment expires, July 1.

The severe wind storm, April 19, demolished a large plate glass in the window of the East Side Floral Co.'s store. Some growers reported minor losses.

Fox's, Inc., had the order for the casket cover at the funeral of Henry Uihlein, this week, consisting of orchids and lily of the valley.

Otto Sylvester, of Oconomowoc, and wife announce the marriage of their daughter, Alice to Theodore L. Balson, April 20.

The directors of the Florists' Publicity Association held its regular meeting, April 27, at the Blatz hotel.

The exhibit of flowering plants at the Mitchell Park conservatory is attracting a large number of visitors.

Frank Zacharias, Brown Deer, is daily consigning fine snapdragons to this market. E. O.

CLARINDA, IA.—The Clarinda Greenhouses are remodeling a building recently purchased from Swift & Co. for occupancy.

NEOSHO, Mo.—The Neosho Floral Co. has been chartered, capital \$75,000. The officers are J. S. Cornish, president; G. E. Dorrance, vice-president and assistant manager; E. E. Dorrance, secretary and business manager, and E. S. Cornish, treasurer.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader
Ward

Sunburst
Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

SINGLE AND DOUBLE

VIOLETS

DAISIES

PANSIES

TULIPS

JONQUILS

STOCKS

MIGNONETTE

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

MOTHERS' DAY IS NEAR

Order Your Cut Flowers From Us Now.

We will have a large and complete supply of Roses, Carnations, Sweet Peas, Peonies, Calendulas, Valley, Daisies, Tulips, Jonquils, Gladioli, Snapdragon, Etc.

☞ The demand is increasing each year and you should arrange for your supply immediately with us. **DO IT NOW!**

WIETOR BROS.

30 E. Randolph St., L. D. Phone 2081 CHICAGO

WHOLESALE GROWERS OF

Cut Flowers

— We Shall Have a Wonderful Crop of —

ROSES FOR MOTHERS' DAY

Especially Strong on Columbia, Premier, Sunburst and Russell.

ALSO A SPLENDID SUPPLY OF CARNATIONS

MOTHERS' DAY PRICE LIST—

Subject to Change Without Notice.

Premier	Per 100	Columbia	Per 100	Butterfly	Per 100
Special	\$25.00	Special	20.00	Special	25.00
Select	20.00	Select	15.00	Select	20.00
Medium	15.00	Medium	12.00	Medium	15.00
Short	10.00	Short	8.00	Short	10.00
				ROSES, Our Selection, \$8.00 per 100	
				Carnations	
				Fancy	12.00
				Good	10.00
				CALLA LILIES, Per Dozen, \$2.50 to \$3.00	
				Ferns, per 1000	\$4.50
				Galax, per 1000	2.00
				Sprenger, per bunch	\$0.50
				Plumosus, per bunch	.50
Russell		Sunburst	Per 100		
Special	25.00	Special	\$20.00		
Select	20.00	Select	15.00		
Medium	15.00	Medium	12.00		
Short	10.00	Short	8.00		

Buy from us and get the Best Stock in this Market at the Most Reasonable Prices.

Mothers' Day

Cut flowers will be in good supply with us for this occasion but it is advisable to place all orders well in advance.

ROSES AND CARNATIONS

will be our leaders, but we will have a good supply of Sweet Peas, Valley, Orchids, Daisies, Tulips, Jonquils, Narcissus, Calendulas, Peonies, Stocks, Pansies, Gladioli and all other miscellaneous stock including a complete line of Greens.

A.L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

Mention the American Florist when writing.

Salt Lake City.

HOLIDAY CLEANUP IN MANY LINES.

The wholesale market was much more active than the retail for the holiday. Most growers had their stock sold some time in advance of Easter. On account of the shortage of lilies, it was impossible to fill the orders in full. Rambler and baby roses were also apportioned to the trade by the growers. Darwin tulips cleaned up well and hydrangeas were quickly disposed of. There was an exceptionally fine lot of spiraeas and they sold easily at \$1.50 and \$2. A few pelargoniums and hyacinths were the only plants in evidence at the greenhouses after Easter. Growers reported receipts averaging between 15 and 20 per cent above those of last year. This is without doubt the most prosperous Easter plant growers in this section ever experienced. Prices of plants were practically the same as last year. Due to the cold, stormy weather the supply of cut flowers was a little short of expectations. Prices averaged about 20 per cent lower than the year previous. For the retail trade, part of Saturday was fair, though cold, but the public turned out well. Lilies went well at 75 cents per bloom until about 4 p. m., there being a number on hand, prices dropped to 60 cents. Pelargoniums and hyacinths, the only other plants plentiful, took a drop also. Saturday night saw florists with some plants, but these were mostly disposed of in filling Sunday orders. Some florists did not order heavy and were sold out early. The big call was for Easter lilies. Carnations moved well at \$2 per dozen, roses \$3 to \$7.50. The long varieties were not in much demand. Cut daffodils, tulips and snapdragons were the slowest sellers, but the florists did not have a large supply of these, so it affected them very little. Business has been quiet since Easter. Considerable funeral designs are being made and these, with a few orders for table decorations, constitute the bulk of the sales.

NOTES.

A very unique window decoration was to be seen at the retail shop of the Miller Floral Co., 10 East Broadway. The window was filled with a base of moss, while baskets of flowers, pot lilies, roses, hyacinths and other flowers made it look like a lovely outdoor garden in June. The background was

set off by a large cross entwined with rambler roses. Several small rabbits were eating in the garden, much to the consternation of the lilies and the delight of the kiddies. An enthusiastic group of admirers continually crowded around the window. The designer, Mrs. Uhra Huff, received many compliments on her artistic ability. It may not be amiss to state that many orders were taken for rabbits, which were turned over to the firm's rabbit farm. Follow florists take notice—a new side line for your business.

"The best Easter in the history of the business," was the way Robert Miller, manager of the Miller Floral Co.'s wholesale department, expressed himself. This company is the largest grower of pot plants and cut flowers in the intermountain west, supplying the retail florists of Utah, Idaho, Montana, southern Wyoming, western Colorado and a part of Nevada.

Easter morning found the city in the worst snowstorm since 1886. Deliveries were difficult and practically all telephone lines were out of order. Florists probably lost many telephone orders. Practically the only business done this day was filling Sunday orders received the previous day.

That the B. C. Morris Floral Co. received their portion of Easter business is evidenced by the fact that they reported receipts for Friday and Saturday in excess of those of last year.

The Flower Shop found it necessary to canvass the retail trade Sunday morning to get enough lilies to supply their orders.

Al Alt, of the Huddart Floral Co., states that they sold out on practically everything. J. W. W.

Columbus, O.

USUAL POST HOLIDAY SLUMP.

While Easter trade is excellent in every way, there is usually a slump after the busy time. Funeral work, however, is active. There is also some party and reception work, and with the ending of Lent a number of social functions are being scheduled. Roses, such as Premier, Ward, Sunburst and Butterfly, carnations, snapdragons, sweet peas and lilies lead in the cut flower demand. There is a good call for bulbous stock. Garden flowers prove popular. Plants, including hyacinths, prim-

roses and others, meet a good demand. Prices are somewhat reduced from the Easter levels, but they are not especially low. Shrubbery is now in excellent demand and many of the florists are busy in landscape work.

FLOWER GROWERS' AND RETAILERS' ASS'N.

A meeting of the Flower Growers' and Retailers' Association was held April 18 at the greenhouses of the Cottage Rose Gardens with a fair attendance. After inspecting the plant a short business session was held, when arrangements were made for co-operative advertising for Mothers' Day, which plan was used at Christmas and Easter and has proven very satisfactory to members. It was decided to hold the next meeting at the Chittenden hotel Tuesday evening, May 2, when a dinner will be served. It is hoped to get a larger attendance in that way.

NOTES.

Walter Stephens, of S. F. Stephens & Son and president of the Ohio District of the National Flowers Growers' Association, is getting busy on organization work. He addressed a meeting of the Cincinnati growers recently as to what the national association expects in Ohio. He also visited the Dayton Florists' Club some time ago and talked on the necessity for co-operation among florists generally. Mr. Stephens plans to organize local associations in various cities and towns of the Buckeye State at an early date.

The Fifth Avenue Floral Co. reports a very active Easter trade. This concern is now selling roses, carnations, sweet peas and snapdragons. It is going into the nursery business heavily at its farm on the Olentangy river. Perennial stock and shrubbery will be the specialties, according to Manager Claude Siebert.

The Automobile Club has received a large palm presented by Herman Kropp, proprietor of the Cottage Rose Gardens, who is a member. The palm is a fine specimen and adds materially to the collection of plants at the club rooms.

Two new retail concerns, the Linden Floral Co., 140 South High street, in what is known as Fulton market, and the Mission Inn Flower Shop, at 116 South High street, opened in time to get their share of the Easter business.

J. W. L.

Mothers' Day--May 14

Place your cut flower orders with us now. Our line is complete in every respect and the prices are right.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Toledo, O.

BIG DEMAND FEATURES EASTER BUSINESS.

It was not until Saturday and Sunday of Easter week that florists here were certain that the holiday trade would be satisfactory, but with the dawn of a cloudless, balmy week end, the demand took a tremendous jump and kept everybody hustling until late Sunday afternoon. Warm weather in the weeks preceding Easter did some damage to stock, but cooler weather following helped, and on the whole it was in fine condition. Lilies retained their popularity as headliners, were plentiful and retailed at 50 to 75 cents per bloom. Next in the call came hydrangeas, hyacinths, tulips and rose bushes, of which there was an adequate supply. Prices in most cases were the same if not lower than last year, although lilies brought more on the average. Cut flowers represented about 30 per cent of the sales. There was quite a demand for corsages. Roses, carnations, sweet peas and violets led in the selling. An increase in telegraph delivery orders was noted. The first co-operative advertising was employed Easter week and aided in pushing stock and the trade here was well satisfied with the business transacted.

NOTES.

Other florists who enjoyed a large demand were Scottwood Greenhouses, Hellmar Flower Shop, Helen Patten, Feninger's, Spanner Flower Shop, John Barrow, Navarre Flower Shop, Avery Flower Shop and Henry Krueger.

Armine Suder's greenhouses on Cherry street were a mass of color and in his display almost every seasonable plant was represented. Business here was the best ever, according to Mr. Suder.

Metz Bros. were swamped with business Saturday and Sunday and were well satisfied. They also report a big trade for the opening of the new Franklin store last week.

Schramm Bros. had a fine Easter. Hyacinths, tulips, daffodils and hydrangeas were the leading plants.

A. C. K.



MAKE THE WORLD MORE BEAUTIFUL THAN YOU FOUND IT!

INCREASE YOUR PROFITS! Order Bench Plants NOW! Immediate or later shipment. Special prices on large quantities. Big demand! Fine stock!

2- and 3-Year-Old Plants	100	1000
Ophelia	\$12.00	\$115.00
White Killarney	12.00	100.00
Sunburst	12.00	115.00
Hoosier Beauty	12.00	115.00
Milady	15.00	140.00
Russell	16.00	140.00
Columbia	16.00	150.00
Premier	16.00	150.00
YOUNG ROSE PLANTS	100	1000
Sunburst, 2 1/2-in.	\$12.50	\$115.00
Butterfly	14.00	135.00
Ophelia, 2 1/2-in.	12.50	115.00
Richmond, 2 1/2-in.	11.00	90.00
Columbia, 2 1/2-in.	14.00	120.00
Mrs. Russell, 2 1/2-in.	16.50	150.00

In ordering please state if we may substitute other varieties if necessary. Packing charges for 100 or less, \$1.00; for 1000 plants, \$6.50.

M. C. GUNTERBERG

WHOLESALE FLORIST

159 NO. STATE ST. -- CHICAGO, ILL.
Mention the American Florist when writing.

Mention the American Florist when writing.

Pittsburgh.

DEMAND EXTREMELY LIGHT.

The week after Easter found a slow market with plenty of stock and a light demand, until by Saturday there was an accumulation that was hard to move. As usual after a holiday everyone seems to have all the flowers they need for some time and it takes at least a week for things to become normal again. Stock has been good and with the usual demand it is doubtful if there would have been too much. The arrivals include roses of all varieties, carnations, lilies, both Easter and calla, snapdragons, orchids, lily of the valley, daisies, sweet peas and Darwin tulips. Lilies have been the chief offender, and with Easter over and very little funeral work, they have moved slowly. Late reports from the Easter business show

that everyone is more than satisfied. Growers, wholesalers and retailers all report it as one of the best. The only complaint is that some of the growers sent out bulbous stock that should have been dumped. Outside of this and the fact that sweet peas were poor, there are no kicks from anyone. With the retailers it was all a last minute business and about the middle of the week some of them got cold feet and predicted dire things for the trade in general, but when they closed their doors Sunday it was with a smile and a different tune. What makes it more wonderful for this town is that there was no advertising done by the associated florists and only a few of the retailers advertised on their own account. What would have been done had the florists here advertised on a scale that other cities did is hard to figure. Plants

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

sold well; rose bushes and hydrangeas were the favorites, with the tulips, hyacinths and jonquils following right along. Cut flowers sold well with the small corsage flowers going first; in fact some of the retailers report that they were forced to quit selling corsages as early as Saturday afternoon.

This city was visited by a snowstorm Friday morning that was the heaviest on record for so late in the season, followed by a freeze Friday night that did a lot of damage to early fruits and vegetation. What damage has been done is hard to tell at this writing, but as everything was well advanced, it will probably be heavy.

E. C. T.

Montreal, Que.

SATISFACTORY EASTER TRADE REPORTED.

The Easter season found all stores in the city well stocked with the usual flowers. Lilies were plentiful and excellent in quality. Bougainvilleas, lilacs, laburnums and rhododendrons were also seen in good quantities. Bulbous stock was scarce owing to the lateness of the season and partly to the warm weather about three weeks ago. In the cut flowers, roses, snapdragons and carnations were very prominent. Sweet peas were used extensively as corsages, for violets had almost entirely disappeared from the market. Orchids and lily of the valley were also scarce. The weather was very dull and threatened rain for the week end. This, no doubt, kept more people in the city than it otherwise would have been the case. This was of great benefit to the trade, as flowers were needed to cheer up the home. On Saturday it snowed and rained all day, which did not deter people from going to the shops, and by early afternoon some cut flower stocks were entirely depleted.

NOTES.

Campbell, McKenna, Ltd., and Ley & McAllen had quite a rush of funeral work during the holiday season, which kept the entire staffs on the jump. Monday morning found all on the job again, tired but satisfied.

McKenna, Ltd., had a large church and house decoration for the Mampson-Cowhill wedding, April 18.

The Retail Florists' Club held its first annual reception and dance in the West Town hall April 25.

Lancaster County Florists' Association.

The Lancaster County Florists' Association held its regular monthly meeting at the Hotel Brunswick, Lancaster, Pa., April 20, President Rohrer in the chair. Five dollars worth of flower seeds were given to the Playground Association for use in the children's gardens. A cup was offered to the local Iris Society to be awarded in their back yard contest. Chas. Newbold and Miss M. S. Miller were elected to membership in the association.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

President Rohrer called for reports on the Easter trade and Elmer Weaver, speaking from the cut flower growers' point of view, stated that the growers who compared this year's prices to those of the past few years would be disappointed when they got their returns from the commission houses, for on account of the extreme heat the early part of the week immediately preceding Easter, the wholesalers were stacked to the roof with stock, much of which was too ripe for a satisfactory business. He also said that the volume of sales was unprecedented, but even with that, much of the material was in evidence after the bulk of the business was accomplished.

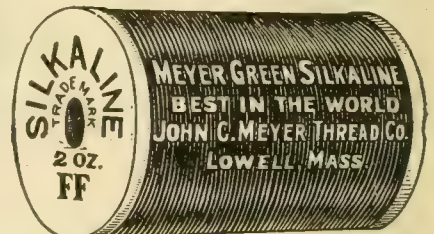
Rudolph Nagle reporting for the plant growers, informed that everything salable had been sold and at fair prices, that bulbous stock especially was called for in excess of any preceding Easter.

As far as the flower shops were concerned, J. Moore, of the Rosary, believed the retailers were more than satisfied with the business and that while they had to handle more stock than in former years to secure the same cash receipts, the call was unusually heavy and everything salable, in both cut flowers and plants, moved to good advantage.

A trip was planned to visit Reading, Pa., some time in June when peonies and irises could be inspected, the date and arrangements being left to the programme and automobile committees. It was also decided that we would make our annual pilgrimage to our dear friend, R. Vincent, Jr., some time next autumn.

The business meeting then adjourned and President Rohrer introduced Prof. H. H. Beck, of Franklin and Marshall college, who entertained us with his wonderful talk on birds, illustrated by specimens and his inimitable rendering of their various songs and calls. This lecture was highly educational and delightfully entertaining.

The May 18 meeting will be held at the B. F. Barr homestead and Mrs. A.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article, send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co.

Lowell, Mass., U. S. A. Dept. XYZ.

M. Herr, of the programme committee, reported that following the business session a play would be given by the junior florists at that time.

ALBERT M. HERR, Sec'y.

Buffalo, N. Y.

HOLIDAY TRADE PASSES EXPECTATIONS.

Easter trade was beyond all expectations. Never in the history of the business was there as much stock sold in this city as the Saturday before the holiday. Lily plants sold fully as well as a year ago. Roses, violets, sweet peas, lily of the valley and snapdragons went exceptionally well. Although carnations were of the best they were hard to move. Tulips and jonquils, because of the warm weather, were of very poor quality. The number of corsages disposed of was greater than in some previous years. The call for American Beauty roses was limited. Columbia, Premier and Francis Scott Key went the best, at reasonable prices. Wedding work has kept the volume up since Easter with funerals the other prop. Many handsome bouquets are being sold. Plant baskets are also popular.

The windows of W. J. Palmer & Son, Felton's Shop of Flowers and S. A. Anderson were handsomely decorated for the holiday.

BISON.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75
KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

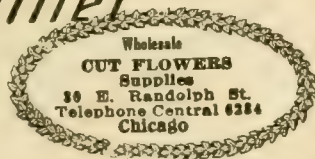
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WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

Tanner


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Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL { 1977
1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen
Roses Mrs. Chas. Russell..	\$8.00 @ \$35.00
" Butterfly	4.00 @ 20.00
" Columbia	4.00 @ 20.00
" Dunlop	4.00 @ 20.00
" Premier	6.00 @ 35.00
" Hoosier Beauty	4.00 @ 25.00
" Killarney Brilliant..	4.00 @ 15.00
" White Killarney.....	6.00 @ 20.00
" Mrs. Geo. Shawyer....	6.00 @ 20.00
" Milady	4.00 @ 25.00
" Mrs. Aaron Ward.....	4.00 @ 20.00
" Sunburst	4.00 @ 20.00
" Ophelia	4.00 @ 20.00
" Dbl. W. Killarney....	4.00 @ 20.00
" Cecile Bruner	3.00
" Our Selection.....	5.00
Calendulas	4.00 @ 6.00
Daisies	1.50 @ 2.00
Cattleyas, per doz.	12.00 @ 18.00
Valley	6.00 @ 8.00
Carnation	3.00 @ 5.00
Easter Lillies	25.00
Sweet Peas	1.50 @ 3.00
Violets	1.00 @ 2.50
Freesia	4.00 @ 6.00
Tulips	4.00 @ 8.00
Jonquilla	4.00 @ 8.00
Pansies, dozen bunches..	2.00
Adiantum	.75 @ 1.50
Ferns, per 1,000.....	4.00
Galax, per 1,000.....	2.00
Leucothoe	1.00
Sprengerii, Plumosus Sprays,	
per bunch	.50 @ .75
Mexican Ivy	1.00
Boxwood, 35c per lb., case	9.00
Southern Wild Smilax, per	
case	7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing.

Golden Yellow Sweet Peas

McClanahan's Yellow Flower Dye
Enough for two quarts, either pink or
yellow, for a Dollar.MCCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

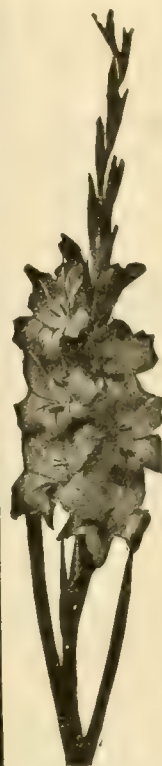
THE BOOK OF GLADIOLUS

BY

**Matthew
Crawford
AND
Dr.**
Van Fleet
Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Kil-
larny Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE
General Office: Federal Life Building
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

ROSES

Of Quality

Will be one of the best items
until the end of the season.

Russell
Premier
Columbia
Hadley
Milady
McDonald
Ophelia
Butterfly
Double White
Killarney
Aaron Ward
Cecile Brunner

A rose for every purpose.
When you want good roses
let us supply you.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

QUALITY OF STOCK IMPROVING.

With the great Easter holiday an event of the past many of the trade are still talking of the unusual conditions and wondering if they will ever occur again. Such bursts of heat are particularly hard on lilies and bulbous stock, which in cool weather can be held for quite a while, but soften quickly when the temperature nears 70 degrees. With 80 degrees and over for three days in succession, as was the case this year, all forward stock was rendered useless and proved almost a total loss to the growers. The sweet pea men had to face a similar situation, where hoping for cool weather they had not picked closely and found their crops almost entirely ruined, when for the three days the temperature in the houses ranged from 90 to 100 degrees. While shipments are lighter than last week there is quite sufficient for the demand. Premier, Columbia, Butterfly and Double White Killarney are being freely offered in all grades. There are enough carnations, plenty of snapdragons, Easter and calla lilies. Sweet peas are in better condition than for Easter, but still in their shortened stems show the effects of the hot spell.

COMING EXHIBITIONS.

The schedule of prizes for the coming exhibitions of the Pennsylvania State Horticultural Society is just off the press. The spring exhibition of perennials, columbines, iris, etc., will be held May 24 at Masonic hall, Ardmore. The rose and peony exhibition, June 6, will be staged in the same place. The sweet pea display, June 20, will be held at the Chestnut Hill branch of the free library of this city, 8711 Germantown avenue. The date and place of exhibition for the dahlia display is still unannounced on the schedule but will be furnished later. The autumn flower

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, April 26.		Per 100
Roses, American Beauty	\$ 4.00 @	\$ 60.00
" Russell	4.00 @	16.00
" Dunlop	3.00 @	10.00
" Pilgrim	3.00 @	10.00
" Crusader	4.00 @	16.00
" White Killarney	6.00 @	16.00
" Ward	3.00 @	10.00
" Maryland	3.00 @	10.00
" Hoosier Beauty	6.00 @	12.00
" Columbia	3.00 @	10.00
" Hadley	6.00 @	20.00
" Premier	3.00 @	10.00
" Ophelia	3.00 @	10.00
" Butterfly	3.00 @	10.00
" Cecile Brunner		2.00
Adiantum		2.00
Asparagus bchs, per bch.	.50 @	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00 @	3.00
Calendulas, per bunch	.50 @	.75
Carnations, fancy	6.00 @	8.00
Carnations, ordinary	5.00 @	6.00
Cattleyas, per doz.	12.00 @	15.00
Callas	1.00 @	2.00
Easter Lilies	25.00	
Lily of the Valley	12.00 @	16.00
Smilax, per dozen		6.00
Cypripediums, dozen	4.00 @	6.00
Sweet Peas	1.50 @	2.50
Jonquils		6.00
Myosotis per bch.	.50 @	.75
Poetiques		3.00
Marguerites	3.00 @	4.00

BUFFALO, April 26.		Per 100
Roses, White Killarney	\$ 6.00 @	\$ 12.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Milady	6.00 @	18.00
" Maryland	3.00 @	10.00
" Sunburst	5.00 @	12.00
" Columbia	6.00 @	25.00
" Ophelia	6.00 @	12.00
" Russell	8.00 @	15.00
" Premier	6.00 @	18.00
" Cecile Brunner	4.00 @	5.00
Calendulas	4.00 @	6.00
Carnations	4.00 @	6.00
Easter Lilies	30.00 @	25.00
Mignonette	3.00 @	5.00
Narcissus, Paper White	3.00 @	4.00
Rubra Lilies	8.00 @	10.00
Snapdragons	6.00 @	15.00
Sweet Peas	1.00 @	4.00
Violets	.75 @	1.25
Freelias	3.00 @	6.00
Daisies	2.00 @	3.00
Golden Spur	3.00 @	5.00
Tulips	4.00 @	6.00
Calla Lilies	15.00 @	25.00

PHILADELPHIA, April 26.		Per 100
Roses, Beauty, special	\$50.00 @	\$75.00
" Butterfly	6.00 @	10.00
" Ophelia	6.00 @	10.00
" Columbia	6.00 @	15.00
" Mrs. Chas. Russell	6.00 @	20.00
" Dbl. Wt. Killarney	4.00 @	10.00
" Hadley	10.00 @	20.00
" Sunburst	6.00 @	10.00
" Wards	3.00 @	6.00
" Premier	6.00 @	20.00
Adiantum	1.00 @	1.50
Asparagus, bunches	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.00 @	3.00
Carnations	4.00 @	8.00
Cattleyas	75.00 @	100.00
Easter Lilies	15.00 @	25.00
Lily of the Valley	5.00 @	6.00
Smilax		.35
Snapdragons, per doz.	8.00 @	15.00
Sweet Peas	.50 @	2.00
Callas	15.00 @	20.00
Daffodils	3.00 @	4.00
Tulips	3.00 @	4.00
White Lilac, per bunch	2.00 @	

show will be held November 7-9, at the Academy of Music, Broad and Locust streets. This schedule offers very liberal cash prizes. One hundred dollars is the first prize for six plants of cistotiums, with \$50 second. Commercial and private growers are each offered a gold medal and \$100 for the best group of orchids and ferns occupying 100 square feet, with silver medal and \$50 for the next best for foliage and flowering plants covering 100 square feet. There are two prizes of \$100 and \$50. The prizes for chrysanthemums are

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WM. C. LYNCH, Manager

No. 7 South Mole Street

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets
and Carnations

Berger Bros.

The Choice of the Market in

EASTER LILIES, ROSES,

CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

well worth competing for. Fifty dollars is offered for the best specimen plant, while for smaller sizes there are a number of \$30 and \$20 prizes. Cut flowers are also well provided for. Any of these schedules may be obtained from David Rust, Secretary, 606 Finance building, South Penn square.

NOTES.

The Leo Niessen Co. reported having handled more flowers during the week preceding Easter than had ever passed through their hands before in the same space of time. Their large force was equal to it, however, and considering the great handicap of the extremely hot weather they managed to fill nearly all orders as booked with the exception of sweet peas, which in the early part of the week were too soft to ship. Choice Russell and Hadley roses, snapdragon and lily of the valley are features at this time.

A number of fashionable wedding decorations kept the leading retailers busy and created a demand for Easter lilies, long stemmed roses, lily of the valley and other flowers, as well as flowering plants for church and house decorations. H. H. Battles, the S. S. Pennock Co., and J. J. Habermehl's Sons were all busy with this line of work, which together with regular store trade taxed their facilities to the utmost.

"We had a record Easter as it was, but oh my, those hot days, how they did drive the stock forward. Had the weather been normal we would have done 20 per cent better." This was Robert A. Craig's answer to our query about Easter. The empty space in the houses is to be filled with dracaenas, palms and other stock from their tropical nursery in Porto Rico, of which a large shipment is now on the way.

The Jos. G. Niedenger Co. report a quantity of advance orders for Memorial Day. Their new American Legion wreath has made a great hit wherever shown and they are taxed

HOLTON & HUNKEL CO.

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Choice Cut Flowers
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C.C. POLLWORTH CO.

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FLORISTS'
SUPPLIES
MILWAUKEE, - WIS.

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Pittsburgh Cut Flower Co.

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PITTSBURGH, - PA.

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OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

to the utmost to fill orders. Jos. G. Niedenger, the head of the house, has arrived safely in France, from where he will make a tour of Europe in search of raw material and supplies.

"We have forgotten all about Easter and are working now on wedding orders," was Edward Reid's good word, "and best of all, we have the stock to fill them." Cattleyas and lily of the valley for the bride's bouquet, roses of high grade, snapdragon, carnations, etc., are specialties here.

Paul Berkowitz, of H. Bayersdorfer & Co., declares this to have been their best Easter. Plant and vase cutflower baskets were leaders. There has been a great demand for wreath material for Memorial Day.

The volume of Berger Bros.' business at Easter nearly swamped them, but they finally pulled through all right. Callas, Easter lilies, roses, carnations and sweet peas are now offered in quantity.

The Easter exhibition in Fairmount park was arranged in Manager Schmitt's best style and thoroughly enjoyed by crowds of visitors, there being great throngs on Palm and Easter Sundays.

Premier roses and high grade lily of the valley are features of the Philadelphia Growers' Cut Flower market.

GUST. RUSCH & CO.

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Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676
444-446 Milwaukee Street

MILWAUKEE, WIS.**Wholesale Flower Markets**

PITTSBURGH, April 26.		Per 100
Roses, Beauty, spl.	doz...	\$ 9.00
" " fcy.	doz...	7.50
" " ex.	doz...	6.00
" " No. 1.	doz...	4.00
" American Legion...		\$12.00@ 40.00
" Killarney		8.00@ 15.00
" Maryland		8.00@ 15.00
" Sunburst		8.00@ 15.00
" Mrs. Aaron Ward...		8.00@ 15.00
" Russell		10.00@ 30.00
" Columbia		10.00@ 30.00
" Ophelia		8.00@ 20.00
" Hilda		6.00@ 15.00
" Premier		8.00@ 30.00
" Madam Butterfly...		8.00@ 25.00
Carnations		6.00@ 8.00
Calendulas		3.00@ 6.00
Calla Lilies, per doz.		2.50@ 3.00
Daisies, Yellow		2.00@ 4.00
Lilies		20.00@ 25.00
Valley		6.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumosas, per bunch...		.50
Sprenger, per bunch...		.60
Sweet Peas	1.00@	3.00
Violets	.75@	1.00
Baby Primroses		1.00
Jonquils	4.00@	6.00
Tulips	4.00@	8.00
Snapdragons, per doz.	1.50@	3.00

CINCINNATI, April 26.		Per 100
Roses, Premier	\$6.00@	\$20.00
" Russell	6.00@	20.00
" Columbia	6.00@	20.00
" Butterfly	6.00@	20.00
" Pink Killarney	6.00@	20.00
" White Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	20.00
" Ophelia	6.00@	20.00
" Baby Doll	3.00@	4.00
Daffodils	4.00@	6.00
Rubrum	4.00@	8.00
Calla	12.50@	15.00
Easter Lilies		15.00
Yellow Daisies		1.50
Primulas		1.00
Violets	1.00@	1.50
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Leucothee		5.00
Plumosas (south) per bch.		.25
Smilax, per string	.15@	.25
Hyacinths	4.00@	6.00
Coontie Leaves		2.00
Mahonia Leaves		1.00

A great quantity of stock was handled Easter week.

Sidney Bayersdorfer will give an account of his recent European trip at the next meeting of the Florists' Club, to be held May 2.

K.

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MINNEAPOLIS, MINN.
RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

St. Louis, April 26.		Per 100
Roses, Premier	\$3.00@	\$12.50
" White Killarney ..	2.00@	10.00
" Columbia	2.00@	10.00
" Crusader	4.00@	10.00
" Ophelia	3.00@	12.50
" Russell	4.00@	15.00
" Ward	3.00@	5.00
" Butterfly	4.00@	12.50
" Sunburst	4.00@	12.50
Carnations	2.00@	5.00
Valley	6.00@	10.00
Mignonette	8.00@	10.00
Sweet Peas	.30@	1.50
Callas, per doz.	5.00@	20.00
Lilies, per doz.		.75
Leucothee		1.50
Galax, green, per 1,000...		1.50
Galax, bronze, per 1,000...		1.50
Ferns, per 1,000		4.50

MILWAUKEE, April 26.		Per 100
Roses, Killarney, W. K'l'y.	4.00@	\$18.00
" Premier	4.00@	25.00
" Ophelia	4.00@	20.00
" Columbia	4.00@	20.00
" Ward	4.00@	12.00
" Butterfly	4.00@	20.00
Carnations	4.00@	6.00
Orchids, Cattleyas, doz.	12.00@	18.00
Strawflowers, bunch ..	.25@	.50
Sweet Peas	1.00@	2.00
Calendulas	3.00@	6.00
Tulips	4.00@	6.00
Lilies	20.00@	25.00
Callas, per doz.	2.50@	3.00
Snapdragons, per doz.	.75@	2.00
Forget-Me-Not, bunch ..	.35@	.50
Wild Smilax, per case...		7.50
Fancy Ferns, per 1,000...		4.50
Galax, per 1,000		2.00
Asparagus, per bunch...	.50@	.75

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley. Cut Lilies always on hand.

104 West 28th Street, NEW YORK CITY
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THE BEST COLOR CHART

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Price \$1.00 Postpaid

AMERICAN FLORIST CO.

440 SOUTH DEARBORN STREET, CHICAGO

New York.

MODERATE VOLUME OF BUSINESS.

There was a moderate volume of business during the past week, quite as much as could be expected immediately following the Easter trade. The weather was decidedly cool with high winds and on the night of April 20, there was frost that on cultivated soil in the gardens formed a crust an inch thick. As a consequence, some carnations and other stock that had been planted out were frozen stiff. Barring the necessity to the growers of burning coal and the above mentioned misfortunes, cold weather was better than warm would have been for the market, as it kept the supply within reasonable proportions. But there was an abundance of stock and it did not completely clean up. The supply of American Beauty roses was light and prices remained firm. In other roses there was a considerable supply, the shorter grades moving best. In addition to the regular arrivals, the Ulrich Brunners are now in. Heavy supplies of Darwin tulips have been arriving and they were rather slow. Possibly that may be in part accounted for by the heavy supplies of lilacs that have been arriving from the south. The New Jersey product is also on the market. The cool weather has lessened the carnation supply and there seems to be about enough to meet the demand. As an indication that there is a fair amount of business in the retail stores, orchids, gardenias and lily of the valley are moving at good prices. The violet market continues somewhat demoralized. Cut lilies, callas and snapdragons are slow. The cold snap has checked the trade in geraniums and other bedding stock and window box planting is held up.

April 24.—With an abundant supply of stock, buying is rather light.

PROMINENT VISITORS.

When notable visitors from abroad—and some that are not notable—come to this city, they are banqueted and interviewed. There must be decorations for the banquets, which helps the florists and some of the interviewers and speeches add to the gaiety of nations. Thus we recently had Mrs. Margot Asquith who talked kitchen gossip, and Sir Arthur Conan Doyle, who told silly ghost stories. Last week, in Lady Astor, a different type arrived. No visitor since Marshal Foch has aroused such enthusiasm as Lady Astor. That a daughter of Virginia should become a viscountess and a member of the British parliament is noteworthy, but it was the kind-hearted, broad-minded and plain-spoken woman that was most admired. Here is one of her sayings, as quoted by an evening newspaper, that should interest our old soaks and rum hounds: "Put prohibition to a vote," she shouted when wet sympathy bobbed up. "You'll never get liquor back. Put it to a vote and you'll find out. You ought to thank God you've got rid of drink. Let the rich drink if they want to—it's their own business and their own ruin. It's the poor, I'm looking out for." Another: "The flapper? I've never seen her, but if all I've heard about her is true I think her mother ought to take her home and slap her." It is not our custom to stray from regular trade news to outside matters, but when robberies are a daily occurrence; when the criminal courts are working overtime to clear the doc-

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Mention the American Florist when writing.

kets of crooks and send them to prison, and when men who consider themselves prominent are holding meetings with the avowed purpose of combating the law of the land, it is worth while to note what a native born American woman, now highly placed, thinks of current events.

NOTES.

Up in the Bronx they have more room to plant and sow seeds than on Manhattan island. Charles L. Bartels, 411 East Tremont avenue, keeps this in mind and is well stocked with geraniums, pansy plants and other offerings for the gardener. This store has large floor space, is always well stocked and had a good Easter business.

Manager N. G. Perry of the C. A. Dards store, Madison avenue and 44th street, reports that in addition to being completely sold out at Easter, they have been working overtime during the past week on banquet decorations.

The retail store known as the Fort Washington Florist, Broadway and 181st street, which is owned by N. G. Pallas and G. Papalleas, is about to be greatly enlarged and improved. Another show window will be added.

Peter F. McKenney, Fifth avenue and 42d street, was so fortunate at Easter, in that crowded neighborhood, as to secure a vacant store for his large stock of plants and was sold out at both places.

Washington Heights has a number of good retail stores. The Subway Arcade florist, St. Nicholas avenue at 181st street, and right over the subway station, catches them coming and going.

We are pleased to state that Mrs. Leo Klein, who recently underwent a serious operation, has so far recovered as to be able to leave the hospital and return to her home.

James G. Carlaftes, who had a fine shop at the corner of Westchester avenue and Southern boulevard, reported a good Easter business.

We have noticed at the booth of J. J. Coan, in the Eighteenth street market, a fine collection of the staple products of the greenhouses.

C. A. Ladiges, the retailer of 1792 Amsterdam avenue, will sail for Europe, May 8, and expects his tour to continue until September, next.

The florists' mass meeting was held in the Engineering building, April 22. Full account will be found elsewhere in this issue.

H. E. Froment is receiving heavy shipments of roses from the two ranges of L. B. Coddington, Murray Hill, N. J. The Van Neet Florist, 726 East Tremont avenue, has a good store and reports an encouraging business.

The new firm of Hildenbrand & Bartels, in the Eighteenth street market, reports satisfactory business.

A. F. F.



1921—Established 1887

J. K. ALLEN, 43 W. 18th St. N. Y. CITY

Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street. Solicits Roses, Carnations, Valley, Orchids. Best facilities for handling. Highest prices. Quick returns. Prompt payments.

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Everything in Cut Flowers

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31 and 43 W. 18th St., New York

Allied Florists' Trade Association of N. Y.

The mass meeting of the Allied Florists' Trade Association of New York was held in the Engineering Societies' building, that city, April 22, President A. M. Henshaw in the chair. Secretary Mrs. Geo. V. Nash, Treasurer F. H. Traendly and Lincoln Pierson, of the recently organized Rose Growers' Association occupied the platform. There was an attendance of 41 which was rather disappointing.

The retail trade was represented by A. T. Bunyard, Geo. E. M. Stumpp, Max Schling, Harry Ramm, Wm. Phillips, W. A. Rodman and Mrs. Alex. Warendorff. After some discussion about raising money for advertising, F. R. Pierson said that he would visit 25 florists and if he did not secure subscriptions would report the reasons for refusing to donate. A committee was appointed to assist him. The desire of the association is to secure the co-operation of more retailers and by increased publicity augment the sale of flowers, especially during the dull, summer months. The meeting was adjourned.

A. F. F.

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William Mackie

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Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
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Roses, Carnations, Peas,
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Wholesale Flower Markets

	NEW YORK, April 26.	Per 100
Roses, Beauty	\$ 4.00 @	\$100.00
" Premier	4.00 @	25.00
" American Legion ..	3.00 @	20.00
" Crusader	4.00 @	35.00
" Golden Ophelia ..	3.00 @	12.00
" Columbia	4.00 @	15.00
" Pilgrim	4.00 @	12.00
" Hadley	4.00 @	35.00
" White Killarney ..	2.00 @	6.00
" Dbl. Wt. Killarney ..	4.00 @	12.00
" Dunlop	4.00 @	15.00
" Aaron Ward	4.00 @	10.00
" Ophelia	4.00 @	15.00
" Scott Key	4.00 @	40.00
" Sunburst	4.00 @	12.00
" Mdm. Butterfly ..	4.00 @	15.00
" Ulrich Brunner ..	4.00 @	30.00
Adiantum Croweanum and		
Hybrid	1.00 @	1.50
Asp. Plumosus, per bch..	.25 @	.75
Carnations	4.00 @	6.00
Carnation Laddie	8.00 @	10.00
Cattleyas	75.00 @	200.00
Daisies, Yellow	.50 @	3.00
Gardenias, per doz.	.75 @	4.00
Gladolus, per doz.	1.50 @	2.00
Iris, per doz.	1.00 @	1.50
L. Rubrum	8.00 @	15.00
Leucothoe, per 1,000 ..	5.00 @	7.00
Lilies, White	10.00 @	15.00
Lily of the Valley	4.00 @	8.00
Mignonette, per doz.	.50 @	.75
Snaptagons, per doz.	2.00 @	2.50
Smilax, doz. strings	1.50 @	2.50
Galax, green and bronze,		
per 1,000	2.00 @	2.50
Ferns, per 1,000	.25 @	.60
Violets	.50 @	3.00
Sweet Peas	1.50 @	3.00
Callas, per doz.	.35 @	.40
Tulips, per doz.	.40 @	.50
" Darwins, per doz.	.25 @	.50
Lilac, per bunch	.15 @	.50
Asp. Plumosus, per bunch,		
southern	.35 @	.50
Narcissus, yellow		

Frank H. Traendly

Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

486 Sixth Avenue, NEW YORK

Between 26th and 27th Sts.

Telephones: 798 and 799 Watkins

Orchids, Roses, Carnations, and all the
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Snapdragons, Roses, Carnations, Bouvardias
and Orchids.

As Well As All Other Flowers in Season.

Member
New York Wholesale Florists' Protective Ass'n

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Send your Orders for Chicago ^{and Suburbs} to



All orders carefully filled under the supervision of

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We solicit telegraph orders. Regular trade discount.

705 WEST SIXTH STREET

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HARDESTY & CO.

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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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Mail and Telegraph orders carefully filled.

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17 E. MONROE ST.

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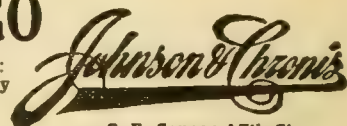


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Trade Directory

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Fresh Flowers

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Send us your retail orders
We have the Best Facilities in the City
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250,000 Square Feet of Modern Glass
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We reach the whole of Utah and to Central
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CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing.

Randolph & McClements
Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico.
No orders too large, none too small.

Mention the American Florist when writing.

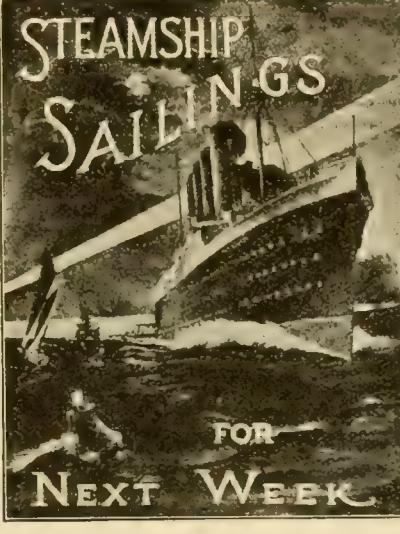
CHICAGO.



77-79 E. Madison Street

Milwaukee, Wis. ←

FOX'S
Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery



STEAMSHIP
SAILINGS

FOR
NEXT WEEK

FROM NEW YORK EXCEPT AS NOTED.

May 1.
FROM BALTIMORE, Manchester Port, Furness Lines (Manchester).
FROM PHILADELPHIA, Parisiana, Furness Lines (Liverpool).

May 2.
Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).
FROM NEW ORLEANS, Stureholm, Swedish-America Lines (Gothenburg).
FROM PHILADELPHIA, Norfolk Range, Furness Lines (Newcastle-Leith-Dundee).

May 3.
St. Paul, I. M. M. Lines (Hamburg).
America, Navigazione Generale Italiana (Palermo-Naples-Genoa).
FROM GALVESTON, Delaware, Swedish-America Line (Gothenburg).
FROM BOSTON, Samaria, Cunard-Anchor Line (Liverpool).
FROM NEW ORLEANS, Alexandrian, I. M. M. Lines (Liverpool).

May 4.
Asia, Fabre Line (Beirut-Smyrna-Piraeus-Lisbon).
FROM MONTREAL, I. M. M. Lines, Canada, (Liverpool).

May 5.
Cabo Villano, Ybarra Line (Seville-Cadiz-Barcelona).
Parima, Quebec Steamship Lines (St. Thomas-St. Croix-St. Kitts-Antigua-Guadeloupe-Dominica-Martinique-St. Lucia-Barbados).
FROM BALTIMORE, Hambleton Range, Furness Lines (London).
FROM PHILADELPHIA, Haverford, I. M. M. Lines (Liverpool).

May 6.
Pioneer, Belgian Line (Havre-Antwerp).
Mesaba, I. M. M. Lines (London).
Kronland, I. M. M. Lines (Antwerp).
Valacia, Cunard-Anchor Line (London).
Cameronia, Cunard-Anchor Line (Glasgow).
San Lorenzo, Porto Rico Line (Mayaguez-Ponce-San Juan).
FROM PHILADELPHIA, Hoosac, Furness Lines (London).

ENGLAND



You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.) **Bees Ltd** (Members F. T. D.)
Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

Mention the American Florist when writing.

Fl. Wayne, Ind.

Flick Floral Co.
Ft. Wayne's Largest Up-to-date Cut Flower Store.

Fresh Cut Flowers and Plants
From Our Own Greenhouses.

Personal Attention to all orders.

Mention the American Florist when writing.

CHICAGO
75 E. Adams St.



HENRY **Wittbold and Son** 3025 Central St.
FLORAL FLORISTS
EVANSTON, ILL.

Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

ROCHESTER, N. Y.

J. B. KELLER SONS,
FLORISTS

25 Clinton Avenue N

Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing.

CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY, MISSOURI.

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

Mention the American Florist when writing.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

OMAHA, NEB.

Hess & Swoboda FLORISTS

1415 Farnum St.

PHONES
1501 and LI582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists Filling Telegraph Orders.

Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Jullus Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfkill Bros. & M. Goldenson
Louisville, Ky.—August K. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Minneapolis, Minn.—Adams, Florist.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Kidge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandrie Bros.
New York—Matthew A. Battista.
New York—Myer, Madison Ave., at 58th St.
New York—Olympia Florist.
New York—G. E. M. Stump.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

Mention the American Florist when writing.

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

FOR ST. LOUIS

WIRE

Grimm & Gorly

Mention the American Florist when writing.

LITTLEFIELD, Florist WORCESTER, MASS.

Mention the American Florist when writing.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
Rhineclander
107-420-775

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Bronx, New York City

Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK. Telephone Audubon 6615
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G.E.M. Stumpff

Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS

South Jefferson Street
Elks' Building
Dayton, O.
Telegraph orders for Dayton will receive
our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

LA CROSSE, WIS.

Send your orders for flowers for de-
livery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
Phone, Columbus 6883

The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.
Orders from other cities receive our per-
sonal attention.

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

W.J. Barnes
FLORIST, KCMO

Kansas and Western
Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service



Randall's Flower Shop

22 Pearl St.,
WORCESTER, MASS.

Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierpont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

MICHIGAN.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



Mention the American Florist when writing.

J. W. ROSS
THE LEADING FLORIST

F. T. D. MEMBER

CENTRALIA, ILL.

Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

Mention the American Florist when writing.

Montclair, N. J.

Tel. L. D. 438

F. W. MASSMANN, INC.

416-418 Bloomfield Ave.

F.T.D. & NATIONAL FLORIST



Deliveries: Mont-
clair, Caldwell,
Verona, Glen
Ridge, Bloom-
field and all of the
Oranges.



Mention the American Florist when writing.

Orders in
or around Washington, D.C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing.

Trade Directory

PRICE POSTPAID \$5.00

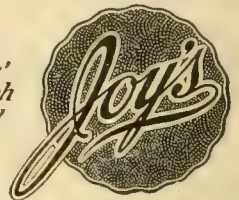
American Florist Co.

440 S. Dearborn Street

CHICAGO

Nashville, THREE
STORES
Chattanooga
and Atlanta

MEMBER
Florists'
Telegraph
Delivery



Mention the American Florist when writing.

New York



44 Carmine Street

Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



New York's

SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhineland 0202 and 0203

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the tra. in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEUMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.



WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

The next annual meeting will be held at Chicago, June 19-20, 1922.

FAILURES last week totaled 485 against 516 the preceding week.

PETER HOLLENBACH, Chicago, reports his business this season comfortably ahead of last year's to date.

NEW ORLEANS, LA.—The Armour fertilizer works here were damaged to the extent of \$250,000 by fire April 21.

J. C. VAUGHAN, Chicago, celebrated another birthday anniversary this week, Mrs. Vaughan returning from Miami, Fla., for the occasion.

JOHN BODGER, of John Bodger & Sons Co., Los Angeles, Calif., and Mrs. Bodger have been spending a few days with friends in Ohio, resting after their ocean voyage.

VISITED CHICAGO: Louis M. Kimberlin, of the Kimberlin Seed Co., San Jose, Calif.; returning from the east, G. C. Eldering, of W. J. Eldering & Son, Overveen, Haarlem, Holland; A. E. Kunderd, Goshen, Ind.

A RECEIVER was appointed April 22 for the Sears & Nichols Canning Co., of Chillicothe, O., said to be the largest canning concern in the United States, also extensive growers of sweet corn for seed. The liabilities are given at \$1,827,000, with assets of \$4,814,000.

C. C. MORSE & Co., of San Francisco, Calif., write April 19, "While business was late in coming, it finally arrived with a noise. The Pacific coast jobbing and retail business for March and thus far in April has been exceptionally good. Growing seed crops generally look well, excepting some pieces of carrot, beet and parsnip."

TOLEDO, O.—The Toledo Seed & Oil Co., manufacturers of linseed oil, will be compelled to close at an early date unless congress enacts a tariff law giving this industry protection against foreign importation. G. A. Vradenburg, vice-president of the company, states that more than one-half of the 15 linseed oil factories in the United States are closed.

CINCINNATI, O.—The J. M. McCullough's Sons Co., say, the trade for January and February was 30 to 40 per cent ahead of former years. Early in March business continued good, but the rain and weather conditions toward the end of the month caused trade to slow up. The same conditions prevailed early in April. Kentucky blue grass is practically off the market, stocks are exhausted, and from the present outlook, it is one of the best seasons they have had for a few years. Stocks will be well cleaned out before the end of the season.

ONION SETS in the Chicago district are running low, with the price of whites and yellows at \$4. Reds are practically exhausted.

Western Seedsmen's Association.

The annual spring meeting of the Western Seedsmen's Association will be held at Omaha, Neb., Saturday, April 29, 10 o'clock a. m., in the Hotel Fontenelle. This meeting will be given over entirely to the discussion of garden seeds, and while all members are cordially invited to be present, all who are interested in garden seeds are especially urged to attend.

Peacock Before Bankruptcy Referee.

Details of how Everette R. Peacock rose from seed store owner to a man of affluence through borrowing more than \$400,000 from a dozen Chicago banks during three years' time, for which he gave securities of doubtful value, were told during a hearing before Referee in Bankruptcy Eastman April 25. The seed company was organized in October, 1917, with an initial capital stock of \$100,000, Peacock said.

"I received \$60,000 for merchandise received from me from another store in which I was interested," he testified. "In 1919 the capital stock was increased to \$200,000 and a new issue of stock was made. In May, 1921, the capital stock was increased again, this time to \$300,000, but at this time only \$25,000 was sold, making the total capital of the company \$215,000."

Peacock testified that he has an open credit with the Second Security bank of Chicago, 1951 Milwaukee avenue, for \$20,000. The loan was secured by a mortgage on farm property owned by the corporation. In 1921 the indebtedness of the company was nearly \$60,000, secured by warehouse receipts and discounted paper. "I went to the Milwaukee-Irving State bank and had them take a \$100,000 first mortgage on the farm and property of the company, so that I could take up the indebtedness with the Second Security State bank. During that time I borrowed more than \$5,000 from the Second Citizens' State bank, 4801 Lincoln avenue, and the First National bank of Oak Park had a note of mine for \$11,500."

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

LATEST CENSUS FIGURES OF The Seed Industry

will be found in the new edition of the

Trade Directory

\$5.00 PER COPY, POSTPAID.

American Florist Co.

440 S. Dearborn St., CHICAGO

Stumpp & Walter Advertising.

For several weeks this spring, advertisements appeared in the rotogravure sections of New York newspapers, also in several garden magazines, offering in bold display "A Garden Full of Gladioli for \$2." The copy following stressed the beauty of these flowers and their ease of cultivation, and then explained the heading with the statement, "For \$2 we will send 50 Bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladiolus Kingdom."

These advertisements measure about five inches by two columns; they illustrate the flowers, and are surrounded by a heavy border. But they make no mention of a catalogue, although they are designed to secure names for catalogue distribution for the Stumpp & Walter Co., New York.

"About five years ago," explained Wm. A. Sperling, secretary of the company, "we determined to reduce our catalogue waste by getting people interested first in some item of our merchandise. We knew that thousands of copies of our printed material were unproductive because they were being mailed to the merely curious, who answered the advertisements that urged them to send for free literature."

"We concluded that if we could build up a mailing list of purchasers rather than inquirers, it would be very much more productive. So we decided to try assortments of bulbs as leaders for two reasons. First, they are popular with nearly all growers of flowers. Second, much of the bulb planting is done in the fall when trade in our business is slack and we need the business to reduce overhead and to keep our organization intact. Both tulip and gladiolus bulbs are easy to cultivate, and the flowers are admired by everyone."

"The first special offer we advertised was a generous assortment of tulip bulbs. That was in the fall of the year, and the returns were encouraging. The next spring we advertised gladiolus bulbs—50 mixed for \$2, postage paid. Thousands of orders came to us, and we have advertised the special mixtures every fall and spring since."

"Because of the advertising we have gained something of a reputation as bulb specialists, and this department

Alfred J. Brown Seed Co.

Growers of

Peas and

Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

ROUGED. TRUE-TO-TYPE

Pea and Bean Seed

G. Willett Warren

WHOLESALE SEED GROWER

519 Oakland Bldg., LANSING, MICH.

LANDRETH

Seeds Which Succeed

Bloomsdale Farm

BRISTOL, PA.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

has grown splendidly. Now we have large standing orders with our Holland growers, and all the bulbs we handle are grown especially for us.

"The bulbs that we are now advertising are the best quality that it is possible to obtain—we cannot afford to offer anything else at any price. To get the results we are after, the advertised value must be exceptional and genuine. If a purchaser selected a similar assortment from our regular stock, he would pay \$5 or \$6 for it. And if he does not fully appreciate the unusual value of his purchase when he gets the bulbs, he is invariably convinced of his bargain, we believe, when the flowers bloom in his garden.

"In both our spring and fall advertising we try to tie up, in the minds of readers, the thought of gardens with our firm name. That is one idea; but the main intent of all our advertising is to build up a mailing list of the names of people who have made a purchase from us.

"Every purchaser of our special bulb offer gets our catalogue. The next season we make the same offer through the mails to our list that we advertise in newspapers and magazines. And we send our catalogue only on request and to those who order bulbs. In this way our list is almost automatically kept alive.

"From time to time, of course, we mail folders, circulars and letters on seasonal specialties, as a follow-up to our catalogue. And we know from experience that all our mailings, going only to those who have purchased from us, bring a much higher percentage of orders and an average order of greater

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America.

Office: Cambridge, New York

Mention the American Florist when writing.

THE ALBERT DICKINSON COMPANY

35th St. at California Ave., CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY

SWEET PEAS - ALL VARIETIES

PEAS - KENTUCKY WONDER BEANS

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.

Seed Growers Philadelphia

Mention the American Florist when writing.

Return Envelopes

Catalogue Envelopes

Seed Packets

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

—THE—

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

VALLEY, Douglas County, NEB.

Mention the American Florist when writing.

EDGAR F. HURFF

SWEDESBORO, N. J.

Growers of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing.

FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing.

An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

amount than would be possible if the
mailings went to a list made up of peo-
ple who had requested only catalogues.
Beyond all doubt, our decision of several
years ago has been more than justified
by results.

"So we do not advertise our cata-
logue. We advertise, instead, special of-
ferings of bulbs. We mix them care-
fully to insure variety, and we mail
them in attractive packages with full
directions for planting and cultivating.

"The price of the package—always \$2
for 50 bulbs—is sufficient to warrant us
in believing that every purchaser has a
garden of some size and enjoys the cul-
tivation of flowers. And this is further
indicated by the fact that we eventually
sell other bulbs, seeds and garden sup-
plies to more than 50 per cent of such
purchasers.

"Our correspondence shows us that
the price of our special offers creates in
the minds of the majority of purchasers
the thought that they have become cus-
tomers of our house. This makes future
sales easier, and such a favorable state
of mind is impossible to establish with a
purchase of 10 or 25 cents, for a collec-
tion of seeds or plants whose only ap-
peal is cheapness or by selling the cata-
logue for a small amount which is to be
credited on the first order.

"Then the unusual variety of the as-
sortment stimulates interest in the cata-
logue. When the flowers bloom, most
purchasers desire to know the names
of the different specimens. Some of
them are illustrated and all are de-
scribed in the catalogue, and the pur-
chasers study the book in order to iden-
tify their favorites, which many of them
reorder the following season.

"In planning our special offers we
have tried to give purchasers the best
values they ever received, something
that would create both an immediate
and a future favorable impression, tie
up our name with their gardens, stimu-
late their interest in our catalogue and
other direct-mail material, and induce
future business. The cost of doing
this with our offer, merchandise and
advertising, is just what we receive
for it.

"The net selling cost runs about half
the percentage of cost usual in selling
seeds and bulbs profitably by mail. But
it must be remembered that we are ad-
vertising an extraordinary value. The
mixture of 50 bulbs, the package,
printed enclosures, labor, postage and
advertising cost us just \$2. However,
we are very well satisfied to break even
on the proposition."—Printers' Ink.

New York Seed Trade.

Robert Mac Niff, who has been quite
ill for several weeks, is again at his
desk. In his absence, William Elliott
has been acting as auctioneer.

S. S. Skidelsky & Co., are moving to
the Dodge building, 53 Park place,
where they will have larger and more
modern quarters.

The cold weather is not favorable for
business, but there is considerable ac-
tivity, particularly in roses and other
hardy plants.

Edward Goldenstein, of Vaughan's
Seed Store, Chicago, was a visitor this
week.

WATKINS & SIMPSON

(LTD.)

recommend their pedigree
strains of

CHOICE FLORISTS' FLOWER SEEDS

Write for Illustrated Catalogue to

27-29 Drury Lane

LONDON, W. C., ENGLAND

Mention the American Florist when writing.

KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

KELWAY & SON

Wholesale Seed Growers

LANGPORT, ENGLAND

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

Mention the American Florist when writing.



KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; ¼ oz., 90c; ¼
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
¼ oz., \$1.30; 1 oz., \$5.00.

CHAS. FROST
Kenilworth
N. J.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips
German type for forcing. Case lots only
of 2500 pips.

JAP. LILY BULBS, Giganteum 6-8 and 7-9
Magnificum and Rubrum 8-9.

GLADIOLUS BULBS, best commercial varie-
ties and sizes; all northern-grown.

BAMBOO CANES, natural and dyed green,
all sizes, bale lots only.

RAFFIA, natural or colored, dependable
brands, 25 lbs. up.

LATER SHIPMENT

French Bulbs, Dracaena Canes, Manetti Stocks, Ferns in Flats, etc.	Dutch Bulbs, Palm Seeds, Freesias and Callas.
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Wholesale only.

Write for prices on business stationery,
specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St., NEW YORK

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, As-
paragus, Rhubarb, Celery, Spinach, Beet,
Onion, Beans, Cabbage, Cauliflower, Sweet
Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

The L. D. Waller Seed Co. WHOLESALE GROWERS

Select Stocks of Flower Seeds.

Sweet Pea and Nasturtium in Variety.

GUADALUPE CALIFORNIA

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn
Montana, Idaho, Washington.

BODGER'S UNRIVALED SEEDS

ASTERS, ZINNIAS AND SWEET PEAS, NAS-
TURTIIUMS, STOCKS, VERBENAS AND OTHER
FLOWER SEEDS. ALSO VEGETABLE SEEDS.

JOHN BODGER & SONS CO., LOS ANGELES

The City of Sunshine and Flowers.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Money Makers in Flower Seeds

Asparagus Plumosus Nanus, per 1000 seeds, \$2.50; 10,000 seeds at \$2.25 per 1000.			
Sprengeri.....per 1000 seeds, \$1.50		Tr. pkt.	Oz.
ANNUAL EVERLASTINGS.	Acroclineum Roseum, single pink...	\$0.10	\$0.30
	Album, single white.....	.10	.30
	Roseum, Fl. Pl., double pink....	.10	.50
	" Album, Pl., double white..	.10	.50
	Gomphrena Globosa, red, white or pink, each.....	.05	.25
	Orange, be sure and try this.....	.25	1.00
	Helichrysum, (Straw Flower).		
	Silver Ball, Golden Ball, Fire Ball, Rose Carmine, } each..	.10	.60
	Salmon, Violet.		
	Vaughan's Special Mixture.....	.10	.60
Rhodanthe Maculata, rose		.10	.60
Statice Sinunata, blue, white or rose, each.....lb.,		\$4.20	.10 .40
Russian (Suworowii), rose.....		.25	1.40
Bonduelli, yellow.....lb.,		\$4.40	.10 .40
Didiscus Coeruleus (Lavender Lace Flower)		\$0.25	Tr. pkt. Oz. \$1.40
Dracaena Indivisa.....lb.,		\$5.00	.10 .40
Hunneemannia (Bush Escholtzia).....		.10	.50
Larkspur (Annual), Stock—Flowered, lilac, dark blue, sky blue, each.....		.10	.50
Lustrous carmine, bright rose, white...		.15	.60
Marigold, Double Tall French Mixed.....		.10	.40
Colossal Zinnias. These are splendid cut flowers. Cut out the cluster flower.			
White, Orange, Pink Shades, Golden Yellow, } each..		.15	.80
Crimson, Flesh,			
Purple,			
Cream.....		.25	1.40
Burnt Orange.....		.20	1.00
Buttercup, a wonderful color.....		.30	2.80
Colossal, many colors mixed.....		.15	.80
Perennials. These are coming more and more to the front and it is time to sow them. See complete list of seeds in the spring edition of "Vaughan's Book For Florists," an extra copy will be sent on request.			

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

Henry Fish Seed Co.
Carpinteria, Calif.

Contract Growers of
Seed Beans

Mention the American Florist when writing.

Yokohama Nursery Co., Ltd.
Woolworth Building
NEW YORK CITY
IMPORTERS

Japanese Bulbs, Plants and Seeds
Mention the American Florist when writing.

Dutch and French Bulbs
C.J. Speelman & Sons | Lagarde & Speelman
Sassenheim, Holland | Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke
Box 543, San Jose, Calif.

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

**Hyacinths, Tulips, Iris,
Daffodils, Crocus, Etc.**

Novelties and Seedlings a Specialty!

FR
& SONS

SUPERIOR BULBS
RYNVELD
61 VESEY ST., N.Y. CITY.
Hillegom, Holland. Ollioules, France.



Trade Directory

New Edition Now Ready
Price \$5.00, Postpaid

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

SAN ANTONIO, TEX.—The Whall Nursery Co. has been chartered with a capital of \$2,500. Walter Whall, Chas. Hass and E. M. Scherer are the incorporators.

DALLAS, TEX.—The La Feria Nursery Co. was recently incorporated, capital \$25,000. B. H. Dunlop, D. E. Kirgen and Freda Wehmeyer are the incorporators.

ALBANY, N. Y.—The state conservation commission is planning to establish a tree nursery in Lewis county at an early date with a capacity of 20,000,000 and a yearly output of 7,000,000 trees.

SHREVEPORT, LA.—A municipal nursery owned and controlled by the city is a possibility in the near future if the suggestions made by Inspector Peets, of the Louisiana pomological department, at a recent meeting of the commission council are made law.

HOARDING of forest lands will be prevented if a bill now before congress becomes law, which provides that young timberlands shall be taxed as land alone on a valuation fixed for 40 years and that the standing growth shall be tax free until cut, or until it reaches a specified average yield per acre, when the owner shall pay six per cent of the stumpage value of the trees cut.

Nursery Business Holds Steady.

The W. & T. Smith Co., Geneva, N. Y., writes as follows April 25: "Sales this year have run well up to our record of last year. We have sold very closely on all kinds of fruit tree stocks and ornamental trees. Roses and shrubs also have been in very fair demand. We certainly cannot complain of the season's shipments. Furthermore, we are already booking a good many contracts for next year at prices equal to or better than those of the season past." on the proposition."

Hardy Trees for South Dakota.

The white or American elm is the best tree for street, boulevard and highway planting in South Dakota, according to P. L. Kene, assistant in horticulture at the South Dakota State college, Brookings. Green ash and soft maple may be used in place of the elm, but make better grove or windbreak trees. Hackberry may be used in low places. The black walnut, commonly considered as not hardy, is worthy of trial.

For the front yard, the mountain ash and white birch make beautiful specimen trees. The Niobe weeping willow, Russian olive and silver poplar make good park trees and very pretty specimen trees. If used on the average city lot, they should be placed in the rear. Among the evergreens, the Colorado blue spruce, Black Hills spruce and bull (Black Hills) pine are the hardiest and best for lawn and grove planting.

Arnold Arboretum Field Class.

J. G. Jack, of the arboretum staff will conduct a field class on Saturdays during the spring and early summer, to assist those who wish to gain a more intimate knowledge of the native and foreign trees and shrubs which grow in New England. Instruction will be given in informal outdoor talks and in the examination of the plants. Different botanical groups will be examined at each meeting, although any trees or shrubs found may form subjects for study. No technical knowledge or special preparation is required in order to join the class as the instruction is intended to be simple in character, affording opportunities for questions and answers relating to the specimens under observation. Unless otherwise notified the class will meet promptly at 10 o'clock in the morning, on Saturdays, in the arboretum, at the Forest Hills entrance, beginning April 29. The class will close June 24.

For further particulars of this field class address J. G. Jack, Arnold Arboretum, Jamaica Plain, Mass., a suburb of Boston, Mass.

Street Trees.

Before ornamental tree-planting for town or city streets is undertaken, a number of important points must be given attention. Trees native to one part of the United States may not thrive in another region. Some trees are objectionable because their roots penetrate defective sewers, while others grow their roots so near the surface that they have a tendency to heave or crack sidewalks.

Only vigorous trees that will withstand the dust and smoke of a city should be planted to ornament the streets. The root system should be hardy, not easily affected by unusual soil conditions, by restricted feeding areas, or by root pruning in case street improvements are made. The shape of the top of the tree when full-grown should be suited to the width of the street. The foliage should not be too dense, and should be of a pleasing texture and color. The resistance of the tree to fungi, insect pests, and tree dis-

eases is an important consideration. Trees that bear showy flowers, fruits, or nuts are usually undesirable for street planting.

Palms do not make good shade trees, although they are effective in formal planting. Only in the most southern parts of the country and in western California should evergreen trees be considered for street planting. Magnolias, live oaks, and a few other broad-leaved evergreens may be used in these regions. Where there is lack of sunshine in winter it is desirable to admit all the light possible by using only de-

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE
PENNA.
Ant. Wintzer, Vice-Pres.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$2.25.

American Florist Co.
440 S. Dearborn St., CHICAGO



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 16-J, Newark, New York

STILL SHIPPING EVERGREENS

Hill's Evergreens can still be safely handled for several weeks. Plenty of fine lining out stock left—also choice specimens for landscape work. Telegraph orders given prompt attention.

The D. Hill Nursery Co., Inc., 404 Dundee, Ill.

EVERGREEN SPECIALISTS — LARGEST GROWERS IN AMERICA.

TO THE TRADE

We have acquired by purchase, the stock and plant of the Cottage Gardens Nurseries of Eureka, California, which will hereafter be operated as a branch of our eastern establishment.

At Eureka, we will specialize in Azaleas and Rhododendrons for forcing purposes; Boxwood, Auracaria, Excelsa and Ericas will also be grown in large quantities.

All of the product will be marketed on the Pacific Coast, the Sales Agency being in the hands of W. B. Clarke, Box 543, San Jose, California.

COTTAGE GARDENS COMPANY, INC.
QUEENS NEW YORK

BOXWOODS

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. This stock is supplied balled and burlapped, carefully packed.

BOXWOOD:—	Each
Ball Shaped, 14x14 inches, B&B.....	\$3.50
Ball Shaped, 16x16 inches, B&B.....	4.25
Ball Shaped, 18x18 inches, B&B.....	5.50
Pyramid Shaped, 2 1/4 feet, B&B.....	4.50
Pyramid Shaped, 3 feet, B&B.....	6.50
Standards—Stem, 14 inch, Crown 16 inch, B&B.....	6.50

B&B signifies balled and burlapped.

THE D. HILL NURSERY CO., INC.

BOX 404 DUNDEE, ILL.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

Some Excellent Stock

	Per 100	1,000
50,000 2-in., Geraniums, Ricard		
Poltevine, Nutt, Montmort.		
Perkins, Viald, Buchner, etc.	\$5.25	\$50.00
2 1/4 in., Heliotropes, 3 varieties.	4.00	38.00
2 1/4 in., Marguerites, 3 varieties.	5.00	45.00
2 1/4 in., Stocks, 2 varieties.	3.25	30.00
2 1/4 in., Calendula Orange King.	3.00	28.00
Also abundance of other stock.		
Liberal extras for early orders.		

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

ciduous trees. Bulletin No. 1268, "Trees for Town and City Streets, issued by the United States Department of Agriculture, Washington, D. C., gives a table showing the differences in fall coloring and the date of dropping of all foliage. Narrow streets, it is pointed out, should be planted with tall slender trees like the Lombardy poplar or small trees. Broad streets may be planted with spreading trees. As a rule, native trees that have been tried out successfully in other towns of the same general locality should be given the preference.

For use within reach of ocean spray or on sandy lands near the coast the red oak and the red or scarlet maple are suitable as far south as Charleston, S. C., while the sweet gum and the live oak are equally good from Norfolk southward and along the Gulf of Mexico. The red oak, sweet gum, red maple, and eastern live oak are all grown successfully along the Pacific ocean, while the California live oak can be used from San Francisco southward. The trees that endure the most alkali appear to be the bladdernut tree, London plane, peppermint gum, and its variety Eucalyptus amygdalina angustifolia, and the Washingtonia and other hardy fan palms. The red oak and red maple are worth testing for alkali conditions.

In the heart of a city, where the greatest difficulty is experienced in getting trees to grow, the alanthus will probably thrive when nearly all other kinds fail. The sycamore and the London plane are also good. The Carolina poplar will frequently grow in such places, and its use may sometimes be warranted. Consultation with the nearest state agricultural experiment station or with the Department of Agriculture, Washington, D. C., is frequently advisable before deciding upon extensive tree-planting.

ELMIRA, N. Y.—Robt. M. Leavitt, formerly at 116 Baldwin street, has moved his retail store to a new location at Main and Second streets.

ROCHESTER, MINN.—The Queen City Greenhouse Co. recently purchased the Quality Flower Shop in the Kahler Hotel building and will continue the business. The firm operates another retail store on Second street, S. W.

Seasonable Stock

READY NOW

Buddicia Asiatica, 2 1/2 inch, \$5.00 per 100.

Fuchias. Avalanche, Black Prince, Mrs. E. G. Hill, Speciosa, 2 1/2 inch, \$5.00 per 100; 3 inch, \$10.00 per 100; 4 inch, \$20.00 per 100.

Petunia, double named varieties; Gertrude, light pink; Snowball, pure white 6 other distinct varieties, 2 1/4 inch pots, \$6.00 per 100, \$60.00 per 1000.

Heliotrope, Jersey Beauty and Florence Nightingale, good purples, 2 1/4 inch, at \$5.00 per 100, \$45.00 per 1000.

Asparagus Sprengerii, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Asparagus Plumosus, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Gracilis Luminosa, Prima Donna, Erfordia, Superba and Mignon, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, Argentea, Guttata, Sandersoni and Alba Picta, 2 1/4 inch, \$8.00 per 100.

Boston Fern and Teddy, Jr., 2 1/4 inch, \$6.50 per 100, \$60.00 per 1000.

Plumbago Capensis and Capensis Alba, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing.

BULBS

HOLLAND

BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower

HILLEGOM, HOLLAND

You can utilize our success to increase your own.

Address all correspondence

Care of J. W. HAMPTON, JR. CO.

17 BATTERY PLACE

NEW YORK

BULBS

BULBS

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness.

Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, OVERVEEN, HOLLAND, or to

Care of F. B. VANDERGRIFT & CO., 44 Whitehall St., NEW YORK CITY

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway,

New York

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Mention the American Florist when writing.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Sec-
retary; H. J. Cheney, Grand Rapids, Mich.
Treasurer.

EAU CLAIRE, WIS.—Carl Schmidt, formerly of Boyceville, Wis., recently purchased land in this city, where he has built greenhouses for growing vegetables.

Prices of Indoor Fruits and Vegetables.

Chicago, April 25.—Cucumbers, per crate, \$1.50 to \$2.50; lettuce, per crate, \$1.50 to \$2.25; carrots, \$4 to \$5 per barrel; cabbage, \$2 to \$3.50 per crate; cauliflower, per crate, \$1.25 to \$2.50.

New York, April 21.—Cucumbers, \$1.50 per dozen; radishes, per 100 bunches, \$1.50 to \$2.50; tomatoes, per pound, 15 to 25 cents; lettuce, per crate, \$1.25 to \$2.75; beets, per hamper, \$1.75 to \$2; cauliflower, \$1.50 to \$3 per dozen.

Seed Potatoes.

Dip your seed potatoes before planting in a formaldehyde solution consisting of one pint of formaldehyde (commercial strength), and 30 gallons of water. Soak for 30 minutes to one and one-half hours, according to the amount of disease present. Cut and plant wet. The larger the seed piece the greater the certainty of getting a stand. A good stand means better yield. Blind plow the potatoes shortly after planting, so as to kill all small weeds which may be starting.

Vegetable Movement.

The trend of prices continued generally downward as the result of increasing supplies during the week ending April 22. Shipments of a dozen leading lines were nearly 20 per cent heavier than their combined volume a year ago, although spinach, celery and apples are decreasing. The great activity of the Texas onion movement at much lower prices was a leading factor. Potatoes, cabbage, lettuce, strawberries and apples all showed various degrees of weakness under liberal offerings.

Adsuki Bean.

The adsuki bean, new in the United States, has greater protein value than the navy or lima bean, according to Messrs. D. Breese Jones, A. J. Finks and C. E. J. Gersdorff, of the United States Department of Agriculture. The adsuki bean, originally grown in Japan, Manchuria, China and Korea, is one of the five Oriental varieties which have been introduced into this country at various times. In Japan it is used for making soups, gruels, cakes, as a base for facial cream and a flour for shampoos.

Potato Importation.

The Federal Horticultural Board announces that the provisions of Regulations No. 2 of the "Regulations Governing the Importation of Potatoes into the United States," were revised, March 1, to permit the entry of potatoes only from countries free from potato wart or other injurious potato diseases and insect pests new to or not widely prevalent or distributed within or throughout the United States. The revision of Regulation No. 2, will therefore, not involve any restrictions not hitherto enforced on the entry of foreign potatoes.

Florida State Florists' Association.

LAKELAND MEETING, MAY 5.

The first annual convention of the Florida State Florists' Association will be held at Lakeland May 5. An interesting programme has been prepared for the occasion touching on the possibilities of Florida as a floricultural and seed growing center. S. S. Pen-nock, president of the Society of American Florists, will deliver an address on "The Basic Principles Governing the Successful Florist." The following subjects will be discussed by the members: "Bulb Opportunities," "Commercial Rose Growing in Florida for Cut Flower Purposes," "The Asparagus Growers' Problem," "Florists' Planting Calendar for Cut Flowers" and "Nineteen Hundred and Twenty-two Novelties." A practical demonstration of the various methods of floral designing will be given by M. Whipp, of Mills the Florist, Inc., Jacksonville.

N. A. Reasoner, Royal Palm Nurseries, Oneco, Fla., is secretary-treasurer of the association.

Terre Haute, Ind.

The florists all report an excellent Easter business in spite of the fact that the coal miners are on a strike, which has slowed up trade considerably in the uptown stores since the holiday.

This section was visited by a cloudburst April 17, nearly four inches of water falling on that day. There were 25 feet of water in the Wabash river and the entire northeastern part of the city was submerged. The greenhouses of William Dinkle were deluged, his sweet peas and lettuce being nearly a total loss. Fred Wunker's coal room and basement were flooded and very few of the other establishments escaped without some loss.

N. E. C.

GERANIUMS

Our selection at this time.

From 2-in. pots \$3.50 per 100, \$35 per 1000

DRACAENAS, Strong, 2-in. \$4 per 100

SMILAX, 2-inch, \$3.00 per 100

Also Coleus and Rex Begonias

Elmer Rawlings, Wholesale Grower,
ALLEGANY, N. Y.

Mention the American Florist when writing.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

Adrian, MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in
soft wooded stock.

GEO. A. KUHL, Wholesale Grower
PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

HARDY ENGLISH IVY

Strong stock.

2-inch, \$2.75 per 100, \$25.00 per 1000.

3-inch, 3.75 per 100, 35.00 per 1000.

Strong, bushy plants in 4-inch pots, tied up to
2-foot stakes, \$4.80 per doz., \$25.00 per 100.

BEGONIAS

Luminosa, Prima Donna. Per 100 Per 1000

2-inch \$3.00 \$27.50

3-inch 5.00 45.00

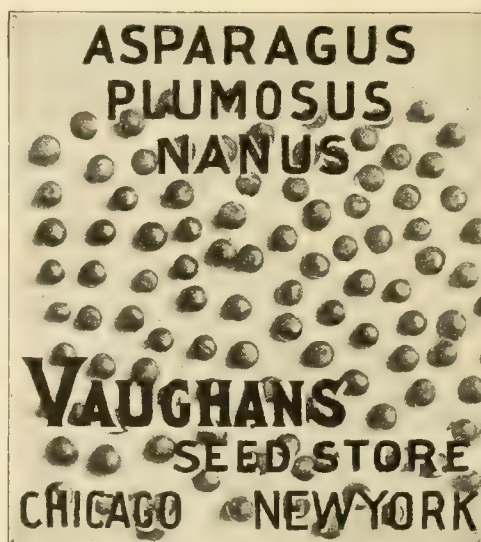
Glorie de Chataleine.

2-inch 3.00 27.50

3-inch 6.00 50.00

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.



ASPARAGUS
PLUMOSUS
NANUS

VAUGHAN'S
SEED STORE
CHICAGO NEW YORK

Asparagus Plumosus Nanus

NEW CROP SEED

Price Per 1000 Seeds.....\$2.50

10,000 lots.... @ \$2.25 per 1000

50,000 lots.... @ 2.00 per 1000

APRIL IS THE BEST MONTH
for sowing; give bottom heat.

Vaughan's Seed Store

CHICAGO

NEW YORK

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus Sprengerii, 2½-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$25.00; 6-inch, per 100, \$35.00. Plumosus, 2½-inch, per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengerii, strong seedlings, per 1,000, \$6.00. Cash with order please. GUSTAV TEMPEL, Box 159, National City, Calif.

Asparagus plumosus, 2½-in., \$6.00; 3-in., \$10.00; 4-in., \$15.00 per 100. Vaughan's Seed Store, Chicago and New York.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus. 3-in. Asparagus Sprengerii, each 7c. EDGAR EASTERDAY, Nokomis, Ill.

ASTERS

Asters. Vaughan's. For varieties and prices see display advertisements elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Asters. Queen of the Market, transplanted, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

BEGONIAS.

Begonias. Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100; \$50.00 per 1,000. R. Vincent, Jr. and Sons Co., White Marsh, Md.

Begonias. Tuberous rooted separate colors. Single, per doz., \$2.00; per 100, \$13.00; per 1000, \$120.00. Double, per doz., \$2.25; per 100, \$15.00; per 1000, \$140.00. S. S. Skidelsky & Co., Dodge Bldg., 53 Park Place, New York.

Begonias. Fine 2½-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BOUGAINVILLEA.

Bougainvillea. Glabra Sanderiana, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

HILL'S BOXWOOD

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.

Boxwood	Each
Ball shaped	B & B 14x14 in. \$3.50
"	" " 16x16 in. 4.25
"	" " 18x18 in. 6.50
"	" " 24x24 in. 6.50
Pyramid shaped	B & B 2½ ft. 4.50
"	" " 3 ft. 6.50
Standards, B & B, stem 14 in., crown 16-in.	6.50

THE D. HILL NURSERY CO., INC.
Dundee Box 404 Ill.

BULBS.

Bulbs. Gladiolus, canna, tuberose, Japanese lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Hyacinths, tulips, iris, daffodils, colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

Bulk. Hyacinths, tulips, iris, daffodils, crocus, etc. De Graaff Bros., Ltd., Noordwyk, Holland.

BUDDLEIA.

Buddleia, white, pink and lilac, 2½-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

Buddleia Asiatica, 2½-in., \$5.00 per 100. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1000
Matchless	\$4.00	\$35.00
Nebraska	5.00	40.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00

Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

HERE'S A BARGAIN!

Fine plants out of soil. Ready for planting.

	100	1000
White and Pink Enchantress	\$4.50	\$40.00
Rosette	4.50	40.00

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
Mrs. C. W. Ward	\$3.50	\$30.00
Matchless	3.50	30.00
White Enchantress	3.00	25.00
Pink Enchantress	3.00	25.00
Rosette	3.50	30.00
Laddie	12.00	110.00

WIETOR BROS.
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock, ready for immediate delivery.

	100	1000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.,
Wholesale Florists.
30 E. Randolph St., Chicago, Ill.

Chrysanthemums. Hamburg Late White and Hamburg Late Pink. Rooted cuttings, per 100, \$4.00, per 1000, \$35.00; 2-in. stock, per 100, \$5.00, per 1,000, \$45.00. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Oconto (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seidewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

L. Doty (light pink)	\$3.00	\$25.00
Buckingham (pink single)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.,
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St., Chicago.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolara, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonaffon, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview White and Golden Chadwick, \$35.00 per 1000.

December Beauty, \$45.00 per 1000.
Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, \$5.00 per 100.
Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1000.

ELI CROSS.
150 Monroe Ave. Grand Rapids, Mich.

The best chrysanthemums for florists' use. Clean stocks and high quality. Your requirements for future delivery requested. ELMER D. SMITH & CO., Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

CLEVELAND CHERRIES.

Cleveland cherries, seedlings, \$2. 100 two-inch, \$5. E. S. NIXON, Rome, Ga.

COLEUS.

Coleus, Verschaffeltii, Firebrand, Golden Bedder and six other best bedding kinds; dwarf branched plants, \$2.50 per 100. Terms cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100; 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$90.00 per 1000; 3-in., \$20.00 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Best for cut flowers, strong divisions. Sylvia, Lyndhurst, Yellow Duke, Jack Rose, Perlhuhn, Miss McCullough, etc., per 100, \$4.00. Le Grand Manitou, Mina Burtle, Golden Gate, Dorothy Peacock, Dream, White Jack's Discovery, P. Bonyon, salmon pink; Princ. Juliana, white; Progress, lavender, etc., per 100, \$10.00. Mixture, per 100, \$3.50; 25 at 100 rate. Cash please. SHELLROAD GREENHOUSES, Colgate, Baltimore, Md.

Dahlias. 18, all different, labeled, several classes and colors, \$2.00—retail value about \$5.00; 6 sets (108 dahlias), \$10.00. 18 mixed, unlabeled, \$1.00—\$5.00 per 100. Hybrid dahlia seed, \$1.00 per packet. Named cut-flower sorts, double red, pink, yellow or white, \$9.00 per 100. Everything PREPAID. Catalogue FREE. ALT F. CLARK, "The Dahliast," Netcong, N. J.

DRACAENAS.

Dracaena Indivisa. Strong seedlings, per 1,000, \$7.00. Cash with order please. GUSTAV TEMPEL, Box 159, National City, Calif.

FERNS.

Hardy Ferns at wholesale prices:

Evergreen and Marsh shield ferns	1.00	\$ 8.00
Maidenhair and wood ferns	1.00	9.00
Goldiana and Ostrich ferns	1.20	10.00
Cinnamon and interrupted	1.30	12.00

and 11 other varieties. Illustrated descriptive list mailed free, 100 or more your selection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK, Ferndale, Askov, Minn.

BOSTON FERNS

Good, strong bushy stock.

5-inch	\$0.40
6-inch	.75
7-inch	.90
10-inch	2.00

Packing charges free

DAVIS FLORAL CO.,

Davenport, Iowa.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Ferns. 4-in. Boston and Verona, per 100, \$22.00. 6-in. Boston, ready for 8-in., each 80c. EDGAR EASTERDAY, Nokomis, Ill.

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00; 5-in., \$50.00 per 100. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsia. Avalanche, Black Prince. Mrs. E. G. Hill, Speciosa, 2½-in., per 100, \$5.00; 3-in., per 100, \$10.00; 4-in., per 100, \$20.00. The Storrs & Harrison Co., Painesville, O.

GLADIOLUS.

Gladioli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLADIOLI.

HALLEY
Earliest Salmon Pink

Always the best for wholesale as well as retail florists; most profitable art flower variety.

SPECIAL OFFER

	1st. Size	2nd. Size
HALLEY	\$30.00	\$27.00

5 per cent cash with order, 2 per cent ten days. 60 days, net.

WELLER NURSERIES COMPANY, INC.
Gladioli, Specialists—Perennial Specialists.
Holland, Mich.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Gladiolus Bulbs. Clean, healthy stock; best we have ever had. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladioli. America, Principle, Primulinus Hybrids and Viaud. 1-in. and up, all blooming size, \$10.00 per 1000. H. HILLS, Bristol, Ind.

GERANIUMS.

Geraniums, Nutt Buckner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums. S. A. Nutt, 2-in., per 100, \$5.00; Beaute Poitevine, 2-in., per 100, \$6.00. S. A. Nutt, rooted cuttings, per 100, \$3.50. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GRAPE CUTTINGS.

Grape cuttings from sand trenches, per 100, 40c. Catawba, Campbell's Early, Moore's Early, Niagara, Virginnes, Worden, Salem, Lindley, Empire State, Pachlington, (Concord, per 100, \$2.00). NASH NURSERY, Three Rivers, Mich.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kingston, Ala.

Green sheet moss, Fadeless, per bag, \$3.50. Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcosle, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1000; 3-in., \$3.75 per 100; \$35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

NURSERY STOCK.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape Vines, 1 and 2-year; Spirea Von Houtel, 12-18 in., 18-24 in., 2-3 feet, 3-4 feet. Write for prices. T. W. RICE, Geneva, N. Y.

SPIRAEA VAN HOUTTEI—A good buy. 1 year, 18 to 30 inches high, per 100, \$4.00, per 1,000, \$38.00. This is the best value in lining out stock that you have been offered this season. Notice the heights, 2 to 4 leaders.

CHARLES NASH NURSERY.

Three Rivers,

Mich.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

200,000 PANSIES, FALL TRANSPLANTED. Superb strain raised from seed of my own saving; the result of twenty-five years' selection.

\$1.75 per 100; \$15.00 per 1,000

3.00 per 100; 25.00 per 1,000

2.25 per 100; 20.00 per 1,000

April delivery. Express only.

Cash please.

LEONARD COUSINS, JR.

Concord Junction

Mass.

200,000 large, stocky, September transplanted, field-grown, blooming PANSY PLANTS. Steele's Greenhouse Special and Private Stock; also Vaughan's International mixed. All salable stock, "none better." Per 100, \$1.70; per 1,000, \$16.00. Cash. Satisfaction guaranteed. Orders shipped promptly.

BRILL CELERY GARDENS

Kalamazoo

Mich.

Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. HILL-CREST GARDENS, Albert Lea, Minn.

Pansy plants. Giant Trimadeau, mixed, per 1000, \$4.00, postpaid. S. T. DANLEY & SON, Macomb, Ill.

Pansies. Strong August seedlings, Mastadon strain, \$4.00 per 1000. H. HILLS, Bristol, Ind.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PRIMULAS.

Primula obconica, 2½-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 6-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

RASPBERRY PLANTS.

St. Regis, red raspberry, per 100, \$1.25. NASH NURSERY, Three Rivers, Mich.

ROSES.

HEADQUARTERS FOR ROSES.
3¼-inch

Look over the list. It may contain sorts you are "short on." Prices low—considering quality. Our guarantee of thirty years "Satisfaction Guaranteed" still stands.

BABY ROSES.
Per 100, \$7.00

Anna Mueller	Baby Rambler
Baby Echo	Geo. Elger
Elien Poulsen	Orleans
Etoile Luisante	Baby Dorothy
(Baby Herriott)	Catherine Zelmet
Le Ponceau	Lemarne
Mrs. Wm. H. Cutbush	Mdlle. F. Favre
Baby Doll	Gruss an Aachen

(Clip Top)
Edith Cavel, per 100, \$8.00.

HYBRID PERPETUALS.
Per 100, \$8.00

Anne de Diesbach	Gen. Jacqueminot
Conrad F. Myer	Hugh Dickson
His Majestv	Paul Neyron
Magna Charta	Captain Christy
Prince C. de Rohan	J. B. Clark
Boule de Nelge	Geo. Dickson
Duc de Rohan	Jubilee
Frau Karl Druschki,	per 100, \$10.00.

TEAS AND HYBRID TEAS.
Per 100, \$6.00

Bridesmaid	Souv. de P. Notting
Mdlle. F. Kruger	Crimson Queen
Burbank	Catherine Mermet
Mrs. Benj. R. Cant	F. R. Patzer
Yvonne Vacherot	The Queen
Champion of the World	Louis Phillipe

Per 100, \$6.50

Countess of Gosford	Rhea Reid
Helen Gould	Florence Forrester
Helen Good	Marie Guillot
Meteor	White M. Cochet
Clothilde Soupert	Florence Pemberton
Mad. A. Chatenay	Papa Gontier
Safrano	Maman Cochet
Duchess de Brabant	Bluemenschmidt
Marie Van Houtte	Gruss an Tepitz
Lady Hillington	Miss Cynthia Forde

Per 100, \$7.00

Etoile de France	President Taft
Mrs. Geo. Shawyer	Edward Mawley
Eugene E. Marillt	Laurent Carle
Mad. Paul Euler	Sunburst
Souv. de Pres. Carnot	Mad. Lombard
Kaiserin A. Victoria	Duchess of Albany
Radiance	Hermosa
Hadley	White La France
Red Radiance	Francis Scott Key
Gen. McArthur	Mad. J. Guillemot

Per 100, \$8.00

Antoine Rivoliere	Winnie Davis
(Mrs. Taft)	Mad. Segmond Weber
Mrs. A. R. Waddell	Ophelia
My Maryland	Mad. C. Testout
Arthur R. Goodwin	Mrs. Chas. Bell

(Pernetiana)
Per 100, \$7.50

KILLARNEY
Legion, per 100, \$15.00.
Frank W. Dunlop, per 100, \$10.00.
Chas. K. Douglas, per 100, \$25.00.
Mad. Butterfly, per 100, \$15.00.
Crusader, per 100, \$12.00.
Col. Oswald Fitzgerald, per 100, \$25.00.

HARDY AND TENDER CLIMBERS.
Per 100, \$6.00

Cl. American Beauty	Dorothy Perkins
Cl. Gruss an Tepitz	Cloth of Gold
Red Dorothy Perkins	White Dorothy Perkins

(Excelsa)
Gardenia
(Hardy Marechal
Nell)
Tausendschon
Pink Tausendschon
(Rosarie)
Veichenblau
(Blue Rambler)

Per 100, \$6.50

American Pillar	Cl. Mad. C. Testout
Cl. White M. Cochet	Bess Lovett
Dr. W. Van Fleet	Paul's Carmine Pillar
Cl. Kaiserin A. Victoria	Cl. Marie Guillot
Cl. Lady Ashtown	Cl. Papa Gontier
Climbing Ophelia,	Cl. Maman Cochet

per 100, \$10.00
Paul's Scarlet Climber, per 100, \$8.00

THE GOOD & REESE CO.
The Largest Rose Growers in the World.
Springfield, Ohio, Dept. C.

ROSES.

2¼-in. OWN ROOT FOR PLANTING OUT TO GROW ON.

The following at \$7.50 per 100: Baby Rambler, Van Fleet, Etoile de France, Gen. MacArthur, Gruss an Tepitz, Hadley, Hermosa, Hiawatha, Hoosier Beauty, Mock, Kaiserin A. Victoria, Killarney, Lady Hillington, La France, Magna Charta, Maman Cochet, pink and white, Marechal Niel, Radiance, Red Radiance, Richmond, Roserie (Dark Pink Tausendschon) Tausendschon, Sunburst and others.

The following at \$9.00 per 100: Columbia, Ophelia, Mrs. Aaron Ward, Gen. Jacqueminot, Mrs. Laing, My Maryland, Paul Neyron, New Paul's Scarlet Climber. Ask for complete list of others and 4-in. pot plants. Roses for Greenhouse planting, grafted or own root, 2¼-in. pots. Ask for price list.

Bench Grown Roses ready from now on. Ask for complete list of varieties.
2 Year Old Field Grown Roses (dormant). Ask for full list.

ROMAN J. IRWIN
43 W. 18th St. New York



ANGELUS.

The Sensational White for 1922. Order now for March delivery.

Prices will be:

	Grafted.	Own Root.
100.....	\$ 42.50	100.....\$ 35.00
1,000.....	375.00	1,000.....300.00
2,500.....	912.50	2,500.....725.00
5,000.....	1,750.00	5,000.....1,375.00
10,000.....	3,350.00	10,000.....2,600.00

CHARLES H. TOTTY CO.,
Madison, N. J.

ROSES—BENCH PLANTS.

Ready now. 250 grafted White Killarney; 250 grafted Ophelia; 250 grafted Hoosier Beauty. Per 100, \$10.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

2½-INCH ROSE STOCK.

	100	1,000
Russell	\$13.00	\$120.00
Ophelia	9.00	80.00
Columbia	9.00	85.00

WIETOR BROS.
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St. Chicago

ROSES.

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

See ad Mch. 4. Send for list 350 best sorts. Leedle Co., Expert Rose Grow., Springfield, O.

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEEDS.
Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000.
S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Pedigree and selected stocks of turnip, cabbage, Savoy cabbage, beet and mangold; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Aster Seed. Late-branching, white, shell-pink, purple, lavender, per oz., \$1.00; fractions of oz. at same rate, postpaid. W. S. MUDGE, Enterprise Greenhouses, Gasport, N. Y.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Asparagus Plumosus Seed. New crops, per 1,000, \$1.00; per lb., \$10.00. Cash with order please. GUSTAV TEMPEL, Box 159, National City, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and the highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Kohnert, Gilroy, Calif.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Rutzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. New crop Asparagus plumosus Nanus, per 1000, \$4.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Lettuce Seed Specialists and general wholesale seed growers. C. C. MORSE & CO., San Francisco, California.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Belgiano Seed Co., Baltimore, Md.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClennahan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

VEGETABLE PLANTS.

Cabbage Plants. Strong, stocky, spring sown from choice strains of seed. Early Jersey Wakefield, Copenhagen Market, Louisville Drumhead, All Seasons, per 1,000, \$2.00. Special prices quoted on lots of over 10,000. Orders for less than 1,000 not accepted. Sample plants mailed on receipt of postage. ELMS PLANTATION CO., Roper, N. C.

Cabbage Plants. Chas. Wakefield, Copenhagen, Market and Succession. Transplanted, growing outdoors, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

VINCAS.

Vincas. 3-in. Vinca Var., each 7c. EDGAR EASTERDAY, Nokomis, Ill.

MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. DE WITT SISTERS, Feather flowers exclusively. Battle Creek, Mich.

Concrete bench legs, 16-inches high. Shipped made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Glass Cloth. A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Bladen, Neb.

MISCELLANEOUS.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A. New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$8.50. Good stock. Cash, please. Gorham Printery, 542 S. Dearborn St., Chicago.

Dreers "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and prices. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Glass, large stock and good prices. Sharp Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Bauer Window glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

GREATEST FERTILIZER ON EARTH. No. 1 Canadian unbleached hardwood ashes with a kick in them. For gardens, lawns and flowers. Do not take some other fertilizer just as good from your dealer. If he does not keep them in stock you can be the agent for them and make \$10.00 a ton by selling them to your neighbors for \$2.00 per 100-lb. sack. Send me your order; I will deliver them to your railroad station, all charges paid, for \$30 a ton.

GEORGE STEVENS, Peterborough, Ontario, Can.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 132 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress reef material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kind of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouses. Estimate, plans and information gladly given. Write us for catalogue. King Construction Co., North Tonawanda, N. Y.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Aphine, \$1 per qt., \$2.50 per gal. Fungine, \$1 per qt., \$3.50 per gal. Vermine, \$1 per qt., \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Pots. Standard, azalea, bulb, porch and cemetery pots, cut flower jars. Write for catalogue and price list. Red Wing Union Stoneware Co., Red Wing, Minnesota.

High grade flower pots of every description. Write for prices. Western Pottery Co., 5220-30 Norwood Park Ave., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss, aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

Superior flower pots. Quality and price right. Ask us. The Townsley Pottery, Idaville, Ind.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Red standard flower pots, seed pans and azalea pots. Write for price list. Hilfinger Bros., Pottery, Fort Edward, N. Y.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

Albany, N. Y.

SATISFACTORY HOLIDAY TRADE.

The Easter business was most satisfactory to the local trade. In the line of plants, rambler roses, hydrangeas and bulbous stock sold well. The few who had azaleas reported a good demand and all sold out. In cut flowers, roses, violets, sweet peas and orchids had the call in about the order named. Business was fully as good as last year with some reductions in prices. Most had cleanups and several retailers stated they could have disposed of much larger stocks had they put them in or given orders for timely delivery. The week after Easter brought numerous funeral orders. A number of prominent people died from pneumonia and other seasonal diseases due to the very changeable weather that has been characteristic of April this year.

NOTES.

State Conservation Commissioner Alexander MacDonald announces that the commission is planning the establishment of a new tree nursery in Lewis county on land owned by the state, which is to have a capacity of 20,000,000 trees and an annual output of about 7,000,000 trees. The demand for trees is growing steadily. Up to about April 1 the commission had received from citizens of the state orders for 3,150,000 trees for spring planting, a number 1,218,000 in excess of the same period in 1921. An American Legion post at Herkimer has placed an order for 200,000 trees for a memorial grove to be planted this spring in Herkimer county. The Troy water department ordered 70,000 trees for planting on reservoir lands. The children of Watson, Lewis county, have planned also to set out 10,000 trees to be furnished by the commission.

On Thursday night, April 20, Fred Henkes and wife, Newtonville, celebrated the 25th anniversary of their wedding with a dinner at Smith's tavern near that city. The color scheme was pink and white and the dining room was decorated with carnations and spring flowers. The favors were bouquets of sweet peas. Mr. and Mrs. Henkes received presents of silver, cut glass and mahogany. Sixty guests were present. Mr. Henkes is a member of the firm of Henkes Bros., growers, and a former president of the Florists' Club.

The Flowerdale Greenhouses, Eyres, and Arkway, Florists, featured attractive newspaper advertisements previous to Easter. R. D.

Providence, R. I.

EASTER TRADE SATISFACTORY.

The Easter business this year was very good. The first three days of the week went very slowly, little or no stock being sold, but the remainder of the week kept every one on the jump. All stock was good and although the season was late this year most everyone had excellent material. Bulbous stock sold well. Rose bushes had a heavy call as usual, and lilies cleaned up early. Some of the best items sold were sweet peas, orchids and lily of the valley. Marguerites, pansies and other corsage flowers sold on sight. Pot plants had a good call, but the volume of business was not as heavy as last year.

NOTES.

Brookner the Florist opened his new store at 27 Broad street Easter week and it is very attractive, having a very large display window and an unusual depth with a well lighted store.

Fisher the Florist installed a new shop Easter week and experts agree that there is no finer store in New England that covers the field so completely. It is superb.

It Lets the Florist Sleep

GIBLIN GREENHOUSE BOILER

Send for catalog now.

GIBLIN & COMPANY, Utica, N. Y.

Mention the American Florist when writing.



Western Pottery Co.
High Grade Flower Pots
5220-30 So. Norwood Park Ave., Chicago

Mention the American Florist when writing.




No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1,000;
3,000 for \$1.00 Postpaid
Wm. Schlatter & Son

Before **After**
12 Pyncheon St., Springfield, Mass.

Mention the American Florist when writing.

Trade Directory

— OF THE —
Florists, Nurserymen, Seedsmen
— OF THE —
United States and Canada
Price, \$5.00, Postpaid
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Macrae Bros., Smith street, sold several thousand pots of lilies Easter and could have disposed of many more.
H. A. T.

Boston.

The market this week felt the after effects of the holiday worse than any week following a similar occasion for a long time. The rose growers did not gauge their crops right for Easter and consequently the stock that came in this week was far in excess of the demand. The facts are that this condition seems to have prevailed throughout, except as regards lily of the valley and orchids, which enjoyed a good demand all week at fine prices. There is little else to be said but that the value for all other stock hardly paid to bring it in.

The meeting of the Gardeners' and Florists' Club held April 18 at Horticultural hall was well attended. The speaker of the evening was M. Thayer of Amherst college.

The Massachusetts Horticultural Society has issued a number of interesting leaflets on wild flower preservation.
E. F. S.

205 Richdale Ave.,
CAMBRIDGE, MASS.2171 Flushing Ave.,
MASPETH, L. I., N. Y.

Estab. 1765



Incorp. 1904

World's Oldest and Largest
Manufacturers of
FLOWER POTS

A. H. HEWS & CO., Inc.
Cambridge, Mass.

Mention the American Florist when writing.



Split Carnations

Easily Mended.
No tools required.
Pillsbury's Carnation Staples
1000, 35c.
3000 for \$1.00. Postpaid
I. L. PILLSBURY
GALESBURG, ILL.

Mention the American Florist when writing.

The Regan Printing House

Large Run of
CATALOGUES
Our Specialty
Write for Prices
523 Plymouth Court, CHICAGO
Mention the American Florist when writing.

SUPERIOR Flower Pots

Quality and Price Right. ASK US.
THE TOWNSLEY POTTERY
IDAVILLE, INDIANA

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties
In Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

GREENHOUSES

WEEBER & RACE
MANUFACTURERS AND BUILDERS
1815 Johnson St., N. E.
MINNEAPOLIS, - - MINN.

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CALLAHAN GREENHOUSES

ECONOMY

is always found
in Callahan Quality.

Prices are now down. Let us figure with you on Greenhouses and Ventilating Equipment. Everything for the Greenhouse complete.

T. J. CALLAHAN CO.
1010 S. Perry Street, DAYTON OHIO
Cleveland Rep. Indianapolis Rep.
2611 Prospect Ave. 46 N. Ritter St., Irvington

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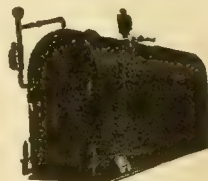
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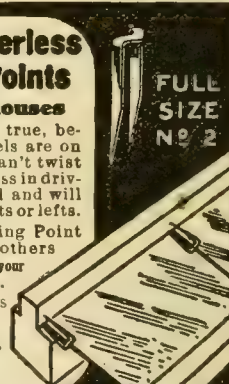
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THE AMERICAN FLORIST



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Vol. LVIII.

CHICAGO AND NEW YORK, MAY 6, 1922.

No. 1770

THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

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Mo., Vice-President; JOHN YOUNG, New York,
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The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

AMERICAN SWEET PEA SOCIETY.

Next annual exhibition and convention, Horti-
cultural Hall, Boston, Mass., June 24-25, 1922.
OFFICERS: W. A. SPERLING, New York, President;
WM. GRAY, Bellevue Ave., Newport, R. I., Sec'y.

To My Mother.

Oh, the sweetness and completeness of the
grandest word of time!
There's a message in its music—there's a
note of love sublime.
How it thrills me! How it fills me! For
I know the note is true;
Mothers' hearts have throbbled the message
to the world the ages through.
In the olden times so golden, when the
world for me was young,
And the songs of joy and gladness in my
heart were yet unsung,
Tender feelings o'er me stealing, bore me
on joy's highest crest.
When my mother's arms, encircling, drew
me to her loving breast,
To the morrow with its sorrow never gave
I thought or heed:
Mother's yearning, sweet and tender, felt
and filled my every need—
Impulse swaying, e'er obeying Nature's
noblest, grandest theme,
Catching glimpses of its glory through the
vista of her dream.
Friends may fail me, foes assail me, but
your love is always true;
All my sweetest thoughts shall center, ever,
mother dear, 'round you.
Hope entwines my heart enshrining, though
your face I seldom see,
There shall be a glad reunion for us in
eternity.

MOTHERS' DAY.

Importance Gaining Every Year.

When Miss Anna Jarvis asked the
pastor of the church in which her
mother had been a prominent member
to hold a memorial service on the anni-
versary of her death the second Sunday
in May and to make it a day of adora-
tion of all mothers living, as well as
those who had passed away, she struck
a popular chord that has reverberated
throughout the entire nation and found
response with all the Christian peoples
of the world.

She also proposed that as the white
carnation had been her mother's favor-
ite flower, that each person wear a
white carnation in honor of their
mother, the best mother who ever
lived. For this first service she was
given an armful of white carnations by
a wholesale firm in Philadelphia, Pa.,
to whom she enthusiastically broached
the idea and who then had so many
white carnations that they were prac-
tically unsalable. There were sufficient
to provide one for every member of the
congregation and children of the Sun-
day school. The services in church and
Sunday school, with the love and honor
of mother as a theme, were so success-
ful that it was determined to make
this an annual anniversary to be called
"Mothers' Day," to be celebrated the
second Sunday in May of each year.

Miss Jarvis, as the originator of the
idea, was most enthusiastic and as the
time drew around for its second anni-
versary she felt that it should have a
country wide observance. Writing to
governors of states, mayors of cities
and others in authority asking them to
issue proclamations designating the
second Sunday in May as Mothers' Day,
and calling for its celebration along the
lines as suggested by her, she met with
general and ready response, the idea
appealing strongly to all officials, most
of whom at once in proclamations, set
aside the day for the adoration of

mothers and took a prominent part in
the exercises of its observance.

It was always Miss Jarvis' ambition
that the day should become a national
institution by an act of congress, in
which she finally succeeded when an act
passed by the house and senate and
duly signed by President Wilson on
May 8, 1914, made the second Sunday in
May a national holiday in honor of the
mothers of the land and required that
the flag be displayed from sunrise to
sunset as on all other official holidays.

In the general observance of the day
and the use of white carnations as the
official flower there at once sprang up
a demand which taxed the trade to the
utmost, resulting in a rise in prices that
was the cause of much criticism. In
this emergency Miss Jarvis was asked
to state that all flowers were appropri-
ate; that while the white carnation was
her mother's favorite, others loved the
rose, the lily, many in fact having no
special choice. It was pointed out that
it was impossible to grow enough white
carnations to supply the demand and it
was the bidding of the retail florists to
get enough for their trade that raised
values. Miss Jarvis, however, would
not agree to make this announcement,
saying that the white carnation was her
mother's choice and it would always
remain the official flower.

Here the trade and Miss Jarvis parted
company. In order to advertise the
event Mothers' Day window cards were
prepared by florists in Philadelphia, a
number of which were given to Miss
Jarvis. She then thought that her
Mothers' Day Association, which she
had just formed, should issue an official
card to be furnished to the trade and
that none other should be used. As the
demand increased florists everywhere
took the matter of publicity in their
own hands and their success in aug-
menting the observance of the occasion,
instead of gratifying Miss Jarvis, only
added to her discomfiture in seeing such

a call for flowers created out of her idea but of which she gained nothing but the credit of being the originator.

Some years ago Miss Jarvis was presented by the florists of the country with a sum amounting to over \$1,200 as a thank offering, and later at the National Flower Show in Philadelphia, \$300 realized from the sale of carnations on Carnation Day was given to her Mothers' Day Association.

In the past five years she has become more and more incensed against the trade, doing everything possible through the press of the country to discourage the use of flowers, claiming that the florists have commercialized the day selling carnations as high as \$1 each and suggesting small flags or Mothers' Day buttons be worn instead. Her efforts, however, have seemingly had no noticeable effect, the use of plants and flowers in connection with the observance of the day, are now everywhere recognized as inseparable and the most appropriate of all gifts to mother.

Mothers' Day Window.

One of the most effective methods in featuring the day is through an elaborate decoration of the show window. In various parts of the country where the trade has been alive to the opportunity there have been fine examples of Mothers' Day windows in some of which a home scene is depicted with mother receiving flowers from F. T. D., and other messengers. One of Penn the Florist's windows had, as a central feature, a well displayed picture of Whistler's mother. This, on an easel with velvet drape and with a background of cibotiums, was supplemented with a number of elderly mothers' portraits which he had been able to secure from various photographers. With suitable cut flowers and baskets artistically arranged they made a striking window that could not but impress the great crowds attracted by its unique and beautiful appearance.

Cut flower boxes, a few filled and open and others empty and tied, with a spray of flowers on the outside as if ready for delivery with cards and tags marked "For Mother," will be found effective for the window, as will small handle vase baskets of cut flowers.

Mothers' Day should make a record for telegraph business this year as this country-wide service is so essential and successful for all who are distant from the old homestead. This Florists' Telegraph Delivery service should be featured in the shop, in the window and in all the advertising literature of the day. This is most essential, as so relatively few of the general public know of its advantage. Every order secured by this display is new business with a guaranteed 20 per cent profit and secures to the store a new customer.

Featuring the Day in Advance.

The success of this holiday depends largely on the energy with which it is featured. This publicity work should begin from a month to three weeks previous to the occasion and pursued with a vigor and enthusiasm that will in no uncertain manner keep the event to the front as one of the most popular floral holidays of the year. Each retailer should see to it that his entire list of customers and prospects receive literature that will impress upon them the importance of the day and extol the use of flowers in its celebration.

Window cards and signs with "Mothers' Day; Second Sunday in May" should find place in the window and about the store three weeks before in

order to get people thinking and talking and perhaps giving orders in advance.

All Flowers Suitable.

The stock to be featured as being suitable for gifts and memorials should consist of everything seasonable in plants and flowers; your mother's own favorites or selections she might have expressed a wish for were she present to enjoy them. Plants are just as suitable as cut flowers, in fact more so where they are to be cared for and enjoyed, as they will last so much longer and when used as a memorial for the cemetery are more or less permanent.

The possibilities of the memorial feature in the decoration of the graves is a field which offers great opportunities. The memories of the departed mother are sacred, her love, devotion and sacrifices being ever present in the mind. With a day set aside and officially dedicated in which to honor the mothers of the nation and one's own mother, the best mother that ever lived, what could be more appropriate than a visit to the cemetery to decorate the grave of that sainted mother with plants or flowers.

In the development of the day this feature should be given prominence and everything possible done to make the custom universal. Where the grief is recent the visit to the cemetery will suggest itself, while in the literature of the event the beauty of its observance in this manner can be extolled and the increasing use of flowers encouraged.

Basket and Plant Arrangements.

Coming frequently such a short time after Easter there is not sufficient time in which to work up a stock of flowering plants as can be profitably handled, but much can be done in combination plant pans made up of geraniums, candytuft, forget-me-nots, pansies, together with coleus, tradescantias, ferns and other miscellaneous items which, after arrangement will, in a week's stay in the greenhouse, fill out with foliage and flowers which, when given the artistic finishings of the flower shop make very acceptable and salable gifts. Six, eight and 10-inch pans are the best earthen receptacles for such filling, while tins to fit the smaller sized plant baskets add to the variety. Pans of all one kind, such as forget-me-nots, daisies, (bellis), candytuft and pansies are striking in their color effect and when decorated will be first choice with many. A window full of these plant arrangements displayed well in advance with a conspicuous card announced "For Mothers' Day" is good publicity.

Cut Flower Baskets.

Small to medium sized vase baskets filled with short roses, sweet peas, calendulas and short snapdragon, all of a kind or in combination will, with a touch of harmonized color in ribbon at the handle, be very salable and of great assistance in quick selling when the rush is on. There is to be no distinction as to color, as all flowers are beautiful and appropriate, so are all



GLOXINIAS AT SAMUEL MURRAY'S, KANSAS CITY, MO.

The Veteran Grower, Wm. Sharpe, Starts Them in January to Bloom for Mothers' Day.

colors. Carnations are no longer a preferred flower and should as far as possible be kept in the background. It was the demand for the white carnation which grew to such proportions and greatly exceeded the supply that gave rise to the profiteering cry that has been made so much of by Miss Jarvis.

That the observance of Mothers' Day in the use of plants and cut flowers is not country wide or universal is entirely due to the lack of enthusiasm of the trade in not properly exploiting their business in connection with the event. Where they are alive to their opportunity, preparing large stocks of plants and cut flowers and extensively featuring these in connection with the event in co-operative advertising, they have created and built up a large and profitable business which has grown in some communities to be the greatest floral holiday of the year.

The same demand can be created in every large city or town in the country where the various interests will get together and work co-operatively in featuring plants and flowers in connection with the day. In this broadcast propaganda to establish the custom of using flowers all share alike in the interest created, the individual reward coming to the man making the best bid for the business.

Next Week in the Flower Shop.

As Mothers' Day approaches all efforts should be made to attract attention and arouse such interest in connecting plants and flowers with its observance as to more firmly establish this beautiful custom. Everything seasonable in foliage and flowering plants, as well as cut flowers, is to be featured as appropriate as gifts for mother. The great majority of people who come to the shop have no definite idea of just what they want, and the clever salesman or woman can readily dispose of such stock as they recommend.

In many communities the demand for flowers is not nearly as great as in others; this is notable in most of the large cities, although there are exceptions, such as Cleveland, O., where by persistent and well planned co-operative publicity of the trade, the business of the day rivals that of Easter with a great demand for all kinds of flowering plants as well as cut flowers.

It is a common expression: "Mothers' Day does not amount to much in this town," which state of affairs is owing almost entirely to the apathy of the trade itself. The sentiment of the day, the love for mother, is the same everywhere and it is clearly the business of the florists to work up and establish this beautiful custom. In nearly all retail lines half the volume of trade is due almost entirely to publicity, and the flower business would be alike benefitted were they to be equally aggressive in this respect.

Push the telegraph delivery service; it can be made productive of much new business and many will make use of it as soon as they know the possibilities; give it prominence in all your publicity.

Feature all plants and plant baskets the same as at Easter. Plants are like people in this respect, that they look best when they are dressed up, being then much more attractive and salable. Tastefully arranged boxes of cut flowers and vase baskets of one kind of flowers, or in assortment, will when nicely displayed, almost sell themselves while they give prestige to the shop which presents such an assortment.

Be on the lookout at all times for dis-



MOTHERS' DAY WINDOW DECORATION.
Whistler's Picture of His Mother.

satisfied customers. People who have any kind of a grievance, fancied or real, will often not bother to speak of it but will for a time transfer their patronage elsewhere. The ever watchful manager will soon miss these faces and set about finding out the reason for their absence. Some firms have a circular letter which is sent out to customers when it is found that they have closed their account and have had nothing charged for several months. There are individual cases, however, which have to be treated in a more personal manner and diplomatically followed up until the real cause of the trouble is known and settled to the satisfaction of the customer.

How about the outside or street appearance of the store? Are the plant boxes filled with flowering stock and vines up over the cornice of the show window and on the ledges of the windows above? One of the sights of Fifth avenue, New York, is the beautifully decorated store of Charles Thorley, where he has taken advantage of every ledge up to the roof of his five-story building for boxes filled with foliage and flowering plants and vines during the summer, all of which are kept in the best possible condition, making his store

stand out prominently amongst other more imposing structures and always an object of admiration to the constantly passing throngs. The pavement close to the wall has also its row of boxes which are most conspicuously filled. After the first frost, evergreens succeed the flowering plants and produce a wonderful decorative effect throughout the winter. The publicity given to the store by this attractive outside appearance is the best kind of advertising, as it is always on view and comes to mind involuntarily when occasions arise for the use of flowers.

There is no more important feature to be kept constantly to the front for creating new business than that of the birthday anniversary which is ever present in every community and for which to accompany congratulations nothing is more important than flowers or other products of the flower shop. A carefully compiled record of these events will, if properly handled, grow in time to become almost a business of itself. Many enterprising members of the trade have through suggestions sent by mail to their customers, secured lists of birthdays which by reminders on their recurrence have been productive of much profitable business.

THE S. A. F.

Executive Board Annual Meeting.

The annual meeting of the executive board of the society was held in the Woman's Art building, Indianapolis, Ind., March 27-28. President S. S. Pennock in the chair. At the opening session, Monday morning, the president called the meeting to order and directed that the roll be called, when the following were found to be present: S. S. Pennock, Philadelphia, Pa., president; Samuel Murray, Kansas City, Mo., vice president; John Young, New York, secretary; J. J. Hess, Omaha, Neb., treasurer; Wm. F. Gude, Washington, D. C., representative; J. C. Vaughan, Chicago, national councillor; Wm. L. Rock, Kansas City; H. P. Knoble, Cleveland, O.; Paul R. Klingsporn, Chicago; Thos. H. Joy, Nashville, Tenn.; Carl Hagenburger, West Mentor, O.; Wallace R. Pierson, Cromwell, Conn.; Thomas Roland, Nahant, Mass., ex-officio; J. F. Ammann, Edwardsville, Ill., president Florists' Hall Association; Jos. Kohout, Libertyville, Ill., president Chicago Florists' Club; Henry Penn, Boston, Mass., chairman national publicity committee; Geo. Asmus, Chicago, chairman National Flower Show committee; Philip Breitmeyer, Detroit, Mich., president Florists' Telegraph Delivery Association; W. H. Culp, Wichita, Kan., president Kansas State Florists' Association; S. W. Coggan, Battle Creek, Mich., president Michigan State Florists' Association; W. D. Howard, Milford, Mass., president American Carnation Society; Roman J. Irwin, New York, president New York Florists' Club; Robt. Pyle, West Grove, Pa., president American Rose Society; W. A. Rowe, Kirkwood, Mo., president St. Louis Florists' Club; James McLaughlin, Cleveland, O., president Cleveland Florists' Club; H. M. Joy, Nashville, president Tennessee State Florists' Association; A. S. Gray, Chickasha, Okla., president Oklahoma State Florists' Association, and Richard Vincent, Jr., White Marsh, Md., president American Dahlia Society.

The delegate members representing the affiliated organizations, all having presented credentials, were duly seated. James McLaughlin was appointed sergeant-at-arms. Secretary Young read his report of the Washington, D. C., trade exhibition, which showed that a profit of \$6,520.61 had been realized. The total receipts were \$10,408.43, and disbursements \$3,887.82. On motion of Mr. Roland the report was accepted and ordered to be made part of the minutes.

The secretary then read the report of the auditing committee, first explaining that this was a new committee of lay members of the society, appointed at the recommendation of Mr. Roland while president. The report, submitted by Percy B. Rigby, New York, chairman of the committee, endorsed the work of the official auditors and the work of the secretary's office in the preparation of the various accounts, which was enormous. The expenditure for auditor's service was, in the opinion of the committee, quite necessary and was both nominal and reasonable.

Considerable discussion ensued as to the advisability of continuing the service of the public auditors, and it was finally decided, on motion of Secretary Young, that the services of the public accountants be continued, with compensation not to exceed that now provided.

The secretary presented his annual financial report, which was quite lengthy and occupied some time in the

reading. The report was prefaced with the report of the official auditors, which certified that balances of the different funds as set out were a true and correct statement resulting from receipts and disbursements since January 1, 1921, and conformed with the balance as shown on the books of the secretary as of December 31, 1921. It was shown that there was a balance in the permanent fund of \$49,167.68, and in the general fund of \$16,653.01. In addition, the secretary read a lengthy state-

First Mothers' Day Anniversary.

The following extract from the Philadelphia news letter in the May 16, 1908, issue of *The American Florist* will be found interesting as being the first reference to this now important floral holiday and the great demand created for flowers on its first celebration:

"The feature of the week was the rush of business on Saturday. It had been quiet all week but, almost without warning, a demand sprung up on Saturday morning which continued and kept the boys on the go all day long. Everything in white flowers sold out clean, the principal demand being for white carnations. It was the first celebration of Mothers' day, when everyone, man, woman and child, was to honor the 'best mother in the world, their mother,' if happily they still enjoyed her companionship, by wearing a white flower or, if she had passed away, wear a white flower in memory of her. It is proposed to make this an annual event to be commemorated on May 10 each year. This custom is said to have originated in this city, being the idea of a lady resident, which was taken up by the city press and spread in a few days so that it is said to have been observed quite generally in many of the adjacent states. Owing to the short time or notice that was given to it, its observance was not at all general here, when one takes into account the whole population. Yet the demand was enough to use up every white carnation in sight and was a godsend to the commission houses, where the whites had been hanging fire and had, for a long time, been the hardest to sell. It is hoped that with the favorable way in which the idea of Mothers' day was received that it will become, in time, one of the great flower days of the year. Why could not the idea be carried out so that the last resting place of those who have passed away should have placed thereon a bunch of white flowers? It would be a beautiful custom and much might be done by the craft in an unostentatious way to bring it about."

ment from the auditors, embodying comments on the system of accounting in force, and suggesting a few changes looking to its betterment. On motion of Mr. Penn, the secretary's financial report was accepted.

Treasurer J. J. Hess presented his annual financial report, with official reports from the auditors, and bank certificates as to balances, all of which agreed with the secretary's report. On motion of Mr. Culp, the treasurer's report was accepted.

Wm. F. Gude, as Washington representative, stated that while there had been no necessity for particularly active service, he might mention that last fall he had been privately informed that a bill had been introduced which threatened the parcel post service for florists, and he had at once, through the trade papers, called upon all members of the trade to make protests to their congressmen against the passage of such bill. The bill, he had since been informed, had been practically withdrawn. He had considered it advisable, he said, at the time of the disarmament conference in Washington, to follow the example set by the Rotary Club and other organizations, and send flowers on the opening of the conference. He had also sent a large basket of American Beauty roses in the name of the society, but at his own expense. On motion of Mr.

Ammann the report was received and the action concurred in, and a vote of thanks was passed to Mr. Gude.

Kansas City Convention, August 15-17.

Vice-President Murray reported as to the renting of the auditorium in Kansas City for the August convention. Secretary Young stated that he and President Pennock had visited Kansas City and looked over the auditorium, and it was found very suitable for the purposes of the society, and it was arranged to secure it. It was also arranged that the sessions of the convention be held in the same building. There was an area of 18,000 to 19,000 square feet available for the exhibits, and the rental terms were \$1,000 if the public were not admitted, and \$2,000 if the building was to be open to the public. President Pennock spoke of the fine reception he and the secretary received in the Convention City, and of the enthusiasm existing among the trade over convention prospects. It was arranged that details as to trade space and other matters be discussed at a later session of the board.

Mr. Penn made a verbal report for the national publicity committee. He stated that the work of the committee had been very satisfactory so far this year, with more enthusiasm than had been shown in the past two years. The committee was convinced that the florist business had prospered, and much of the prosperity was due to the publicity campaign. Two of the outstanding features of this business was the work of Mr. Asmus and Mr. Ammann, who gave unselfishly of their time, and thanks were due them for their tireless devotion, and to the members of the committee for their interest in the campaign. A meeting of the committee had been held that morning, at which it had been arranged to spend in national advertising at once a further sum of \$10,000, making a total expenditure of \$20,000 already for 1922. On motion of Mr. Hagenburger, seconded by Mr. Roland, a vote of thanks was given to Mr. Asmus and Mr. Ammann and to the other members of the committee.

Mr. Asmus, chairman of the publicity finance committee, first referring to the fact that a flower stand had been opened at the National Flower Show then in progress in Indianapolis, for which flowers were donated, and from which it was expected at least \$1,500 in revenue might result, all of which was to be turned over to the publicity committee. He believed it was possible to do the same thing at other shows throughout the country. There were now, he said, 27 allied organizations doing district advertising, and a large number of them contributed to the national fund. The success of the national campaign was not entirely due to the magazine advertising; much of it was due to the interest it had aroused among florists, educating them to advertise. It was not only the money spent, but the kind of work the committee was back of, urging and fostering that had much to do with success in keeping flowers before the public. A better co-operative spirit was now very apparent.

Mr. Ammann reviewed some of the difficulties which had been presented to the publicity committee, particularly that one in regard to the deficiency reported some time back by the committee, created by the negligence of many subscribers in meeting their obligations, and removed by a loan from the society. That loan had all been returned and put back into the general fund, so that today the society stood as not having contributed \$1 to the national publicity campaign, while the campaign

had a good working capital. Many organizations, and some few corporations, realized that the florists were doing some wonderful work. It was the tie-up that made such advertising profitable, and it must surely be felt that great results were forthcoming from the local co-operative campaigns.

Mr. Pyle eulogized the publicity work done by the committee, especially in regard to an important outcome, the establishment of campaigns in local districts. He reviewed the career of the nurserymen's advertising campaign, which had finished rather badly, and

Vaughan should introduce a resolution defining his line of action in his relations to the United States Chamber of Commerce in this and other matters of trade interest. Adjournment was here taken until 8 p. m.

Second Session, Monday Evening.

The board reconvened at 8:30 p. m., and President Pennock gave the floor to Mr. Ammann, who introduced J. J. Davis, an entomologist of the Illinois Experimental station. Mr. Davis said it was his desire to bring to the attention of the society the fact that he had

state organizations were working together for the success of the meeting, and everything pointed to a successful gathering as far as housing and care were concerned.

Mr. Robinson, of the convention bureau of the Chamber of Commerce, Kansas City, was present. He imparted much information in regard to the Convention City, and plans for the convention. The auditorium, he said, was just about two blocks from practically all of the principal hotels. The average August temperature in Kansas City was not as high as usually experienced in Buffalo, N. Y. Did anyone doubt this, there were government statistics in support of it. The banquet hall at the Muhlebach hotel was cooled by refrigeration, something new to many visitors. The rental of the hall, he said, was \$2,000, but his bureau was paying half of it. The bureau was also ready to furnish all the clerical help, attend to the registration of delegates, and to send out quantities of printed matter, said, would be pleased to find that the old trail from St. Louis to Kansas City was paved about half way, and the drive was usually made in a night, or a day.

President Pennock suggested that the official programme for the convention should be discussed. Secretary Young explained that the programme was generally left to the president and secretary, but the opinions of members of the board should be of material assistance in its compilation. Considerable time was spent discussing various suggestions made looking to an attractive programme, and a resulting enthusiastic attendance. Many ideas were evolved, all of which Secretary Young said would have careful consideration, with a view to their adoption. The rental for space in the trade exhibition was, on motion, fixed at 60 cents per square foot.

J. McHutchison, chairman of the committee on tariff and legislation, said there was nothing to report for his committee beyond what had appeared in the trade papers.

A communication from Robert C. Hodgin, and Fred J. Gammage, president and secretary respectively of the Floriculture Club, University of Illinois, suggesting an affiliation with the Society of American Florists in some form to be decided upon, so that, perhaps under the name of Junior Society of American Florists the club could expand into a national organization, creating a benefit which should be mutual, was, after some discussion, referred to a committee for consideration, and instructions to bring in a recommendation. The chair appointed Mr. Hagenburger, Mr. Kohout and Mr. Culp as such committee.



MOTHERS' DAY FLOWER BOX FOR WINDOW DISPLAY—EXTERIOR.

expressed his belief that the nurserymen would have to come into contact with the society's publicity enthusiasts with the idea of profiting by experiences exchanged.

Mr. Vaughan regretted the failure partially of the nurserymen's campaign and stated that the seedsmen's efforts had been quite successful, magazine articles prepared being generally accepted on similar lines to paid matter. On motion of Secretary Young, Mr. Penn's report was accepted and ordered to be made part of the minutes of the meeting.

Mr. Vaughan was called upon for information as to the working of the new office he filled, that of councillor of the society in the United States Chamber of Commerce. Mr. Vaughan made a very lengthy address in the course of which he touched upon a number of subjects pertinent to the relations of the society with the chamber. He was particularly concerned as to the dissemination of the reports forthcoming from the chamber to the society's members, such reports being very voluminous. He was willing to make a synopsis of matter in these reports of interest to the trade. He would like, he said, to submit to the board in some way, a resume of the proceedings of the chamber, preferably to a committee to be appointed from the board, which could decide upon any necessary action, and on advisability of publication. On motion of Mr. Hagenburger, seconded by Mr. Hess, the appointment of such a committee was directed, and President Pennock named it as comprising J. C. Vaughan, chairman, W. F. Gude, Carl Hagenburger, and Robert Pyle.

President Pennock announced that it was necessary that Mr. Vaughan have the authorization of the board to act as the councillor of the society, for presentation to the chamber and on motion of Mr. Asmus, it was directed that credentials be prepared, to be signed by the president and secretary.

Considerable discussion was projected in regard to the carrying out and extension of Quarantine No. 37, but no action was taken, although it was arranged that at a later session Mr.

prepared for publication a book covering descriptions of and data concerning insects and other pests of the greenhouse and garden. The book would contain over 300 pages, he said, and appeared to be too large for consideration as a publication by any college, experimental station, or even the United States of Agriculture. He did not seek remuneration for the work, but was of the opinion that the society might recognize its value and assist in some way in its production. The book was cross-indexed in a most complete manner, so that plant species and their troubles could readily be located.

On motion of Mr. Culp, it was decided that the matter be placed in the hands of a committee for consideration, and to report at the August Convention. The chair appointed as such committee: J. F. Ammann, Prof. H. B. Dornier, and the society's entomologist.

Matters concerning the Kansas City Convention were taken up, and a long discussion took place. Mr. Rock reported conditions as then existing in regard to preparations. Some 15 or 16 committees had been appointed, and details appeared to be taken care of very well. The local florists and local and the bureau's publicity men would also be at the disposal of the society continually. Those traveling by motor, he



MOTHERS' DAY FLOWER BOX FOR WINDOW DISPLAY—INTERIOR.

In accordance with the understanding arrived at toward the close of the first session, Mr. Vaughan introduced a resolution, to be forwarded to the Secretary of Agriculture, to the effect that the board of directors of the Society of American Florists, in session at the Fifth National Flower Show, Indianapolis, requested that by authority of his office he direct the federal horticultural board to make no further restrictions in the present regulations of Quarantine No. 37; and that he direct that said federal board take immediate measures for relief from present drastic restrictions complained of by state horticultural societies; and, finally, that he direct said federal board to proceed no farther in the curtailment of private or commercial plant and bulb importations. The resolution further stated that the board of directors was giving this request no press publicity, and awaited the secretary's views and action on the question so vital to the increase and progress of the florists' industry.

An earnest discussion followed the reading of the resolution. Many thought it was entirely out of the scope of the executive board, and was a question for the convention, and this feeling seemed to prevail. Finally, on motion of Mr. Pyle, seconded by Mr. Pierson, the resolution was laid on the table. Adjournment was taken until Tuesday morning.

Third Session, Tuesday Morning.

The first business was the report of the committee in regard to the Floriculture Club of the University of Illinois. Mr. Klingsporn read the report, which was to the effect that the organization of a Junior Society of American Florists as outlined did not promise benefits of real value to the society sufficient to justify such a proceeding, but the committee believed that if the student body had ultimate membership in the society in view, it would be of more benefit, mutually, for the students to join the society as soon as eligible. Mr. Culp moved the adoption of the report, and his motion was seconded. After a prolonged discussion, however, in which those taking part expressed sympathy with the plans of the students to connect with the society in some way, Mr. Ammann moved in amendment to Mr. Culp's motion that a committee of three be appointed to confer with the students' representatives before the meeting at Kansas City, and report on recommendations at that meeting. The amendment, which was accepted as a substitute motion, was duly seconded and passed. The chair continued the previous committee to act in the matter, adding to it Mr. Ammann.

Mr. Penn, as chairman of the committee appointed at the Washington convention to consider the question of standardization of cut flowers and plants, presented a report covering a plan prepared by L. F. Murphy, Cincinnati, O., chairman of the National Flower Growers' Association committee, and also a report signed by E. Allan Peirce, representing the New England District of the National Flower Growers' Association, outlining a plan evolved by the eastern growers. The chair explained that this question had been referred to the executive board at the convention. Mr. Roland explained that the reports presented were to be taken as the report of the committee he, as president, appointed in Washington at the request of the convention, and it was before the board for action. The individual reports differed in very many respects. Mr. Asmus moved, and his motion was seconded and carried, that inasmuch as the matter was being taken care of by individual organizations, it should be referred back to them to work out a solution, and that the committee be discharged with the thanks of the society.

The report of the committee on Dutch bulbs, expected at this session, not being ready, on motion of Mr. Asmus the committee was directed to present it at the August convention.

A project looking to an establishment and observance of Armistice Day referred to the board by the Washington convention was, on motion of Mr. Asmus referred to the publicity committee. The advisability of promoting field work for membership, also referred to the board, was by motion referred to the meeting of vice-presidents to be held at the Kansas City convention.

Secretary Young referred to the fact that Past President Patrick Welch, Boston, was quite ill, and moved that Mr. Penn be authorized to send him a message and flowers from the board, conveying sympathy and best wishes for a speedy recovery. The chair suggested that the message take the form of a letter bearing the signatures of the members of the board, and it was so ordered.

Mr. Culp referred to the matter of the resolution in regard to Quarantine No. 37 tabled by the board the previous day, and read a substitute resolution which he moved be accepted and passed. The resolution was as follows:

"To the Honorable Secretary of Agriculture,
Washington, D. C.:

"The executive board of the Society of American Florists would respectfully urge that you direct the federal horticultural board that no further extensions, or changes in rulings for application of Quarantine No. 37 be made without due notice and opportunity for a hearing be given to those whose interests will be affected by such contemplated ruling or change in application.

"A sufficient time having elapsed since the establishing of said quarantine to show its working efficiency and also where modifications or adjustments are needed for its harmonious action. We would also urge that the board also be directed to take up, by conference, or otherwise, with those whose interests are affected, and are qualified to act, the various items and figures which up to this time have been brought to the attention of the federal horticultural board as being unjust, unnecessary or showing discrepancy in the application of said quarantine. This request being made not in criticism but with a view to harmonious adjustment and a maximum of benefit and efficiency in the working of Quarantine No. 37 for the good of those whose interests it is designed to protect."

After a short discussion, the resolution, duly seconded, was passed.

On motion of Secretary Young, it was directed that a committee on final resolutions be appointed, and the chair appointed the following as such committee; Roman J. Irwin, J. C. Vaughan and S. W. Coggan.

The balance of the session was taken up by an informal talk, during which the members of the board representing affiliated organizations spoke of the activities of their various bodies, especially in so far as they related to the society. Adjournment was taken until 1 p. m.

The board reconvened pursuant to adjournment, and President Pennock called for the report of the committee on amendments to by-laws. Thos. Roland, chairman. Mr. Roland presented a well thought out report, the dealing with which took up considerable time, especially as each amendment offered was carefully explained, both as to purport and effect. The amendments offered were as follows:

1. An amendment providing for the appointment of an executive committee, to consist of the president, vice-president, junior ex-president, and two directors to be appointed by the president, to serve one year, on taking office, January 1. In the intervals between

the meetings of the directors this committee to have charge of the affairs of the society subject to the general and specific directions of the society and directors.

2. An amendment providing for the appointment of reserve fund trustees, the same to consist of the treasurer and three past-presidents, to be appointed by the president, one for one year, one for two years and one for three years. Members to elect their own chairman. This committee, in the intervals between the meetings of the directors and subject to the general and specific direction of the society and directors, to have the care and management of the society's reserve funds, and the power to sell, exchange, invest, reinvest and transfer the same. If adopted by the society, this amendment would eliminate the finance committee in so far as its functions, along similar lines.

3. An amendment governing the permanent fund, to be in future known as "Reserve Funds." Money accruing from life membership payments to form a reserve fund, the interest of which can be used annually for general or specific purposes. The permanent fund or any part of it not to be used for any purpose whatever without the approval of a two-thirds vote of the entire board of directors, and to receive a majority of all votes cast at the annual election for officers; to be placed on the ballot and voted on as are elected officers of the society.

4. An amendment defining the treasurer's duties and powers. He shall deposit funds in bank or trust company as the board of directors shall approve, where his account as treasurer shall be kept, and all payments shall be made by check. He shall have in his safekeeping the bonds, deeds, notes and other evidences of property. He shall give bonds equal in amount to the funds in his charge. In the absence or disability of the treasurer, the directors may appoint a temporary treasurer, who shall have all the powers and duties of the treasurer.

5. An amendment instituting a budget committee, and defining its duties. Their duties to be the preparation of an annual budget, to be passed at the mid-winter meeting of the executive board.

6. An amendment defining the status of the president in regard to committees. He shall be an ex-officio member of all committees, and he shall have the right to attend and be heard at all meetings of such committees, but, at all such meetings, except in the case of the executive and budget committees, he shall not vote except in the case of a tie.

All these amendments were, by motions, accepted by the board.

Mr. Ammann moved, and the motion was carried that an amendment be recommended directing that the secretary be elected by the executive board instead of by the convention.

Secretary Young moved and his motion was carried, that an amendment be recommended to make the councillor of the United States Chamber of Commerce a member of the executive board.

Mr. Asmus moved that an amendment be recommended making the committee on tariff and legislation a constitutional committee and its chairman a member of the executive board, and the motion passed.

Mr. Kohout, at the request of the State Florists' Association of Illinois, suggested that affiliated bodies be allowed to elect their directors for more than one year, it being believed that a greater interest in the society's affairs would thus result. In a discussion of the matter, Mr. Asmus, Secretary Young, Mr. Pierson and Mr. Ammann reviewed the proceedings which led to the adoption of the present regulation in affiliation procedures, and action on the question was not deemed necessary.

An interesting part of the proceedings now took place. The matter of the medal of honor recommended by Ex-President Roland at the Washington convention came up in the regular way being on the business agenda for discussion. Secretary Young read the recommendation as it appeared in the presidential address, as follows:

"Many years ago this society established a gold medal, which I understand has been awarded but twice in all these years. Now I believe we should not bestow it except after the most careful consideration, but I cannot but think that the progress of many branches of our profession during 20 years might have been rewarded wisely through the medal we have had so long established. This would tend to encourage and to spur, especially those whose work is so valuable and so often not rewarded by financial returns. Much of the scientific progress needed in our profession is by work for love and for knowledge and this sort of work needs our help in any way we can give it.

"I therefore suggest that the society re-establish this medal as a medal of honor, to be awarded by the board of directors annually, to the man or woman, firm or institution, in the United States or elsewhere, who has done the most in recent years to promote horticulture, using the phrase in its broadest meaning. Members of our society to be eligible for this medal, for meritorious service of the same kind. It may be awarded once in five years, to the members of the Society of American Florists, who, during the preceding five years, shall have rendered services best calculated to advance the largest interest in this society. I do not believe, however, that the medal should ever come to be considered an internal operation, but that the thought of the directors ever should be to encourage others. I would suggest that the board of directors decide the award by ballot at the annual meeting held about Mid-Lent."

Geo. Asmus Awarded Medal of Honor.

Mr. Pierson in a short address spoke of the significance of an award of this kind, and referred particularly to the fact that in his opinion no society had received more unselfish devotion than the devotion of George Asmus to the Society of American Florists. He spoke of the manner in which Mr. Asmus had faced the National Flower Show situation in Cleveland, O., and of how he had the key to it in the change to Indianapolis. In recognition of this, and his past work of years, he wished, he said, to nominate Mr. Asmus for the medal of honor to be awarded this year. Mr. Hagenburger seconded the nomination, as also did Mr. Knoble, Secretary Young, Mr. Ammann, Mr. Klingsporn, President Pennock, Treasurer Hess, and Mr. Roland, and a rising vote was called for, awarding the medal to one who had proved himself an unselfish worker for everybody, selling plants and flowers. (Mr. Asmus was not in the room at the time. Mr. Pierson was directed to locate him and present him at the platform. In the meantime, on motion of Mr. Roland, it was decided to make formal presentation of the medal at the Kansas City convention. Mr. Asmus now appearing, amid applause and cheers, he was addressed by President Pennock, as follows:

"Mr. Asmus, there is a medal of honor which is awarded every five years to the person who has done the most, and made the most sacrifices for the Society of American Florists, and the gentlemen in this room have gone over the field very carefully and they have selected you to be the recipient of that medal. It gives us great pleasure today to hand you one of the biggest honors that the society has ever handed any member. We believe that that honor is more than fully merited by the work that you have done in the past five or

10 years, which has been prodigious in every way, your time unstintingly given, your business sacrificed, not only your business but your family as well. In the case of the flower show, you have given every minute, night and day—as some men said, you slept on the job and never flinched. Even when you had the whole board against you, you carried them through with your enthusiasm, your push and your energy.

"It gives us a great deal of pleasure to be able to award this medal to you, as a small recompense for the work which you have done in the past five or 10 years. The medal is not ready to give to you at this time. We are sorry it is not ready, but it will be presented to you in August, at the convention in Kansas City."

Mr. Asmus made a feeling response. The feeling which prompted the award, he said, was quite sufficient for him, reward enough for anything he might have done, without anything more material. He was greatly pleased to accept the confidence and thought of the society, and should always cherish the token.

Some further discussion was had as to future bestowal of the medal of honor, and, finally, on motion of Mr. Roland, it was decided that the chair appoint a committee of three to consider names and institutions for the award.

A long discussion then ensued on the budget. Mr. Knoble, for the budget committee, presented a report embodying a budget for the year amounting to \$14,230, and an income estimated at \$16,900. The income estimate, he said, was placed at the lowest possible figures. On motion of Mr. Knoble, it was decided that the board recommend that the society at the Kansas City convention contribute \$2,500 to the publicity campaign.

Mr. Knoble, for the finance committee, presented a report. The report showed that the permanent fund balance of \$13,000 had been reinvested in government bonds for a six months' period, and the committee had given authority to the treasurer to reinvest for an additional period of six months following the expiration of the original period. The treasurer had been instructed to rent a safety deposit box for the needs of the society. The report was, on motion of Mr. Ammann, accepted.

A report from the committee on the annual report embodied a proposal from the A. T. DeLaMare Co., New York, to print the report as a business proposition, adding matter to the volume which should make it a valuable year book. Advertising would be accepted for the book, and the publishers would divide with the society any profit which might result over actual cost of publication and distribution. The society, however, was to appropriate \$1,000 toward the expense, for a term not to exceed five years. On motion of Mr. Roland, the report was accepted, as well as the offer of the DeLaMare company, with the provision that the annual be sold for a price not less than the annual membership dues. On motion of Mr. Asmus, the appropriation for the annual was ordered to be made part of the budget.

Fifth National Flower Show.

Chas. Russell, who acted as secretary to the judges, is full of apologies for an accidental omission in the list of awards in the trade section of a certificate of merit awarded to the A. L. Randall Co., Chicago, for a magnificent display demonstrating an up-to-date furnishing of a retail flower shop and accessories in connection with the same. The omission is occasion for regret, as the exhibit was most notable in the trade section.

Vouchers are being drawn for the premiums awarded at the show, and

with the vouchers for the subscribers to the guarantee fund are being started through the regular channel for verification, first to the chairman of the committee, thence to the president, and later to the treasurer, which course may account for a little delay in the ultimate receipt of checks.

The National Flower Show was the final topic for discussion. Mr. Asmus, as chairman of the National Flower Show committee, presented a very lengthy report, which included a financial statement of expectations based on returns up to the fourth day of the show. He reviewed the preparations for the Fifth National Flower Show from the start until the Cleveland fiasco, and then detailed the measures, both extraordinary and energetic, that were taken to save the show dates by going to Indianapolis. Mr. Asmus finished the report amid applause, and, on motion of Mr. Hagenburger, the document was accepted and filed.

Mr. Asmus bespoke praise for Irwin Bertermann, whose work Mr. Asmus eulogized, and whom he described as really his sub-partner in the show. Mr. Bertermann entering the room at the time was called upon for a few remarks, in the course of which he said his relations with those in charge of the show had all along been most pleasant. He had only one request left to make, and that was that the show be left intact until the last hour and last minute on the final Saturday night. Secretary Young also spoke very highly of Mr. Bertermann's work and enthusiasm in connection with the show.

Final Resolutions.

The committee on final resolutions presented the following, which were unanimously passed: "In view of the great Fifth National Flower Show being held in Indianapolis, Ind., March 25-April 1, we the undersigned committee, beg to submit the following resolution:

"Whereas: In these closing days of the Fifth National Flower Show it is fitting, and a genuine pleasure to note the willing cooperation of many individuals, societies and organizations who have carried it forward,

"Therefore, be it resolved: That we, the executive board of the Society of American Florists, herewith express our sincere appreciation of the activities of those who have helped to make this exhibition; to Irwin Bertermann, chairman of the local executive committee, who, with the united support of the Indianapolis Chamber of Commerce, through its general secretary, John B. Reynolds, brought to us at Cleveland in our emergency the enthusiastic welcome of your city; second, the endorsement of the State Florists' Association of Indiana and later their collective exhibit.

"Further, our grateful thanks to that great body of exhibitors, whose plans, though made for another city, and though coming in numbers from far New England to a greater distance and under increased risk, immediately consented to the change; and to those guarantors who renewed their allegiance and financial support to the new location.

"And to Governor Warren T. McCray of Indiana, the State Department of Conservation, the Mayor of Indianapolis, and the City Park board.

"Further, to the chairmen and members of the florists' local committees, who at the sacrifice of their own business at this critical time have labored with full devotion.

"And finally, let us say: We have never received such interested service and co-operation as from the Indianapolis press and local merchants; our sincere thanks to them and everyone we have come in contact with in your city."

After an informal discussion on various matters, the board adjourned sine die. JOHN YOUNG, Sec'y.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

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THE Massachusetts Horticultural Societies' exhibition of rhododendrons, azaleas and irises will be held at Horticultural hall, Boston, June 3-4; the peony exhibition, June 17-18.

CALIFORNIA is in the best condition of any of the western states, it is said, due to its diversified business and the variety of its products. Its business leaders are original and they get results.

SAMUEL MURRAY, the well known florist of Kansas City, Mo., and vice-president of the Society of American Florists, says the Easter buying showed a tendency to lower prices and less recklessness on the part of the buying public, than at any time during the war or since, indicating a slow but certain return to normal conditions.

Personal.

E. C. Vick, of the advertising firm of Hanff-Metzger, Inc., New York, who has been on the sick list, is again at his desk.

Post Offices to Observe Mothers' Day.

The Postal Bulletin, issued Monday, May 1, contained the following suggestion from the Postmaster General:

"Sunday, May 14, is Mothers' Day. I suggest, as an appropriate recognition of our pride in and veneration for our mothers, that the United States flag fly on all post office buildings on that day. Nearly all post offices have flags; every office should have one."

WE ARE in receipt of the premium list for the annual exhibition of the American Sweet Pea Society, to be held in Horticultural hall, Boston, Mass., June 24-25. Copies may be had on application to Secretary Wm. Gray, Bellevue avenue, Newport, R. I.

Plant Quarantine Conference.

WASHINGTON, D. C., MAY 15.

The plant quarantine conference called by the Federal Horticultural Board will meet in Washington, D. C., May 15, to discuss the classes of plants to be admitted under the limitations established in Regulation 3 of Quarantine No. 37. The board hopes to secure from this conference information that will clearly justify action on one or more of the following propositions: First, the continuation of the classes now in Regulation 3; second, the need, if any, for restricting the classes of plants now included in this regulation, and third, the necessity, if any, of adding to the classes of bulbs or plants under this regulation.

National Hospital Day, May 12.

All florists' organizations should make it a point to get behind National Hospital Day, May 12. Remember the mothers in the hospitals. Adopt some plan of co-operation that will encourage this day. While the day, at the present time, comes at a very inopportune time, being so near Mothers' Day, plans are now under way, and progressing favorably, to induce the National Hospital Association to postpone National Hospital Day to some time in June. I believe with the right kind of aggressive work along this line this can be brought about next year.

National Hospital Day lends itself to sentiment to a very unusual degree. It has the same qualities that Mothers' Day has and, if promoted by the florists, can be made another big holiday. For this reason it is urged that all florists and florists' organizations do what they can to co-operate this year, in order to hold the interest of the public, so that we can make something out of the day, if it is postponed until June next year.

GEORGE ASMUS.

Mothers' Day Co-Operation.

BY AMERICAN LEGION AND AUXILIARY.

The American Legion and Auxiliary and the Society of American Florists' campaign for greater Mothers' Day publicity, full account of which appeared in our issue of April 29, page 740, is a big success. The society has received a goodly number of requests for matrices and posters of the Legion advertisement. Florists are already running the advertisement jointly in the newspapers of some of the larger cities. The trade in many cities is in touch with the local American Legion posts and has even obtained the permission of merchants in other lines of enterprise to give the poster a prominent place in their establishments. There seems to be a very wholehearted co-operation on the part of the florists all over the country and the national publicity committee of the society wishes to thank them for their willingness to co-operate.

If there are any florists who have not received the Legion matrix or posters be sure and send for them at once, addressing Hilmer V. Swenson, Directing the Campaign for the S. A. F. Publicity Committee, 225 North Michigan avenue, Chicago, which will be mailed by special delivery.

Society of American Florists.

NATIONAL PUBLICITY CAMPAIGN.

Since publication of the last list of subscriptions, the following subscriptions are of record in the secretary's office:

A. F. Crabb, Grand Rapids, Mich.	\$ 10.00
Geo. Bischoff, Ann Arbor, Mich.	25.00
J. L. Johnson, DeKalb, Ill.	5.00
M. A. Clark, Ellsworth, Me.	10.00
I. L. Pillsbury, Galesburg, Ill.	15.00
Harry Heini, Toledo, O.	25.00
Joseph Turski, Gross Point, Ill.	10.00
George Zimmer, Omaha, Nebr.	10.00
Edward Seery, Paterson, N. J.	50.00
W. H. Elliott & Sons Co., Boston.	100.00
A. Gude & Sons Co., Washington.	100.00
Harry Turney, West Toledo, O.	10.00
E. H. Blameuser, Niles Center, Ill.	10.00
Scottwood Greenh., Toledo, O.	20.00
H. A. Cook, Oberlin, O.	5.00
S. Scheinuck, Baton Rouge, La.	10.00
Eric Bucholz, Muncie, Ind.	10.00
Boevinger Bros., Bay City, Mich.	25.00
Henkes Bros., Watervliet, N. Y.	15.00
A. C. Anderson, Columbus, Nebr.	10.00
Otto L. Schmalz, St. Joseph, Mo.	10.00
Geo. H. Forber, Davenport, Ia.	12.50
Charles Bartscher, Denison, Ia.	10.00
Henry J. Doll, Providence, R. I.	10.00
John Meissen, Elmhurst, N. Y.	5.00
E. D. Smith & Co., Adrian, Mich.	25.00
J. R. Benjamin, Calveston, L. I.	2.00
H. Schmidt, North Bergen, N. J.	25.00
J. A. Cartwright, Wellesley, Mass.	5.00
B. V. Engle, Rochester, Pa.	10.00
Oakland Fl. Shop, Oakland, Calif.	10.00
E. R. Tauch, Marquette, Mich.	5.00
A. Harvey & Sons, Bradywine Summit, Pa.	100.00
Henry Penn, Boston, Mass.	100.00
Tong & Weeks Fl. Co., Ashabula, O.	12.50
Nikias & Son, Portland, Ore.	35.00
Prince's Fl. Shop, Iowa City, Ia.	10.00
E. M. Kroninger, Allentown, Pa.	10.00
C. A. Zoolanek, Bound Brook, N. J.	10.00
Bills Floral Co., Davenport, Ia.	10.00
Truton Floral Co., Monett, Mo.	5.00
A. Stevens, Spring Valley, N. Y.	10.00
Crissman Grh Co., Punxsutawney, Pa.	25.00
Davis Floral Co., Davenport, Ia.	10.00
L. Menand, Albany, N. Y.	10.00
J. G. Jurgens, Northport, N. Y.	10.00
H. E. Reimers, Spokane, Wash.	10.00
Hughes Greenh., Hillsdale, Mich.	5.00
W. Nicholson, Framingham, Mass.	75.00
Samuel Hanson, Troy, N. Y.	5.00
L. L. Schmidt, Winfield, Kans.	5.00
Will Bros. Co., Minneapolis, Minn.	15.00
Julia Pelletier, St. Louis, Mo.	5.00
Richard Lietz, Milwaukee, Wis.	5.00
Wm. MacDonald & Sons, Moosic, Pa.	10.00
Henry Fuchs, Louisville, Ky.	10.00
Max Schling, New York	143.78
Ralph Deans, Atlanta, Ga.	7.00
D. F. Charlesworth, Cleveland, O.	15.00
E. W. Gaehring, Philadelphia, Pa.	15.00
F. F. Crump Est., Colorado Spngs.	25.00
Angel Guardian Greenh., Chicago.	10.00
O. A. Stoll, Hillsdale, Mich.	10.00
John Scott Estate, Brooklyn, N. Y.	10.00
H. Fleischauer, McMinnville, Ore.	5.00
Henry A. Miller, Philadelphia, Pa.	10.00
Myers & Co., Bluffton, Ind.	5.00
Roy E. Neal, Lawrenceville, Ill.	10.00
Jones-Kussell Co., Cleveland, O.	100.00
S. S. Skidelsky Co., New York.	50.00
Gilbert & Wild, Sarcoxie, Mo.	1.00
G. W. Pfaltzgraff, York, Pa.	5.00
Fred'r'k Fl. Shop, East Pittsburgh	10.00
Wirt Floral Co., Parsons, Kans.	10.00
Boal Floral Co., Inc., Ithaca, N. Y.	5.00
Sands Spgs Grh, Sands Springs, Okla.	10.00
W. J. Smith, Chicago.	50.00
H. S. Mueller, Wichita, Kans.	12.50
Greenville Fl. Co., Greenville, S. C.	10.00
O. F. Eskie, Iron Mountain, Mich.	25.00
McCum Drg. Co., Inc., Lexington, Va.	10.00
Arnold-Fisher Co., Woburn, Mass.	25.00
G. F. Ernest, Washington, D. C.	5.00
Alex Miller, Dallas, Texas.	5.00
J. J. Connelly Est., Rosemont, Pa.	25.00
John H. Sykes, Allentown, Pa.	25.00
McDonald & Co., Crawfordville, Ind.	5.00
Gove The Florist, Burlington, Vt.	20.00
G. W. Marshall, Okmulgee, Okla.	5.00
H. F. Mitchell Co., Phila., Pa.	100.00
Allied Fl. Ass'n of Ill., Chicago.	407.38
Asman & Dun, Detroit, Mich.	25.00
Wm. Clowe, Corsicana, Texas.	3.00
Redden Floral, Chicago.	10.00
L. A. Whitmore, Nelsonville, O.	2.00
S. J. Goddard, Framingham, Mass.	25.00
Nixon H. Gano, Martinsville, Ind.	5.00
Arthur Taylor, Boonton, N. J.	10.00
A. M. Campbell, Strafford, Pa.	100.00
The Wilson Fl. Co., Cleveland, O.	10.00
Benj. J. Passmore, Malvern, Pa.	10.00
Hollywood Gardens, Seattle, Wash.	25.00
The Alps Florists, Montreal, Que.	15.00
G. M. John, Okmulgee, Okla.	5.00
Harry Turney, West Toledo, O.	10.00
Allied Fl. Ass'n of Ill., Chicago.	1,157.40
A. Burton, Chestnut Hill, Phila., Pa.	100.00

Amount previously reported..... 3,806.56
Total..... \$22,171.74

JOHN YOUNG, Sec'y.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address
G. J. CARJANES,
2004 Eighth Ave. New York

Situation Wanted
GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

Situation Wanted

Married, 12 years' experience, all around florist. Ready to start immediately.

A. SIDIRUIS
1357 N. Clark Street, Chicago, Ill.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

Situation Wanted

Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.

Key 839, care American Florist.

Salesmen Wanted

We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also frize wreaths, funeral wreaths, florist fillers. Address

Key 838, care American Florist.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.
ELIZABETH, N. J.

Help Wanted
Managing Foreman

for 100,000 square feet of glass in the east devoted to roses, carnations, sweet peas and pot plants for retail stores. House, light, garden, fuel, and \$50 per week. One holding similar position and who can come well recommended will be given personal interview. Do not answer unless you can show the proper credentials that you can deliver the goods. Position open now or arrangements in regard to starting can be settled to advantage. Address

Key 837, care American Florist.

FOR RENT

Department store space for a cut flower department on a percentage basis or a guarantee. Best trade, large business and splendid opportunity. We prefer some one operating such departments in other cities centrally located, Chicago or nearby preferred. Address

Key 835, care American Florist.

FOR SALE

Well established retail business in Chicago, including two greenhouses, store and one two-flat building and garage. Established 11 years. Splendid opportunity for the right party.

Key 834, care American Florist.

FOR SALE

Range of ten greenhouses all stocked with potted plants and a ready market for same. Modern residence and plenty of land. Big bargain and death of proprietor only reason for selling. Reasonable terms to right party.

MRS. LESHYN
5329 South Rockwell St., Chicago

FOR SALE

Complete florist plant, which includes two large greenhouses fully equipped with pots and plants for the year's business, a large garden tract that will grow practically anything, and in addition to this there is a fine modern house that will be sold with the property together with a garage. This proposition is located in a town that has good railway connections and caters to a large population. Price \$6,500, part cash and the balance on easy terms.

FRED V. SCHNURLE & SON, Canisteo, N. Y.

TREASURY DEPARTMENT, Office of the Supervising Architect, Washington, D. C., April 13, 1922.—SEALED PROPOSALS will be received in this office until 2 p. m., April 27, 1922, and then opened for planting, etc., on the grounds of the U. S. Post Office, at Middletown, Ohio, in accordance with drawing No. T-1 and this specification, copies of which may be had at the office of the Custodian at the building or at this office, in the discretion of the Supervising Architect. Jas. A. Wetmore, Acting Supervising Architect.

OFFICIAL S. A. F.
Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$6.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

Trade Directory

— OF THE —

Florists, Nurserymen, Seedsmen, Etc.

— OF THE —

United States and Canada

NEW EDITION NOW READY.

Price: \$5.00, Postpaid.

PUBLISHED BY THE

AMERICAN FLORIST CO.

440 South Dearborn Street, Chicago, Illinois

San Francisco.

HUGE SUPPLY OF STOCK.

The market is generally flooded with stock of every description, both outdoor and greenhouse material. Prices in most cases have dropped to low levels in the wholesale district. Retailers seem to be busy enough, but they hardly make a dent in the huge daily arrivals. Roses are mostly poor stock and when one sees peddlers on every street corner, with fairly good flowers, you can rest assured that the stores are having a difficult time to get remunerative prices. Easter plants have cleaned up remarkably well and few are to be seen in the local markets. Tulips are exceptionally hard to move and the prices growers are receiving are most unsatisfactory. Narcissi are about done for in the growing sections, although locally grown stock cleans up readily. This seems to be a lilac year. We do not remember when lilacs have been so plentiful or popular as has been the case this spring, and they sell well. The stock is of excellent quality. Pot grown lilies are very plentiful and move slowly. Some rambler rose bushes are yet obtainable. Small offerings of azaleas and rhododendrons about complete the list of flowering plants. Shippers report very little activity and the end of the season is about in sight.

NOTES.

The new flower store of Alfred H. Meyer and Louis Garbaldi, 901 Clement street, is probably the finest in that section of the city. The style of the business is the Golden Gate Floral Co. Both members of the firm are prominent as dahlia specialists, having gardens at 239 Hanover street.

P. Conci, Colma, is cutting his first crop of outdoor Ulrich Brunner roses. His fields are in splendid shape. He expects a steady supply throughout the summer months.

Albert O. Stein, president of the Retail Florists' Association, underwent an operation for throat trouble recently and from last reports he is recovering rapidly.

Miss Ella E. Barton recently had her shop at 2209 Union street remodeled and decorated, making it one of the most attractive in that neighborhood.

M. H. Ebel was a visitor recently from Sacramento and reports a fine Easter trade there, slightly ahead of 1921.

Luther Burbank, of Santa Rosa, and wife attended the recent wild flower show in this city.

JAMES T. LYNCH.

Pittsburgh.

STOCK CLEANS UP AT WEEK END.

The early part of last week was practically a repetition of the previous one, with an unwieldy supply and a very light demand, but the call quickened toward the week end and Saturday wound up with a clearance of everything with the exception of Easter and calla lilies. These two items have been a drug on the market since the holidays and it has been a long time since either was quoted so low in this market. Prices in quantity lots ran as low as \$8 to \$10 per 100. American Beauty roses are in moderate supply and were quoted at \$9 per dozen for specials and from that on down to \$4 per 100 for shorts. The supply of roses has been rather top heavy, with the consequence that it was impossible to stick to list prices, but the quality has been of the best. Premier and Columbia are the favorites with Butterfly next. Other kinds include American Legion, Ophelia, Pilgrim, Sunburst, Hilda and Double White Killarney. At least one-half of the carnation arrivals have been poor in quality with good stock holding firm at \$6 per 100, while the balance has to be disposed of at any price. Laddie holds firm at \$10 and \$12. Snapdragon



is still good property. The cool weather has improved the quality of the sweet peas and some very good stock is arriving. Prices range from 50 cents to \$2 per 100. Yellow daisies are plentiful and cheap. Outdoor lilac is seen in quantity and wholesales at 50 cents per bunch.

NOTES.

Both the Florists' and Gardeners' Club and the Retail Florists' Association hold their regular monthly meetings this week. Both organizations promise an excellent programme this month with good speakers, and all are urged to attend whether they are members or not.

The Dave Hill Co. has moved from its old location on Fifth avenue temporarily, while a modern building is being erected. Dave has leased a room in the new building for a term of 10 years at a rental of \$10,000 per year.

De Forest Ludwig, of the E. C. Ludwig Co., is enjoying a little vacation visiting friends and relatives in Kansas. Ed Ludwig of the same firm has been put in charge of the greenhouses located at Ludwig Station, Pa.

E. J. McCallum of the McCallum Co., is with the local Chamber of Commerce on its annual golden rule tour. This year they will visit the principal towns in Ohio and eastern Indiana, and expect to be gone a week.

The G. P. Weaklen Co. has moved into its new location on Penn avenue and when alterations on the store are completed they will have one of the most up-to-date shops in the country. Recent heavy frosts have damaged early fruits and vegetation to a great extent in this section.

Visitors: John Schneidmiller, of the John Keil Co., East Liverpool, O.; Mr. Barbour of the Liberty Flower Store, Steubenville, O.

E. C. T.

Boston.

LOW PRICES CONTINUE.

This was another week of low prices, oversupply and poor conditions in general has come to a close. There really is no set market value on any ordinary stock. The exceptionally fine stock arriving is clearing up fairly well but the price for such stock is really absurd. Roses of the fancy grades bring eight to 10 cents on a limited amount, then the balance is cleaned up for what they can get for it. Carnations are selling at two to four cents and six cents is the top price for the fancy varieties. There is still a large supply of jonquils coming in with a very light demand for

MAKE THE WORLD MORE BEAUTIFUL
THAN YOU FOUND IT!

INCREASE YOUR PROFITS! Order Bench Plants NOW! Immediate or later shipment. Special prices on large quantities. Big demand! Fine stock!

2- and 3-Year-Old Plants	100	1000
Ophelia	\$12.00	\$115.00
White Killarney	12.00	100.00
Sunburst	15.00	140.00
Hoosier Beauty	15.00	140.00
Milady	15.00	140.00
Russell	16.00	140.00
Columbia	16.00	150.00
Premier	16.00	150.00

YOUNG ROSE PLANTS	100	1000
Sunburst, 2 1/2-in.	\$12.50	\$115.00
Butterfly	14.00	135.00
Ophelia, 2 1/2-in.	12.50	115.00
Richmond, 2 1/2-in.	11.00	90.00
Columbia, 2 1/2-in.	14.00	120.00
Mrs. Russell, 2 1/2-in.	16.50	150.00

In ordering please state if we may substitute other varieties if necessary. Packing charges for 100 or less, \$1.00; for 1000 plants, \$6.50.

M. C. GUNTERBERG

WHOLESALE FLORIST

159 NO. STATE ST. -- CHICAGO, ILL.

them. Sweet peas were moved with difficulty the early part of the week but they cleaned up well, April 29 forenoon, and the call was good all day and thousands of sweet peas could have been sold Saturday afternoon. Snapdragons of very fair quality are also a drug. It carries over day after day and then eventually is sold to the street boys. Orchids and lily of the valley are holding their own, the demand being still abreast of the supply. The growers look for better conditions next week owing to Mothers' Day. The carnations will be held back as much as possible for the next two weeks, which will likely help conditions somewhat.

The stockholders of both markets met at Young's hotel, April 29, and voted to consolidate. They have an option on the Cyclorama building in the South end, for the new market, but there is much dissatisfaction about the location, as it is a long distance from both depots.

E. F. S.

Rochester.

BUSINESS GOOD SINCE HOLIDAY.

Business since Easter has been very good. An abundance of jonquils, daffodils, Poetaz and Emperor narcissi, Darwin tulips, marguerites, freesias, myosotis and cut pansies are on the market. Roses of all varieties are excellent. Laddies is the favorite in carnations, all being of good quality. Spanish irises and sweet peas are plentiful.

NOTES.

The monthly meeting of the Florists' Association was held April 21 at the Osborn house. It was ladies' night and a goodly representation of the fair sex was present. J. C. Campbell gave an interesting talk on floral subjects.

The five and 10 cent stores, as well as the department stores, are now handling shrubs and plants for spring planting.

F. J. Keller and wife left for California April 20, where they will visit their son and daughter, who reside there.

Geo. T. Boucher reported the biggest business this Easter in the history of the establishment.

J. B. Keller's Sons are having an excellent wedding trade.

CHESTER.

DEFIANCE, O.—Simon Brouwer has purchased property at Sunday and Clinton streets, where he will erect a greenhouse, 35x100 feet and a service building, 20x25 feet, in the near future.

Dreer's Pot Grown Hardy Perennials

The Stock here offered, all of best planting size, is pot grown unless otherwise noted. It is superior at all times to field grown stock and particularly so late in the season, there being no risk of loss even under unfavorable weather conditions. Extensive planters, among these the leading Landscape Architects, have for many years shown their appreciation of the Dreer Pot Grown Perennials.

	Pots.	Doz.	100		Pots.	Doz.	100
ACHILLEA, Boule de Neige.....	3"	\$1.50	\$10.00	IRIS Germanica, 12 choice varieties, strong divisions.....		\$1.00	\$7.00
Millefolium roseum.....	3 1/2"	1.50	10.00	Germanica, choice mixture, strong divisions.....		.60	4.00
The Pearl.....	3"	1.50	10.00	Japanese, 12 choice varieties, strong divisions.....		2.00	15.00
AGROSTEMMA coronaria.....	3"	1.50	10.00	Japanese, choice mixture, strong divisions.....		1.50	10.00
coronaria alba.....	3"	1.50	10.00	LOBELIA cardinalis.....	3"	1.50	10.00
Flos Jovis.....	3"	1.50	10.00	siphilitica.....	3"	1.50	10.00
AJUGA reptans rubra.....	3"	1.75	12.00	LYCHNIS chalcidonica, Red and White.....	3"	1.50	10.00
genevensis.....	3"	1.75	12.00	Hageana.....	3"	1.50	10.00
ANEMONE japonica alba.....	2 3/4"	1.00	8.00	Viscaria splendens.....	3"	1.50	10.00
Queen Charlotte.....	2 3/4"	1.00	8.00	LYSIMACHIA ciliata.....	4"	1.75	12.00
rubra.....	2 3/4"	1.00	8.00	clethroides.....	3"	1.75	12.00
Whirlwind.....	2 3/4"	1.00	8.00	Fortunei.....	4"	1.75	12.00
AQUILEGIA canadensis, chrysantha, coerulea, flabellata nana alba, Helenae, nivea grandiflora, vulgaris, Long Spurred Hybrids.....	3"	1.75	12.00	Nymularia.....	3"	1.50	10.00
ARARIS alpina.....	3"	1.50	10.00	LYTHRUM roseum superbum.....	3 1/2"	1.75	12.00
ARMERIA formosa rosea.....	3"	1.50	10.00	MERTENSIA virginica.....	3"	1.75	12.00
Lauchena rosea.....	3"	1.50	10.00	MONARDA didyma rosea.....	4"	1.75	12.00
ARTEMISIA lactiflora.....	3 1/2"	2.00	15.00	didyma, Cambridge Scarlet.....	4"	1.75	12.00
Abrotanum.....	3"	1.50	10.00	didyma violacea.....	4"	1.75	12.00
pedemontana.....	3"	1.50	10.00	fistulosa alba.....	4"	1.75	12.00
Stelleriana.....	3"	1.50	10.00	MYOSOTIS palustris semperflorens.....	3"	1.50	10.00
ASCLEPIAS tuberosa, 2-yr., field roots.....	1.50	10.00	NIEREMBERGIA rivularis.....	3"	1.75	12.00	
ASTERS, 12 choice varieties.....	3"	1.75	12.00	OENOTHERA Pilgrimii.....	3"	1.75	12.00
Dwarf Alpine.....	3"	1.50	10.00	speciosa.....	3"	1.75	12.00
BAPTISIA australis.....	3 1/2"	1.75	12.00	PACHYSANDRA terminalis, 1000 \$90.00.....	3"	1.25	10.00
BELLIS perennis, pink and white.....	3 1/2"	1.25	8.00	PAPAVER nudicaule, (choice Mixed).....	3"	1.75	12.00
BOCCONIA cordata.....	3 1/2"	1.75	12.00	PAPAVER orientale, Gerald Perry.....	3"	3.50	25.00
BOLTONIA asteroides.....	3"	1.50	10.00	orientale, Goliath.....	3"	2.00	15.00
latiquama.....	3"	1.50	10.00	orientale, Mrs. Perry.....	3"	2.00	15.00
CAMPANULA Medium.....	4"	1.75	12.00	orientale, Oriflamme.....	3"	2.00	15.00
CARNATIONS, Hardy border.....	3 1/2"	1.50	10.00	orientale, Perry's White.....	3"	2.00	15.00
CENTAUREA montana.....	3 1/2"	1.75	12.00	orientale, Choice Mixed.....	3"	1.50	10.00
dealbata.....	3 1/2"	1.75	12.00	PHLOX, HARDY, 12 good varieties.....	3"	1.25	8.00
macrocephala.....	3"	1.75	12.00	Miss Lingard, early white.....	3"	1.50	10.00
CHRYsanTHEMUMS, Hardy Pompon, 25 varieties.....	2 3/4"	.85	6.00	subulata, white, lilac and rose.....	3 1/2"	1.50	10.00
Alaska, Shasta Daisy.....	3"	1.50	10.00	PHSALIS Franchetii.....	3 1/2"	1.75	12.00
Glory of Wayside.....	3"	2.00	15.00	PHYSTEGIA, Pink and White.....	3 1/2"	1.50	10.00
CERASTIUM tomentosum.....	3"	1.50	10.00	PINKS, HARDY, 6 choice varieties.....	3"	.85	6.00
CHELONE glabra alba.....	3"	1.75	12.00	PLATYCODON grandiflorum, blue and white strong roots.....		1.50	10.00
Lyonii.....	3"	1.75	12.00	japonica fl. pl., blue, strong roots.....		2.50	18.00
CLEMATIS integrifolia coerulea.....	3 1/2"	2.50	20.00	PLUMBAGO Larpentae.....	3"	1.50	10.00
recta.....	3 1/2"	2.50	20.00	POTENTILLA, in variety.....	3"	1.75	12.00
CIMICIFUGA racemosa.....	3 1/2"	1.75	12.00	PRIMULA veris.....	3"	1.50	10.00
COREOPSIS Delphinifolia.....	3"	1.50	10.00	PYRETHRUM hybridum, choice mixed seedlings.....	3"	1.75	12.00
lanceolata grandiflora.....	3 1/2"	1.50	10.00	uliginosum.....	3"	1.50	10.00
rosea.....	3"	1.50	10.00	RANUNCULUS acris fl. pl.....	3"	1.50	10.00
DIANTHUS deltoides alba.....	3 1/2"	1.50	10.00	repens fl. pl.....	3"	1.50	10.00
deltoides rosea.....	3 1/2"	1.50	10.00	ROSEMARY.....	3"	1.50	10.00
DELPHINIUM belladonna.....	3 1/2"	1.50	10.00	RUDBECKIA, Golden Glow.....	4"	1.50	10.00
bellamosa.....	3 1/2"	1.50	10.00	maxima.....	3 1/2"	1.75	12.00
chinensis, Blue and White.....	3"	1.50	10.00	Newmanii.....	3 1/2"	1.75	12.00
formosum.....	3 1/2"	1.50	10.00	nitida, Autumn Sun.....	3 1/2"	1.75	12.00
Gold Medal Hybrids.....	3 1/2"	1.50	10.00	purpurea.....	3 1/2"	1.75	12.00
DIELYTRA formosa.....	3"	2.00	15.00	subtomentosa.....	3"	1.75	12.00
DIGITALIS gloxiniaeflora.....	4"	1.75	12.00	SALVIA azurea.....	3"	1.75	12.00
lanata.....	3 1/2"	1.50	10.00	Greggii, pink and white.....	3"	1.75	12.00
ECHINOPS sphaerocephalus.....	3"	1.75	12.00	Pitcherii.....	3"	1.75	12.00
ERYNGIUM planum.....	4"	1.50	10.00	SANTOLINA incana.....	2 1/4"	1.25	8.00
EUPATORIUM ageratoides.....	3 1/2"	1.75	12.00	SCABIOSA japonica.....	3"	1.50	10.00
coelestinum.....	3"	1.75	12.00	SEDUM acre, album and sexangulare.....	3 1/2"	1.50	10.00
HARDY FERNS, choice varieties.....	3"	1.75	12.00	spurium and coccineum.....	3 1/2"	1.50	10.00
GEUM atrococcineum.....	3"	1.75	12.00	spectabile and spectabile Brilliant.....	3 1/2"	1.75	12.00
Heldreichii.....	3"	1.75	12.00	SILENE Schaffa.....	3"	1.50	10.00
Mrs. Bradshaw.....	3"	1.75	12.00	SILPHIUM perfoliatum.....	4"	1.75	12.00
GERANIUM sanguineum.....	3"	1.75	12.00	SISYRINCHIUM bermudianum.....	3"	1.50	10.00
GAILLARDIA grandiflora.....	4"	1.50	10.00	SOLIDAGO, Dwarf and Tall varieties.....	4"	1.50	10.00
GYPSOPHILA cerastioides.....	3"	1.75	12.00	SPIRAEA filipendula.....	3 1/2"	1.75	12.00
paniculata.....	4"	1.50	10.00	palmata elegans.....	3 1/2"	1.75	12.00
repens.....	3"	1.75	12.00	ulmaria fl. pl.....	3 1/2"	1.75	12.00
repens rosea.....	3"	1.75	12.00	STACHYS Betonica grandiflora.....	3"	1.50	10.00
HELENIUM autumnale rubrum.....	3"	2.00	15.00	STOKESIA cyanea, blue and white.....	3"	1.50	10.00
autumnale superbum.....	3"	1.75	12.00	SWEET WILLIAM, white, scarlet and pink.....	4"	1.50	10.00
Hoopesii.....	3"	1.75	12.00	THALICTRUM dipterocarpum (New).....	3"	3.50	25.00
Hiverton Beauty.....	3"	2.00	15.00	aquilegifolium purpureum.....	3"	2.00	15.00
Riverton Gem.....	3"	2.00	15.00	glaucum.....	3"	1.50	10.00
HELIANTHUS giganteus.....	3 1/2"	1.75	12.00	intermedium.....	3"	1.50	10.00
molliis grandiflorus.....	3 1/2"	1.75	12.00	THERMOPSIS caroliniana.....	3 1/2"	1.75	12.00
multiflorus fl. pl.....	3 1/2"	1.75	12.00	TRADESCANTIA virginica, blue and white.....	3 1/2"	1.50	10.00
Maximiliana.....	3 1/2"	1.75	12.00	THYMUS serpyllum, coccineum and splendens.....	3"	1.75	12.00
orgyalis.....	3 1/2"	1.75	12.00	TUNIA saxifraga.....	3"	1.50	10.00
rigidus japonicus.....	3 1/2"	1.75	12.00	TRITOMA Pfitzeri.....	2 1/4"	1.50	10.00
Woolley Dod.....	3 1/2"	1.75	12.00	VALERIANA coccinea.....	3 1/2"	1.50	10.00
HELIOPSIS Pitcheriana.....	3 1/2"	1.75	12.00	coccinea alba.....	3 1/2"	1.50	10.00
scabra excelsa.....	3"	1.75	12.00	officinalis.....	3 1/2"	1.50	10.00
HEMEROCALLIS flava.....	3 1/2"	1.50	10.00	VERONICA amethystina.....	3 1/2"	1.75	12.00
HIBISCUS (Giant Marshmallow), Red, White, and Pink, 2-yr.-old roots.....	2.00	15.00	incana.....	incana.....	3"	1.75	12.00
Crimson Eye, 2-yr.-old roots.....	1.50	10.00	longifolia subsessilis.....	maritima.....	3"	1.75	12.00
Marvel Mallow, 2-yr.-old roots.....	1.50	10.00	pectinata.....	repens.....	3"	1.75	12.00
HOLLYHOCKS.....			repens.....	rupestris, blue and white.....	3"	1.75	12.00
Single, Choice Mixed, strong roots.....	1.75	12.00	spicata, blue, white and pink.....	virginica.....	3"	1.75	12.00
Allegheny, Choice Mixed, strong roots.....	1.75	12.00	per 1000 70.00.....	VINCA minor.....	3"	1.25	8.00
				VIOLAS (Tufted Pansies), blue, white, yellow and purple.....	3"	.85	6.00
				VIOLETS, Double Russian.....	2 1/4"	.85	6.00

The above prices are intended for the trade only.

HENRY A. DREER, 714 Chestnut Street, PHILADELPHIA, PA.

Gladiolus Mrs. Frank Pendleton

RESERVE Now For Summer Work, Getting Scarce.

Blooms of this have outsold all varieties in all markets for two years; we have choice true stock, sizes first and second, for 1922 at below moderate prices, grown by ourselves. Price, alone, last year and in 1920 kept it from the trade generally. It is now available. Do not be without it.

 The best summer window display flower that you can grow.



MRS. FRANK PENDLETON.

Other GLADIOLUS Leaders

Grown on our own farms from True Planting Stock

	1000		1000
America, First.....	\$20.00	MRS. F. PENDLETON, First.....	\$40.00
America, Medium.....	16.00	MRS. F. PENDLETON, Med... ..	35.00
America, extra, 2 in., up.....	25.00	(5000 at \$33.00 per 1000.)	
Augusta, First.....	32.00	Niagara, First.....	40.00
Augusta, Medium.....	25.00	Niagara, Medium.....	35.00
Baron J. Hulot, Medium.....	50.00	Mad. Monneret, First.....	23.00
Chicago White, First.....	30.00	Mad. Monneret, Medium.....	20.00
Halley, First.....	33.00	Mrs. Watt, First, Ruffled Gl'y	45.00
Halley, Medium.....	27.00	Panama, First.....	35.00
Mrs. F. King, First.....	22.00	Panama, Medium.....	30.00
Mrs. F. King, Medium.....	18.00	Schwaben, Medium.....	42.00
Mrs. F. King, extra, 2 in., up	27.50	Florists' Mixed, First.....	25.00
Peace, First.....	45.00	Rainbow Mixed, First.....	40.00
		Standard Mixed, First.....	18.00
		Standard Mixed, Medium.....	16.00

 Write for Special Prices on 5,000 to 10,000 lots.

CANNA PLANTS Are Ready

	Prices per 100	3 inch	4 inch
Chas. Henderson	\$ 8.00	\$10.00	
David Harum	8.00	10.00	
Firebird	12.00	18.00	
Gustave Gompers	8.00	12.00	
Hungaria	15.00	20.00	
King Humbert	8.00	18.00	
Louisiana	8.00	10.00	
Marvel	8.00	10.00	
Meteor	8.00	12.00	
Milwaukee	8.00	10.00	
Niagara	8.00	10.00	
Orange Bedder	8.00	12.00	
Uncle Sam	8.00	10.00	
Prince Weid	8.00	10.00	
Queen Charlotte	8.00	10.00	
Souv. de Crozy.....	8.00	10.00	
President	10.00	15.00	
Wyoming	8.00	10.00	
Wintzer's Colossal	8.00	10.00	
Yellow King Humbert.....	8.00	18.00	

Dormant CANNA ROOTS.

	Per 1000
Chas. Henderson	25.00
Madam Crozy	22.50
Niagara	20.00
King of Bronze.....	20.00
Uncle Sam	25.00
Poley	25.00

OTHER BULBS.

Tuberoses, Mexican	25.00
Tuberoses, Pearl, 3-4 in.....	18.00
Maderia Vine, large, 2 to 3 inch.....	30.00
Oxalis, summer, 5 sorts.....	5.50
Apios Tuberosa	30.00

Write for Import Bulb Prices—Fall.

Write for Vaughan's "Book For Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Evansville, Ind.

SATISFACTORY TRADE REPORTED.

Despite bad weather conditions, florists have enjoyed a very good trade during the past two weeks. Funeral and party work has been good. Business compares very favorably with that of a year ago at this time. The supply of stock is sufficient for all purposes.

NOTES.

Dr. A. J. Knapp, of this city, one of the largest growers of peonies in the United States, is at Dyersburg, Tenn., attending to the cutting of his crop in that state. He also has peony farms in North Carolina. He will remain in Tennessee until his crop has been cut

and shipped. The peony crop in this city will come on in plenty of time for Memorial Day. The crop in this section of Indiana is very promising at this time and unless there is a killing frost the yield probably will be much better than last year, which was shortened by freezing weather.

The Wm. Blackman Floral Co. will move from its present location at 518 Main street to 410 Main street within the next month. The new location is now occupied by a candy store and the Blackman company has been unable to get the building for the past two years because the present occupant fought giving it, the matter being carried to the highest court in Indiana. The

building is being remodeled and will make an ideal location for a flower shop.

Several flower shows for towns in southern Indiana, southern Illinois and western and northern Kentucky have been arranged for May and June, and one or two small flower shows are scheduled for this city.

W. B. C.

OKLAHOMA CITY, OKLA.—There will be a meeting of the creditors of the Stiles Floral Co., bankrupt, at Room 309, Baum building, this city, May 6 at 10 a. m. to declare a first dividend and to pass on all claims on file, including claims of attorneys for fees.

"Complete Service For Florists"



Use Our New Box With The Wording
TO MOTHER and Make Your

"Mothers' Day"

the biggest in history.

It is a neat, inexpensive folding box, made of white glaze stock, printed in "Fire Bronze." Border all around cover and the words embossed.

A box that will decorate your windows and bring customers to your store.

A box that can be used every day in the year as well as on "Mothers' Day."

Costs less and is more attractive than any "Mothers' Day" box yet produced.

This is your opportunity to increase your "Mothers' Day" sales by giving your customers a service that is individual and appreciated, and one that you can afford.

Let every package that leaves your store be a REAL "Mothers' Day" package. This service will be rewarded.

"Mothers' Day" Box Prices.

TO
MOTHER

	Per 100
21x5x3	\$ 9.50
24x5x3 1/2	10.35
30x5x3 1/2	12.00
24x8x4	13.75
28x8x5	17.25

We have only a limited supply of these new boxes and advise placing your orders now to guard against disappointment.

All prices are F. O. B. Chicago. There will be no additional printing done on "Mothers' Day" Boxes.

Crepe Paper

New Shipment Imported.
"Wassercrpe"

Per Roll	\$ 0.30
Per Doz.	3.25
Per 100	25.00

Mats

24x36—Assorted Colors.

Per Doz.	\$ 2.25
Per 100	16.00

Domestic Crepe Paper

Papyrus

Per Roll	\$ 0.35
Per Doz.	4.00
Per 100 Rolls	30.00

All Colors.

Also remember us when in need of
Fancy Baskets, Wire Designs, Ribbons,
Chiffons, Crepe Paper, Wrapping
Paper and Supplies in General
At Right Prices.

POEHLMANN BROTHERS COMPANY

The Largest Growers of Flowers in the World

CHICAGO

Phone Randolph 0035

66-74 East Randolph Street

MOTHERS' DAY ROSES

Buy Direct From the Growers

OUR ROSES

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

MOTHERS' DAY PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at the rate of.....	\$16.00
Choice long stems, all Russells.....	20.00
Good medium length, our selection.....	\$10.00 to 12.00
Good short in lots of 300 or more, our selection.....	8.00
Also a limited quantity of short stem roses at.....	6.00
(These stems are from six to eight inches in length.)	
When ordering please state what grade wanted.	

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

FANCY FERNS—Best New England Ferns at \$4.00 to \$4.50 per 1000.

All seasonable flowers we will buy for our customers at market prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

ORDER NOW FOR MOTHERS' DAY.

Business has shown a steady improvement since last week but the returns have not been as satisfactory as the wholesalers would like owing to the unusually heavy supply of stock cut. Mothers' Day, Sunday, May 14, is now occupying the attention of the growers, wholesalers and retailers and from present indications the demand promises to be stronger than ever. Stock in general will be in large supply but whether it will be equal to the demand remains to be seen, but one thing is certain and that is everyone will do well to place all orders immediately so as to protect their supply. Peonies will be quite a factor in the market for this occasion and so will gladioli from the south and local indoor stock which is arriving in heavier supply, with choice Pendleton attracting the attention of the buyers. The supply of roses will be quite heavy and the outlook is bright for large cuts of carnations. Stocks, snapdragons, lupines, daisies, pansies, tulips, narcissus, forget-me-nots, calendulas, sweet peas, callas, lilies, lily of the valley, orchids and jonquils will be included in the offerings together with all other miscellaneous indoor and outdoor stock. While the offerings promise to be large everyone is confident that the demand will absorb all the market has to offer. One of the box manufacturers had a special box made for Mothers' Day and printed what they thought would be more than enough to go around but were agreeably surprised early last week to find that the edition was practically exhausted, which goes to show that all the retailers are making early preparations. Many large sized orders have already been booked for this occasion and inquiries regarding stock are arriving in every mail. The supply houses report a strong demand for

PEONIES FOR MOTHERS' DAY \$10.00, \$12.00 and \$15.00 Per 100.

The demand for stock will be heavier than ever for this occasion, and you should arrange for your supply immediately.

SWEET PEAS Heavy Supply, at \$10.00, \$15.00 and \$20.00 Per 1000.

Place your orders with us also for Decoration Day for Peonies. We will have plenty for everyone.

Tanner

Roses, Carnations
Miscellaneous
Cut Flowers and
Greens.

Send Us
Your
Orders.

Florists

30 E. Randolph St. L. D. Phone Central 6284 CHICAGO

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Calendulas, Sweet Peas, Easter Lilies, Callas,
Snapdragons, Gladioli.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality
Speaks
Louder
Than
Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Mention the American Florist when writing.

made-up wreaths for this occasion and for Memorial Day and the outlook is bright for a healthier market for some-time to come.

NOTES.

The Chicago Flower Growers' Association filled an order for 47,000 cut flowers for an Omaha florist, April 28,

which were used in connection with a tag day the following Saturday, by a charitable institution in that city.

Ove Gnatt, of the Ove Gnatt Co., La Porte, Ind., was a welcome visitor April 29, returning from a successful business trip in the east.

Charles Swanson will succeed the late

Andrew C. Benson as superintendent at the Bassett & Washburn green-houses.

George Valke, of Valke's Green-houses, Minot, N. D., was a welcome visitor this week.

Max Lehman is now with Raske's Flower Shop.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCaULEY, Treasurer

← **The House That Satisfies**

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

MOTHERS' DAY PRICE LIST

CHICAGO'S FINEST ROSES

PREMIER		RUSSELL		OPHELIA	
	Per 100		Per 100		Per 100
Special	\$35.00	Special	\$35.00	Special	\$25.00
Fancy Long	30.00	Fancy Long	30.00	Fancy Long	20.00
Long	\$20.00 to 25.00	Long	\$20.00 to 25.00	Long	18.00
Medium	15.00 to 18.00	Medium	15.00 to 18.00	Medium	15.00
Short	12.00	Short	12.00	Short	10.00 to 12.00
COLUMBIA		CRUSADER		SUNBURST	
Special	\$30.00	Special	\$35.00	Fancy Long	\$25.00
Fancy Long	25.00	Fancy Long	30.00	Long	20.00
Long	20.00	Long	\$20.00 to 25.00	Medium	\$15.00 to 18.00
Medium	\$15.00 to 18.00	Medium	15.00 to 18.00	Short	10.00 to 12.00
Short	10.00 to 12.00	Short	10.00 to 12.00	WHITE	
MILADY		BUTTERFLY			
Special	\$35.00	Special	Per 100 \$30.00	Special	\$25.00
Fancy Long	30.00	Fancy Long	25.00	Fancy Long	20.00
Long	\$20.00 to 25.00	Long	20.00	Long	18.00
Medium	15.00 to 18.00	Medium	\$15.00 to 18.00	Medium	15.00
Short	10.00 to 12.00	Short	10.00 to 12.00	Short	10.00 to 12.00
				ANGELUS	
				Special	\$30.00
				Fancy Long	25.00
				Long	20.00
				Medium	\$15.00 to 18.00
				Short	10.00 to 12.00

Extra Special Roses Billed Accordingly.

MISCELLANEOUS FLOWERS.

Carnations		Tulips, Darwin, per 100	\$8.00 to \$10.00	Snapdragons ... per doz.,	\$1.50 to \$2.50
Fancy Assorted per 100,	\$12.00 to \$15.00	Valley	6.00	Calendulas,	
Laddie	20.00	Daisies	per 100, 1.50 to 2.00	Orange King ... per 100,	3.00 to 5.00
Jonquils	6.00	Giganteum Lilies, per 100,	20.00	PEONIES per 100,	\$12.00 to \$15.00
Lupines, fancy per bunch	..1.00 to ..1.50	Calla Lilies	per doz., 2.00		

Sweet Peas, Spring Bloomers, \$2.00 to \$4.00 per 100.

DECORATIVE GREENS.

Ferns \$5.00 per 1000

Plumousus	50c bunch	Smilax, strings	\$4.00 per doz.	Leucothoe	\$10.00 per 1000
Sprengeri	35c to 50c bunch	Adiantum	1.50 per 100	Boxwood	\$12.00 per 50-lb. bag
Coontie Leaves	\$3.00 per 100	Galax	2.00 per 1000		

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

“Service to Swear BY not AT”

Mention the American Florist when writing.

The second annual Pageant of Progress Exposition will be held at the Municipal pier, July 29-August 14, inclusive. Many new features will be added this year, among them a health exhibit, which depicts by moving models practically every phase of disease prevention; a pure food show and exhibits from foreign countries.

There was a large attendance of the trade at the funeral of the late Andrew Benson, Hinsdale, April 29, and the remains were laid to rest at the Bronwood cemetery with Masonic ceremonies. The floral offerings were numerous and beautiful.

The Illinois Plant Co. has a fine lot of hydrangeas for Mothers' Day thanks to Manager Thomas Conlon, who takes great pride in showing the trade his stock. A. Henderson & Co. are booking orders for them and the supply will soon be exhausted.

Sharp, Partridge & Co., well known greenhouse glass manufacturers, had their offices bombed April 28 by sup-

posed labor agitators, in opposition to the engagement of Landis award employees in their building operations.

Zech & Mann are booking a large number of orders for Mothers' Day and inquiries are numerous for stock for the occasion. The outlook is bright for a heavy supply at this establishment including all stock in season.

Frank Oechslein's six new Foley houses at the Harlem avenue plant are nearing completion, and most of them are already filled with Memorial Day stock.

Peter Reinberg, Inc., is booking some nice orders for Mothers' Day and there are a large number of inquiries in regard to stock, especially carnations.

J. L. Raske, who has been on sick list for some time, is at home this week and will return to the North Shore hospital for further treatment May 15.

The Joseph Foerster Co.'s line is complete in every respect, with choice candytuft now attracting the attention of the buyers.

The J. A. Budlong Co. is strong on

stock of all kinds and will be well fixed as far as the supply is concerned for Mothers' Day.

The Chicago Flower Growers' Association is having a strong call for lupines, which it is handling in quantity.

R. F. Gloede, Evanston, had seven golfers arrested last week for making wild shots too close to his greenhouses.

Jim Aldous, of Iowa City, Ia., was here on a business trip April 27, leaving for home the same evening.

John Fuhrmann is planning an elaborate new store and conservatory near his present location.

Vaughan's Seed Store reports excellent counter demand for gladiolus bulbs and rose plants. Seed potatoes are selling well.

The American Bulb Co.'s representatives on the road report good sales in their specialties.

Ed. Eisner is on the job at Kennicott Bros. Co.'s store for a couple of months.

A. Henderson & Co.'s retail business continues to keep all hands busy.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

We offer you a

COMPLETE SUPPLY FOR MOTHERS' DAY

ROSES, All varieties and lengths.

SWEET PEAS, The fine, fresh, fragrant spring bloomers.

CARNATIONS, A large supply, but don't order them alone.

PEONIES, The largest supply we have ever had for Mothers' Day.

ORDER A FULL LINE

We aim to serve every buyer so well he will want us to fill another big order for Decoration Day.

Schiller's employees and their friends to the number of 50 held a dance at the north side establishment, Tuesday evening, May 2, and it is needless to add that everyone had a most enjoyable time. Herman Schiller was master of ceremonies and Manager Asmus joined in the festivities. The conservatory was arranged for the big event and if the employees are as happy for Mothers' Day as they were on the evening of the dance the proprietors will not have to lose any sleep on account of not being able to take care of the orders no matter how heavy the demand will be.

The Wholesale Cut Flower Association met April 27, when the nomination of officers was held as follows: C. J. Michelsen, president; A. T. Pyfer, vice-president; Philip C. Schupp, treasurer; A. C. Kohlbrand and Fred Price, secretaries. C. J. Michelsen, Eric John and Paul Klingsporn were selected to represent the wholesalers on the board of directors of the Allied Florists' Association of Illinois for three, two and one year in the order named.

Poehlmann Bros. Co.'s supply department has a fresh supply of special boxes for Mothers' Day and Manager Tyler says he is able to fill all orders coming his way. The cut flower department is comfortably located in its new home and the stage is all set for a record Mothers' Day trade.

Tonner's will have a large supply of peonies for Mothers' Day in addition to their regular line and the first shipments are now arriving. They handle a large quantity each season from the north in addition to their own locally grown stock.

Victor Bros. report a heavy call for young carnation plants out of soil and carnation cuttings, as well as rose stock. The outlook is bright for a heavy cut of stock for Mothers' Day, especially carnations, at this firm's greenhouses.

A. L. Vaughan & Co. are supplying their customers with choice gladioli especially Pendleton. Peonies will be in good supply at their establishment for Mothers' Day not to mention all other reasonable stock.

THE Chicago Tribune of April 30, makes vigorous protest against the commercial use of wild flowers in florists' stores or elsewhere, and suggests restrictive legislation.

August Poehlmann is in Louisville, Ky., on a business trip.

John Walsh has joined the sales force of Kennicott Bros. Co.

Allied Florists' Ass'n of Illinois.

The first meeting of the new board of directors of the Allied Florists' Association of Illinois was held, April 28, at the Randolph hotel, Chicago, and the following officers were elected for the ensuing year: Peter Pearson, president; August Poehlmann, vice-president; Fred Stielow, treasurer; Hilmer V. Swenson, 225 North Michigan avenue, Chicago, appointed secretary.

Upon the election of the new officers a rising vote of thanks was given by the entire board for the splendid service rendered the association by the retiring officers and directors, namely.

ORDER YOUR CUT FLOWERS FROM US FOR Mothers' Day

Sunday, May 14

Stock in general will be in good supply with us and it is well to remember that our line is so complete that it includes every item offered in the Great Chicago Market.

The American Legion and Auxiliary and the Society of American Florists have united to give the greatest publicity to the observance of Mothers' Day in the history of its observance. The demand will be stronger than ever—Send your orders to us and protect your supply.

ROSES

Columbia
Russell
White Killarney
Butterfly
Crusader
Sunburst
Ward
Ophelia
Premier

LILIES

Absolutely the finest supply of Cut Lilies in this market.

Miscellaneous

Valley
Cattleyas
Calendulas

Z E C H M A N N & N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

CARNATIONS

Sweet Peas
Daisies
Pansies
Tulips
Jonquils
Stocks
Peonies

GREENS

Plumosus
Sprengeri
Adiantum
Smilax
Bronze and Green Galax
Ferns
Mexican Ivy
Boxwood

George Asmus, W. J. Smyth and A. Lange. With the vote was given a sincere expression by those who had been associated with these gentlemen for the untiring work they had done for the association, and the sincerity they had shown as representatives of the retailers.

It was unanimously adopted by the board to co-operate with the American Legion in connection with the Society of American Florists' publicity campaign preceding Mothers' Day. The sum of \$1,200 was appropriated, to be used for newspaper space in which the American Legion's ad would be run.

The first meeting of the board of directors was a very enthusiastic one,

and every one felt very encouraged with the outlook for the Allied Florists' Association.

HILMER V. SWENSON, Sec'y.

Chicago Pageant of Progress.

The second annual Pageant of Progress will be held at the Municipal pier, Chicago, July 29-August 14, inclusive, and holds promise of being more successful, both in point of exhibits and attendance, than the remarkable event of 1921. This year the exhibits will be even more extensive, better organized and more attractive, and an attendance in ex-

cess of 1,500,000 is being provided for. The entertainment features will excel anything hitherto attempted in Chicago. In character and magnitude they will be in keeping with this great exposition. Spectacular events, in the air, on land and water, morning, afternoon and evening, will add materially to the enjoyment of the visitors.

Buyers have come to realize that it is possible to transact more business in one day at this great trade exposition than can be done elsewhere in 30 days, under ordinary circumstances. They come from all parts of the world with the assurance of seeing the latest and best products and wares of America's

WIETOR BROS.

30 EAST RANDOLPH STREET, :: CHICAGO

Wholesale Growers of

CUT FLOWERS

We shall have

A WONDERFUL CROP OF ROSES FOR

MOTHERS' DAY

Especially Strong on Columbia, Premier, Sunburst and Russell

ALSO A SPLENDID SUPPLY OF CARNATIONS

MOTHERS' DAY PRICE LIST

Subject to change without notice.

Premier	Per 100
Special	\$25.00
Select	20.00
Medium	15.00
Short	10.00

Russell	
Special	\$25.00
Select	20.00
Medium	15.00
Short	10.00

Columbia	
Special	\$20.00
Select	15.00
Medium	12.00
Short	8.00

Sunburst	Per 100
Special	\$20.00
Select	15.00
Medium	12.00
Short	8.00

Butterfly	
Special	\$25.00
Select	20.00
Medium	15.00
Short	10.00

Carnations	
Fancy	\$12.00
Good	10.00

CALLA LILIES, Per Dozen, \$2.50 to \$3.00

Ferns, per 1000.....	\$4.50
Galax, per 1000.....	2.00

Sprengeri, per bunch.....	\$0.50
Plumosus, per bunch.....	.50

ROSES, Our Selection, \$8.00 Per 100

BUY FROM US AND GET THE BEST STOCK IN THIS MARKET AT THE MOST REASONABLE PRICES.

Roses and Carnations

IN HEAVY SUPPLY FOR

Mothers' Day

Also Large Quantities of Peonies, Lilies,
Sweet Peas, Daisies, Pansies, Valley,
Gladioli, Calendulas, Stocks, Orchids,

And a Complete Line of All Other Miscellaneous Seasonable Cut Flowers and Greens.

☛ All stock will be billed out at market prices on day of shipment. Arrange for your supply with us today.

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

Mothers' Day--May 14

Place your cut flower orders with us now. Our line is complete in every respect and the prices are right.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

leading manufacturers and dealers. Indications are that the attendance of buyers this year will greatly exceed that of last year, and last year's showing was regarded as satisfactory.

Among other notable developments in connection with the Pageant of Progress will be the permanent establishment of a section devoted exclusively to the exhibits of foreign governments. In the "Concourse of Nations" will be found the official representative of practically every civilized country in the world, making the pageant an annual

event of international significance. As an educational institution the Pageant of Progress exposition affords superior advantages for the observation and study of progress not only in commerce and industry, but also in the arts and sciences. The leading educators of the central west, headed by President Kinley of the University of Illinois, are giving their best thought and effort to the educational features. Governmental departments, federal, state and municipal, are preparing displays of highly interesting and informative character.

Cut Peonies

For Mothers' Day

\$8.00 to \$15.00 per 100

H. G. WALKER

312 West Chestnut St., LOUISVILLE, KY.

Mention the American Florist when writing.

LARGE CUTS OF ROSES FOR

Mothers' Day, May 14

Exceptionally Fine Stock in all the Leading Varieties

CARNATIONS

Good Supply of White, Pink and Red.

PEONIES, SWEET PEAS, TULIPS, JONQUILS, SNAPDRAGONS,
CALENDULAS, VALLEY, LILIES, CALLAS, ETC.

MOTHERS' DAY PRICE LIST—Subject to Change
Without Notice.

PREMIER		Per 100
Special		\$35.00
Fancy Long		30.00
Long	\$20.00 to	25.00
Medium	15.00 to	18.00
Short		12.00

COLUMBIA		
Special		\$30.00
Fancy Long		25.00
Long		20.00
Medium	\$15.00 to	18.00
Short	10.00 to	12.00

MILADY		
Special		\$35.00
Fancy Long		30.00
Long	\$20.00 to	25.00
Medium	15.00 to	18.00
Short	10.00 to	12.00

RUSSELL		
Special		\$35.00
Fancy Long		30.00
Long	\$20.00 to	25.00
Medium	15.00 to	18.00
Short		12.00

CRUSADER		
Special		\$35.00
Fancy Long		30.00
Long	\$20.00 to	25.00
Medium	15.00 to	18.00
Short	10.00 to	12.00

BUTTERFLY		Per 100
Special		\$30.00
Fancy Long		25.00
Long		20.00
Medium	\$15.00 to	18.00
Short	10.00 to	12.00

OPHELIA		
Special		\$25.00
Fancy Long		20.00
Long		18.00
Medium		15.00
Short	10.00 to	12.00

SUNBURST		
Fancy Long		\$25.00
Long		20.00
Medium	\$15.00 to	18.00
Short	10.00 to	12.00

WHITE		
Special		\$25.00
Fancy Long		20.00
Long		18.00
Medium		15.00
Short	10.00 to	12.00

Extra Special Roses Billed Accordingly.

MISCELLANEOUS FLOWERS

Carnations	
Fancy Assorted per 100,	\$12.00 to \$15.00
Laddie..... per 100,	18.00 to 20.00
Jonquils..... per 100,	6.00
Lupines, fancy per bunch	1.00 to 1.50
Tulips, Darwin, per 100	\$8.00 to \$10.00
Valley..... per 100,	6.00
Daisies..... per 100,	1.50 to 2.00
Giganteum Lilies, per 100,	20.00
Calla Lilies..... per doz.,	2.00
Snappdragons..... per doz.,	\$1.50 to \$2.50
Calendulas,	
Orange King...per 100,	3.00 to 5.00
Sweet Peas,	
Spring Bloomers..	\$2.00 to \$4.00 per 100
Peonies.....per 100,	\$12.00 to \$15.00

DECORATIVE GREENS

Ferns.....	\$5.00 per 1000
Plumosis.....	50c bunch
Sprengeri.....	35c to 50c bunch
Countie Leaves.....	\$3.00 per 100
Smilax, strings.....	\$4.00 per doz.
Adiantum.....	1.50 per 100
Galax.....	2.00 per 1000
Leucothoe.....	\$10.00 per 1000
Boxwood.....	\$12.00 per 50-lb. bag

PETER REINBERG, Inc.
WHOLESALE CUT FLOWERS
30 E. Randolph St., CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Incorporated as a part of the pageant is the health and sanitation exposition, said to be the most extensive and complete demonstration of its kind ever presented, a distinctive feature being the \$50,000 health exhibit consisting of mechanical models and numerous other ingenious and educational devices developed by the national magazine, Health. Another feature will be a pure food show.

Chicago invites you to attend the Pageant of Progress exposition and the suggestion is offered that you make pageant time your vacation time. Come and see the pageant, and, incidentally, enjoy the superior advantages that Chicago offers as a summer resort.

St. Louis, Mo.

CUT FLOWERS IN FINE DEMAND.

There is an excellent demand for all cut flower stock, the market being well supplied with excellent flowers. Perennials are now arriving and are in fine condition due to the good growing weather. The call for pot plants is very poor, hydrangeas moving the best. A few begonias, jonquils and tulips are being offered. Roses are in fairly good demand, Premier and Mrs. Charles Russell leading. Other offerings include Mrs. Aaron Ward, White Killarney and Milady, prices on all stock ranging from \$2 to \$15 per 100. Carnations are selling better than roses. Some fine stock is being shipped in from Chicago, selling at \$2.50 to \$6 per 100. Lily of the valley goes well at \$8 to \$10 per 100. The call for orchids is all that could be desired, but sweet peas move slowly. Snapdragons, delphiniums and calendulas find a ready market. Excellent daisies and stocks sell well. The quantity of irises in the market moves exceptionally well considering the fact that it is grown in nearly every backyard in the city. Cut tulips are depreciating in quality and the call is rapidly falling off. Easter lilies are hard to move, but yellow and white callas are meeting a fine demand. Southern gladioli are popular. Greens supply is increasing and Asparagus plumosus and A. Sprengeri sell without urging. Prospects are exceptionally bright for a fine Mothers' Day trade.

NOTES.

The third annual flower show of the Garden Club to be staged at the Missouri Botanic Gardens May 20-21 is not creating the interest it should and appeals through the local newspapers are being made. Valuable prizes are offered for cut flowers and pot plants and artistic arrangements.

Friday and Saturday specials of roses are popular at the Grimm & Gorly establishment. The firm featured an attractive

Neponset Waterproof Paper
FLOWER POTS

These pots are nested and packed in cases of 1,000 each.

Sizes	Per 1000	Per 500	Per 100	Sizes	Per 1000	Per 500	Per 100
2 1/4 inch.....	\$4.50	\$2.75	\$0.65	4 inch.....	\$11.50	\$ 6.25	\$1.50
2 1/2 inch.....	5.50	3.25	.75	5 inch.....	18.00	9.00	2.00
3 inch.....	7.50	4.25	1.00	6 inch.....	24.00	12.00	2.75
3 1/4 inch.....	9.50	5.25	1.25				

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co., **LOWELL, MASS.,**
U. S. A.
DEPT. XYZ

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

tractive quarter page Easter advertisement in Globe-Democrat, April 13.

The Ayres-Tublesing Floral Co. ran Friday and Saturday specials of 12 pink carnations and 12 pink roses. Baskets of callas and gladioli made up an attractive window.

F. C. Weber, who always has a treat in his store windows for the passerby, recently showed some excellent blue irises, hydrangeas and snapdragons.

The St. Louis Wholesale Cut Flower Co. is doing a good business and anticipates a fine trade for Mothers' Day.

Miss M. S. Newman is displaying

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

sprays of native dogwood in her shop windows.

Excellent gladioli and cut pansies are quantity items at Mullanphy Florists'.
J. K. M.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

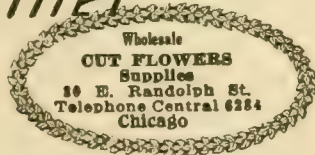
WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

Tanner



Mention the American Florist when writing.

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

	Dozen.	
Roses Mrs. Chas. Russell..	\$12.00 @ \$35.00	
" Butterfly	10.00 @ 30.00	
" Columbia	10.00 @ 30.00	
" Dunlop	10.00 @ 30.00	
" Premier	12.00 @ 35.00	
" Hoosier Beauty	12.00 @ 35.00	
" Killarney Brilliant	10.00 @ 25.00	
" White Killarney	10.00 @ 25.00	
" Mrs. Geo. Shawyer	6.00 @ 20.00	
" Milady	12.00 @ 35.00	
" Mrs. Aaron Ward	8.00 @ 20.00	
" Sunburst	10.00 @ 25.00	
" Ophelia	10.00 @ 25.00	
" Dbl. W. Killarney	10.00 @ 25.00	
" Cecile Bruner	4.00	
" Our Selection	10.00	
Calendulas	3.00 @ 5.00	
Daisies	2.00 @ 3.00	
Cattleyas, per doz.	12.00 @ 18.00	
Valley	6.00 @ 8.00	
Carnation	8.00 @ 15.00	
Easter Lilies	25.00	
Sweet Peas	2.00 @ 4.00	
Tulips	8.00 @ 10.00	
Jonquils	6.00	
Pansies, dozen bunches..	2.00	
Adiantum	.75 @ 1.50	
Ferns, per 1,000	4.00	
Galax, per 1,000	2.00	
Leucothor	1.00	
Sprengerii Plumous Sprays,	.50 @ .75	
per bunch	1.00	
Mexican Ivy	9.00	
Boxwood, 35c per lb., case	9.00	
Southern Wild Smilax, per		
case	7.50	

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

Matthew
Crawford

AND

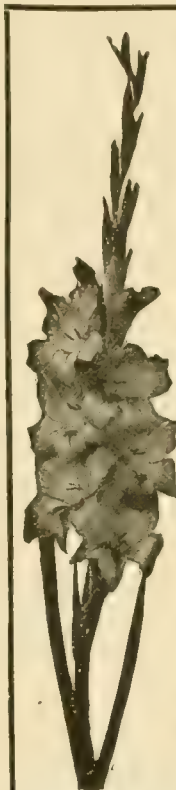
Dr.

Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst. Columbia
Russell, Milady, White Killarney and Kil-
larney Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE
General Office: Federal Life Building
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

—FOR—

Mothers' Day

Russell
Roses

the Best of the pink Roses at this time of year. A new crop from plants that have rested all winter.

All grades from shorts to 36 inch stems.

Roses of that good quality you can sell without effort. They are a credit to the store that handles them.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

STOCK MOVING SLOWLY.

While there is enough business to use up the greater quantity of the stock in the wholesale houses, prices rule low and at times it looks as if a glut was setting in. Quantity stocks are roses, snapdragons, sweet peas, callas and Easter lilies. The weather has been cool for the past 10 days, bringing all kinds of flowers on slowly, with the result that stock in all lines is of exceptional quality for the season. Ordinarily such flowers would command high prices for the time of year, but for some reason there is not the pep to business and, as one dealer put it: "We just have to do the best we can with prices rapidly getting back to the 1916 basis." There has also been great competition with the outside blossoms. Lilac has never been better or offered in larger quantities than for the past 10 days. Dogwood was also at its height the past week. Outdoor lily of the valley is in, fine sprays that helps to keep down the price of the forcing stock. The best rose at the present time is Mrs. Chas. Russell, the cool weather having extended the Easter crop and the quality of this superb rose was never better, but it is not bringing the expected prices on account of the competition of Premier and Columbia, with which the market is oversupplied. One large retailer who runs special sales claims to be able to get all the roses he wants with stems 15 inches for \$20 per 1,000. Sweet peas in quantity lots are also sold very low, it being necessary to move them quickly to prevent accumulation. Very good southern gladioli is seen, quite the equal to any of the stock grown in summer hereabouts. It carries wonderfully well. Southern peonies and irises are expected the last of the present week. Easter lilies have been hard to move; several growers with belated stock have them standing

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, May 3. Per 100

Roses, American Beauty	\$ 4.00 @ \$ 60.00
" Russell	4.00 @ 16.00
" Dunlop	3.00 @ 10.00
" Pilgrim	3.00 @ 10.00
" Crusader	4.00 @ 16.00
" White Killarney	6.00 @ 16.00
" Ward	3.00 @ 10.00
" Maryland	3.00 @ 10.00
" Hoosier Beauty	6.00 @ 12.00
" Columbia	3.00 @ 10.00
" Hadley	6.00 @ 20.00
" Premier	3.00 @ 10.00
" Ophelia	3.00 @ 10.00
" Butterfly	3.00 @ 10.00
" Cecile Brunner	2.00
Adiantum	2.00
Asparagus bchs., per bch.	.50 @ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	2.00 @ 3.00
Calendulas	.50 @ .75
Carnations, fancy	6.00 @ 8.00
Carnations, ordinary	5.00 @ 6.00
Cattleyas, per doz.	12.00 @ 15.00
Callas	1.00 @ 2.00
Easter Lilies	25.00
Lily of the Valley	12.00 @ 16.00
Smilax, per dozen	6.00
Cypripediums, dozen	4.00 @ 6.00
Sweet Peas	1.50 @ 2.50
Jonquils	6.00
Myosotis per bch.	.50 @ .75
Poeticus	3.00
Marguerites	3.00 @ 4.00

BUFFALO, May 3. Per 100

Roses, White Killarney	\$ 6.00 @ \$12.00
" Dbl. Wht. Killarney	6.00 @ 12.00
" Milady	6.00 @ 18.00
" Maryland	3.00 @ 10.00
" Sunburst	6.00 @ 12.00
" Columbia	6.00 @ 25.00
" Ophelia	6.00 @ 12.00
" Russell	8.00 @ 15.00
" Premier	6.00 @ 18.00
" Cecile Brunner	4.00 @ 5.00
Calendulas	4.00 @ 6.00
Carnations	4.00 @ 6.00
Easter Lilies	20.00 @ 25.00
Mignonette	3.00 @ 5.00
Narcissus, Paper White	3.00 @ 4.00
Rubrum Lilies	8.00 @ 10.00
Snapdragons	6.00 @ 15.00
Sweet Peas	1.00 @ 4.00
Violets	.75 @ 1.25
Freelias	3.00 @ 6.00
Daisies	2.00 @ 3.00
Golden Spur	3.00 @ 5.00
Tulips	4.00 @ 6.00
Calla Lilies	15.00 @ 25.00

PHILADELPHIA, May 3. Per 100

Roses, Beauty, special	\$50.00 @ \$75.00
" Butterfly	6.00 @ 10.00
" Ophelia	6.00 @ 10.00
" Columbia	6.00 @ 15.00
" Mrs. Chas. Russell	6.00 @ 20.00
" Dbl. Wt. Killarney	4.00 @ 10.00
" Hadley	10.00 @ 20.00
" Sunburst	6.00 @ 10.00
" Wards	3.00 @ 6.00
" Premier	6.00 @ 20.00
Adiantum	1.00 @ 1.50
Asparagus, bunches	.35 @ .50
Asparagus, strings	.75 @ 1.00
Calendulas	1.00 @ 3.00
Carnations	4.00 @ 8.00
Cattleyas	75.00 @ 100.00
Easter Lilies	15.00 @ 25.00
Lily of the Valley	5.00 @ 6.00
Smilax	1.00 @ .35
Snapdragons, per doz.	8.00 @ 15.00
Sweet Peas	.50 @ 2.00
Callas	15.00 @ 20.00
Daffodils	3.00 @ 4.00
Tulips	3.00 @ 4.00
White Lilac, per bunch	2.00 @

on the plants in the greenhouses and say there is absolutely no market for the cut blooms. The later hydrangeas have had a good run since Easter and they were never in finer color and have splendid decorative value in store decorations.

FLORISTS' CLUB MEETING, MAY 2.

The literary feature of the May 2 meeting of the Florists' Club at the Adelphi hotel was an entertaining review by Sydney H. Bayersdorfer of his

SKIP THE
MIDDLEMANSell your flowers under your
own management through thePhiladelphia Growers'
Cut Flower Market

No. 7 South Mole Street.

WM. C. LYNCH, Manager

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets
and Carnations

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

recent tour to the principal cities of France, Germany and Italy. His description of conditions as regards the florists' trade were very graphic, which were in great contrast to the business as conducted in this country. The Mothers' Day advertisement of the American Legion, and window card, received from the national publicity committee of the Society of American Florists, aroused great interest. After considerable discussion a committee was appointed to collect funds, which will enable the club to place the Legion advertisement in the local newspapers, distribute window cards and otherwise arouse interest in Mothers' Day. The meeting was adjourned.

EASTER AFTERMATH.

The late Easter and its possibilities is still turned over and over when a little knot of the trade gets together. One grower who had a house of hyacinths just right in ordinary weather, overcame the great burst of heat by shading the house and putting in half a ton of ice, which he placed in the original blocks at equal distances among the plants. He said this made an appreciable difference to the flowers at once and, lasting three days, saved the crop as he was able to use all the stock. There was a tremendous quantity of plants sold on the streets and but for the unusually hot weather all agree it would have been a record season.

MOTHERS' DAY.

The wholesalers are preparing for a record Mothers' Day business as orders are already being booked from out-of-town customers, some of whom find it one of their best holidays and see that stocks are secured well in advance. For some reason the majority of the stores here do nothing whatever to feature the event and in consequence business amounts to very little more than on an ordinary day. There is no question but Mothers' Day could be worked up here

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers

and Greens

C.C. POLLWORTH CO.

CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,

PITTSBURGH, - PA.

E. C. Amling Co.

OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

as has been done elsewhere, in many instances to fully equal the volume of the Easter trade.

NOTES.

The West Philadelphia Rod and Gun Club composed in the main of florists, with Mark Mills as president, had their annual banquet at the Adelphia hotel, April 26. The room was beautifully decorated with flags, plants and vases of flowers. In the hollow center formed by the square table, there was an artistic grouping of foliage and flowering plants. Frank M. Ross had charge of the decorations. President Mills who is noted as an expert, deep sea fisherman was presented with a shark hook of latest design with which he will attempt to break the Ocean City record the coming summer.

A prominent grower declares that forcing roses should not be grown longer than two years as after that they begin to go back; also that insects and diseases that they may have acquired and eggs or larvae that perhaps are in the soil are all removed with the changing of the soil. There is now such a demand for this bench stock that it can be sold for a price as will replace the old plants with new and gives an opportunity to test out the new varieties that are now being offered annually.

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies

Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 678
444-446 Milwaukee Street

MILWAUKEE, WIS.

Wholesale Flower Markets

PITTSBURGH, May 3.		Per 100
Roses, Beauty, spl., doz...		\$ 9.00
" " fcy., doz...		7.50
" " ex., doz...		6.00
" " No. 1, doz...		4.00
" American Legion...	\$ 8.00 @	\$ 25.00
" Killarney	6.00 @	15.00
" Maryland	6.00 @	15.00
" Sunburst	6.00 @	15.00
" Mrs. Aaron Ward...	6.00 @	15.00
" Russell	10.00 @	30.00
" Columbia	8.00 @	25.00
" Ophelia	3.00 @	20.00
" Hilda	6.00 @	15.00
" Premier	8.00 @	30.00
" Madam Butterfly...	6.00 @	25.00
Carnations	5.00 @	6.00
Calendulas	2.00 @	3.00
Calla Lilies, per doz...	2.50 @	3.00
Daisies, Yellow	2.00 @	4.00
Lilies	15.00 @	20.00
Valley		6.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumosa, per bunch...		.50
Sprengerl, per bunch...		.60
Sweet Peas	1.00 @	3.00
Snappdragons, per doz...	.75 @	2.00

CINCINNATI, May 3.		Per 100
Roses, Premier	\$6.00 @	\$20.00
" Russell	6.00 @	20.00
" Columbia	6.00 @	20.00
" Butterfly	6.00 @	20.00
" Pink Killarney.....	6.00 @	20.00
" White Killarney.....	6.00 @	20.00
" Sunburst	6.00 @	20.00
" Mrs. Aaron Ward...	6.00 @	20.00
" Ophelia	6.00 @	20.00
" Baby Doll	3.00 @	4.00
Daffodils	4.00 @	6.00
Rubrum	4.00 @	8.00
Calla	12.50 @	15.00
Easter Lilies		15.00
Yellow Daisies		1.50
Primulas		1.00
Violets	1.00 @	1.50
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Leucothee		5.00
Plumosa (south) per bch...		.25
Smilax, per string.....	.15 @	.25
Hyacinths	4.00 @	6.00
Coonie Leaves		2.00
Mahonia Leaves		1.00

Samuel Sproul has opened another "Locust" flower shop at the northeast corner of Fortieth and Walnut streets. This makes store No. 3, he also having bought back his old shop at Fifty-eighth street and Chester avenue, with another one at Sixtieth and Walnut streets. His latest addition is a splendid, modern, up-to-date establishment, in a good residential center that should make its success almost a certainty.

THE McCALLUM CO.

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Headquarters: PITTSBURGH, PA.

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MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

ST. LOUIS, May 3.		Per 100
Roses, Premier	\$3.00 @	\$12.50
" White Killarney	2.00 @	10.00
" Columbia	2.00 @	10.00
" Crusader	4.00 @	10.00
" Ophelia	3.00 @	12.50
" Russell	4.00 @	15.00
" Ward	3.00 @	5.00
" Butterfly	4.00 @	12.50
" Sunburst	4.00 @	12.50
Carnations	2.00 @	5.00
Valley	6.00 @	10.00
Mignonette	8.00 @	10.00
Sweet Peas	.30 @	1.50
Callas, per doz	8.00 @	20.00
Lilies, per doz		.75
Leucothee		1.50
Galax, green, per 1,000...		1.50
Galax, bronze, per 1,000...		1.50
Ferns, per 1,000		4.50

MILWAUKEE, May 3.		Per 100
Roses, Killarney, W. K'ty.\$	4.00 @	\$18.00
" Premier	4.00 @	25.00
" Ophelia	4.00 @	20.00
" Columbia	4.00 @	20.00
" Ward	4.00 @	12.00
" Butterfly	4.00 @	20.00
Carnations	4.00 @	6.00
Orchids, Cattleyas, doz...	12.00 @	18.00
Strawflowers, bunch	.25 @	.50
Sweet Peas	1.00 @	2.00
Calendulas	3.00 @	6.00
Tulips	4.00 @	6.00
Valley		8.00
Lilies	20.00 @	25.00
Callas, per doz	2.50 @	3.00
Snappdragons, per doz...	.75 @	2.00
Forget-Me-Not's, bunch	.35 @	.50
Wild Smilax, per case...		7.50
Fancy Ferns, per 1,000...		4.50
Galax, per 1,000		2.00
Asparagus, per bunch...	.50 @	.75

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.
104 West 28th Street, NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.

WHOLESALE FLORIST

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang. This chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

The Leo Niessen Co. is receiving their first shipments of southern peonies and irises for the season. They are making great preparations for Mothers' Day which from the advance orders received promises to be a record breaker. Mrs. Chas. Russell roses, sweet peas and carnations are quantity items at this time.

Wm. K. Harris is filling the houses made empty by the sale of Easter stock, with hybrid tea roses in 6-inch pots for May and June sales. These are fine plants from the growers' bench stock for which there is now such good demand to take the place of the former imported stock from Holland.

Edward Reid would like to see a little more pep to business, but makes up for it by the quality of his stock and a little more energy as occasion requires. High grade Premier and Columbia roses, sweet peas and carnations in variety are features of his stock.

Chas. W. Moorby opened his new store on Germantown avenue, above Church lane, May 1. Mr. Moorby, while recently in the wholesale business, is a practical retailer and will no doubt build up a successful business in his new location.

Charles B. Stahl has bought an eight-acre farm at Trevo, Montgomery county, and is having erected two Lord & Burnham greenhouses, each 28x100 feet, which he will run in connection with his Eleventh street store.

The Philadelphia Growers' Cut Flower Market finds business enough, but they have to hustle for it these days. Premier, Columbia, and Double White Killarney are leaders in their rose stock.

At Habermehl's they have had a busy season since Easter. Their elaborate Walnut street window always contains specimens of well made baskets and vases of flowers artistically arranged.

Berger Bros. have their store full of all kinds of spring flowers, a line of choice roses also being a feature. Easter and calla lilies are quantity items.

K.

Providence, R. I.

BRISK TRADE LAST WEEK.

Trade the past week has been rather brisk, the supply of stock being sufficient, however, for all purposes. Rose prices have held firm the past few days. Excellent carnations have been received. Calendulas, snapdragons, sweet peas and daffodils are arriving in huge lots. Violets are finished and cut pansies find a good call for corsage work. Wedding work is brisk.

NOTES.

The Budlong Rose Co. is cleaning out the old plants in its greenhouses, replacing them with new ones. The firm's daily cuttings are of fine quality.

Eug. Appleton, of the Westminster Greenhouses, is busy with outdoor planting.

Handsomely decorated windows are seen at Fisher the Florist's store.

Albert Holcher continues to cut fine snapdragons and sweet peas.

Scott The Florist has his hands full with outside work.

H. A. T.

WICHITA, KANS.—The Menges Greenhouses, 1036 Roosevelt road, sustained a loss of \$7,000 when two of its houses were wrecked by hail, recently.

Gold Letters and Scripts

Best and cheapest on the market.

Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A. NEW YORK CITY

New York.

HUGE VOLUME OF STOCK ARRIVING.

It is doubtful if in any previous year at this season such a great volume of fine stock was ever seen in the wholesale stores of this city. Tea roses and carnations in all the most popular varieties, sweet peas, yellow daisies, orchids, gardenias, lilacs, lilies, callas and various other offerings make a sum total that is pleasing to the eye. American Beauty roses have been in rather light supply, being exceptions to the general rule. But business was slow during the past week. Necessarily in a market that has such an extended clientele as this one there is always some buying, but during the past week it did not clean up the supply. While the nights were cool there was clear sunshine every day, which accounts for the heavy supply. Tulips are no longer factors, though yet seen in small lots. The cool weather has prolonged the season for bulbous stock and considerable shipments of the yellow narcissi are yet arriving. Lilacs are plentiful and moving better than most other minor offerings. There are immense stocks of sweet peas. They are popular flowers and have had a great sale this season, but the great volume has resulted in heavy price cuttings, good stock going at \$1 to \$1.25 per 100. While there are many good roses on the market, the fine quality of Premier is particularly noteworthy. We are aware that Premier has its critics, but so has almost every rose. It remains a fact that Premier as now displayed is a most attractive proposition.

May 1.—With continued fine weather heavier shipments are arriving, while buying is light. American Beauty roses which have been in rather light supply are now coming in in greater volume and values have declined.

MOTHERS' DAY CO-OPERATION.

The proposed Mothers' Day co-operation by the American Legion and Auxiliary, as outlined in last week's issue, page 740, is a most encouraging sign and should cause the observance as well as the business for that day to be a great success. There are some questions that are not debatable and one of them is the duty and reverence the nation owes to its mothers. We would be glad to see the day made as noteworthy and as generally observed as Christmas or Easter, but such cannot be done by more profiteering and speculating in carnations. There will doubtless be heavy demands for carnations and there is no reason why there should not be, but we are unable to understand the necessity of making them the chief factors in the observance. As we see it there will be an abundant supply of all reasonable flowers and why should there be any discrimination? As it is the retailers who have the last say with the public they should push the other



Mention the American Florist when writing.



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Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street.

Solicits Roses, Carnations, Valley, Orchids. Best facilities for handling. Highest prices. Quick returns. Prompt payments.

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J. J. COAN, Inc.

WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Watkins
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flowers. The wholesalers, too, should have it in mind that if carnation prices are, in a time of plenty, advanced to unreasonable figures, great dissatisfaction will result and the true aims and objects of the observance of the occasion be defeated.

HORTICULTURAL SOCIETY OF NEW YORK.

The annual meeting of the Horticultural Society of New York will be held in the Museum building of the New York Botanical garden, Saturday, May 13, at 3:30 p. m. An exhibition of plants and flowers will be staged in the Museum building in connection with the meeting. Schedules for this exhibition, which will have classes for orchids, herbaceous plants, shrubs, trees, various spring flowers and pot plants, may be had on application to Secretary Mrs. George V. Nash, New York Botanical garden, Bronx Park, N. Y.

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Carnations and Sweet Peas of Fine Quality.

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All the New and Standard Varieties of
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A complete assortment of the best in the
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Telephone: 2046 Watkins

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Wholesale Flower Markets

	New York, May 3.	Per 100
Roses, Beauty	4.00@	\$ 50.00
" Premier	3.00@	15.00
" American Legion ..	3.00@	20.00
" Crusader	4.00@	25.00
" Golden Ophelia ..	3.00@	12.00
" Columbia	2.00@	12.00
" Pilgrim	2.00@	12.00
" Hadley	4.00@	25.00
" White Killarney ..	2.00@	6.00
" Dbl. Wt. Killarney ..	2.00@	12.00
" Dunlop	2.00@	12.00
" Aaron Ward	4.00@	10.00
" Ophelia	2.00@	12.00
" Scott Key	4.00@	40.00
" Sunburst	2.00@	12.00
" Mdm. Butterfly ..	2.00@	12.00
" Ulrich Brunner ..	4.00@	20.00
Adiantum Croweanum and		
Hybrid	1.00@	1.50
Carnations	3.00@	5.00
Carnation Laddie	6.00@	8.00
Cattleyas	75.00@	150.00
Daisies, Yellow	.50@	3.00
Gardenias, per doz.	.75@	4.00
Gladiolus, per doz.	1.50@	2.00
Iris, per doz.	1.00@	1.50
L. Rubrum	6.00@	10.00
Leucothoe, per 1,000 ..	5.00@	7.00
Lilies, White	6.00@	12.00
Lily of the Valley	4.00@	5.00
Mignonette, per doz.	.30@	.75
Snappdragons, per doz.	.50@	1.00
Smilax, doz. strings.	2.00@	3.00
Galax, green and bronze,		
per 1,000	1.50@	2.50
Ferns, per 1,000	2.00@	2.50
Violets	.25@	.50
Sweet Peas	.50@	1.00
Callas, per doz.	1.50@	3.00
Tulips, per doz.	.35@	.40
" Darwins, per doz.	.40@	.50
Lilac, per bunch	.25@	.50
Asp. Plumosus, per bunch, ..	.50@	1.00
southern	.15@	.50
Narcissus, yellow	.35@	.50

Frank H. Traendly

Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

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Between 26th and 27th Sts.

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Orchids, Roses, Carnations, and all the
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121 W. 28th St., NEW YORK

Snapdragons, Roses, Carnations, Bouvardias
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As Well As All Other Flowers In Season.

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 { 4423 } Watkins President**United Cut
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WHOLESALE FLORISTS

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Fresh Cut Decorative Evergreens

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ROCHESTER, NEW YORK

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WHOLESALE FLORIST

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Roses, Carnations, Peas,
Violets and Lilies.

A. LANGE, Chicago

77-79 East Madison Street

Member of F. T. D.

WE ARE AWAITING YOUR ORDER.

Best Flowers, Service and Delivery

No Order Too Small or Too Large. Careful Attention to All.

We are located in the heart of Chicago, and make all deliveries in the city and suburbs

NOTES.

A meeting of the creditors of Sam Seligman, bankrupt, will be held at the office of John J. Townsend, referee in bankruptcy, in Room 1701, 299 Broadway, New York city, May 10, at 11 a. m. and creditors may file claims, appoint a trustee, examine the bankrupt and transact such other business as may come before said meeting.

Clearance Slinn, who since the opening of the Eighteenth street market has had a booth there, has formed a partnership with his brother, B. S. Slinn, the style of the business being the Slinn Co., Inc. The firm occupies space in the Cut Flower Exchange, 57 West Twenty-sixth street.

Workmen are busy on the large store at 146 West Eighteenth street, preparing it for H. Bayersdorfer & Co., who, as soon as changes are completed, will occupy it with a full line of florists' supplies. Sydney Bayersdorfer is on the ground overseeing the operations.

The wholesalers of the Eighteenth street market will not go thirsty this summer for want of cooling drinks. Mrs. J. S. Goddard, who conducts the cigar and confectionery booth in the market, recently installed a fine soda fountain.

The next meeting of the Florists' Club will be held at the Engineering building, 33 West 39th street, on the night of May 8. Important unfinished business will be taken up and it is expected that there will be good exhibits of stock.

One of the most attractive downtown stores is that of Wernz & Koehne, Fifth avenue at Thirteenth street. Located on a corner they have ample space for window displays, which is well utilized. They had a fine Easter trade.

Herman Warendorff, in the Ansonia hotel, has been having successful sales of boxes of flowers, each box containing six or more roses and a collection of other good flowers.

"Jack Frost," who has been quite busy here lately, has taken a vacation or gone on a visit, and may yet shame the weather prophets by staying away all summer.

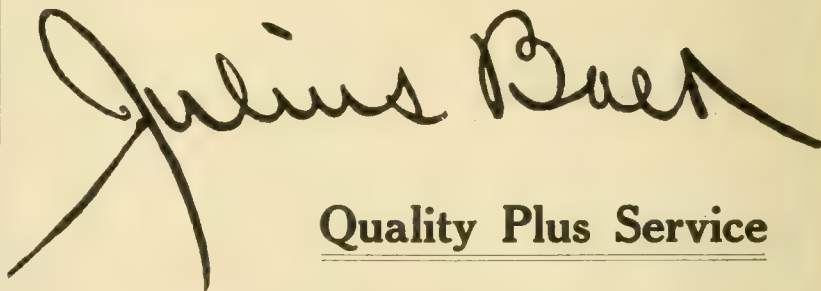
Pappas Bros., Broadway at 79th street, in addition to an attractive stock of cut flowers, have recently featured geranium plants and report them as selling well.

President Pennock, of the Society of American Florists, was in the city last week visiting society headquarters, the S. S. Pennock Co., and other places of interest.

In addition to fine carnations, Herman Weiss, 121 West Twenty-eighth

CINCINNATI, OHIO

**F. T. D. ORDERS
TO**



Quality Plus Service

138-140 East Fourth Street

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street, is handling a fine lot of sweet peas, yellow daisies and other stock.

Malandre Bros. have been making attractive window displays with apple and peach blossoms. Fine rambler rose and hydrangea plants are seen here.

On account of the strong opposition that developed, the project for holding an exhibition of sculpture in Central Park has been abandoned.

At the shop of James Weir, Inc., Brooklyn, we have recently noticed continued activity, for it may be said they are always busy.

We have recently noticed many attractive features in the arrangement of cut flowers at the A. Ehmann store, 136 West 72d street.

Jos. S. Fenrich, in the Eighteenth street market, is handling a fine lot of roses from the Duckham-Pierson range, Madison, N. J.

David Clarke's Sons, Broadway and 75th street, reports a good trade. The firm had three wedding decorations, April 29.

We are pleased to state that Eugene Dailedouze, who has been unwell for some time, is now able to visit the market.

Sullivan, Dolan & Co., 112 West Twenty-eighth street, are now handling a good line of outdoor lily of the valley.

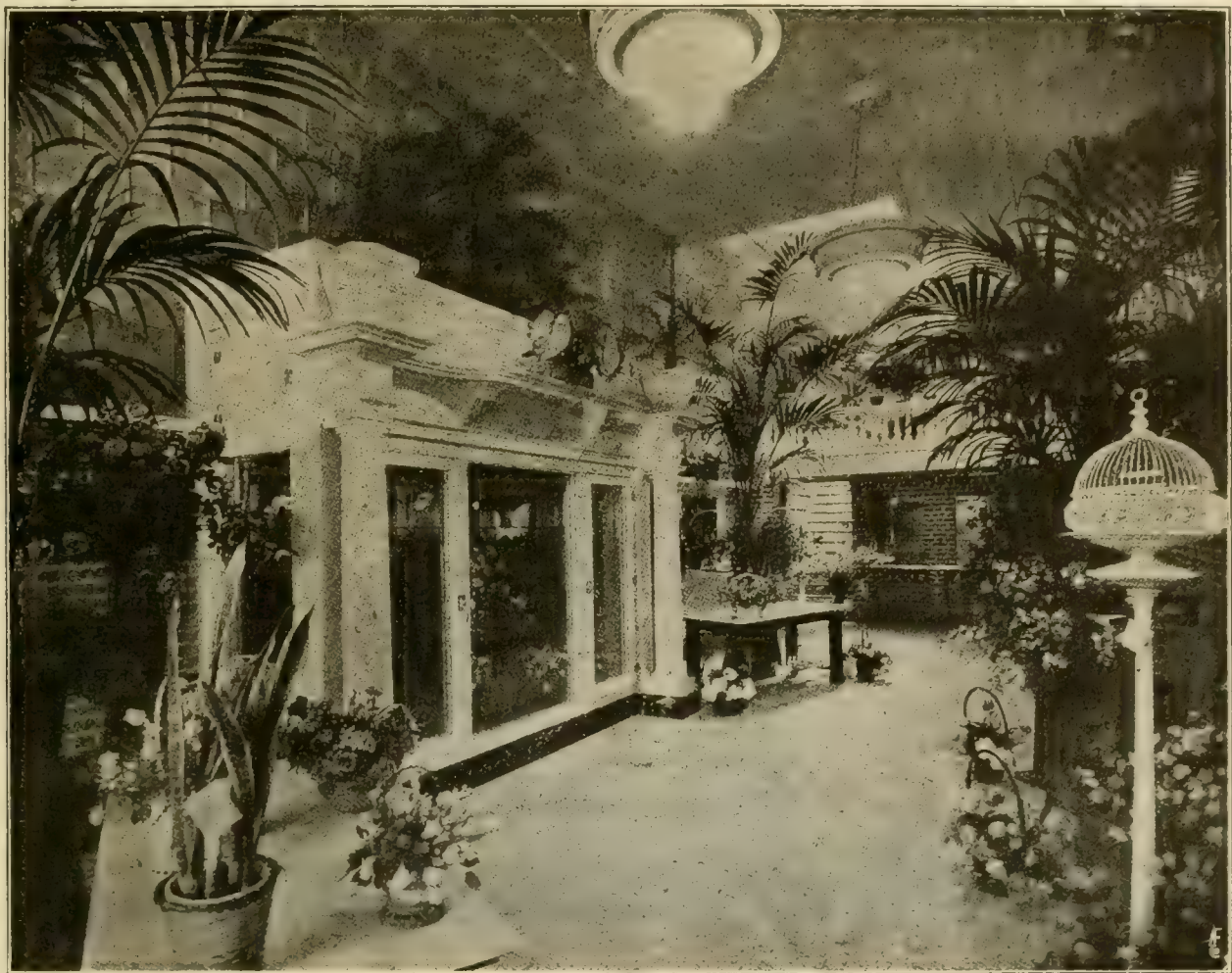
A. F. F.

DALLAS, TEX.—A \$3,000 addition to the City Park greenhouses will be commenced at an early date.

CHADRON, NEB.—West Williams is planning to erect two greenhouses, each 30x100 feet, in the near future.

FORT WORTH, TEX.—The Baker Bros. Co., and George Kennedy, advise the flood damage was not so serious as at first feared, their places being uninjured.

ASHTABULA, O.—The W. C. Gallup Co., recently organized here, will build six greenhouses on its property at Birch and Nathan streets, each 17x144 feet, worth \$10,000, in the near future.



YOUR CUSTOMERS WILL BE PERFECTLY SATISFIED IF YOU

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MOTHERS' DAY

— THROUGH —

SAMUEL MURRAY

— FOR —

Kansas City and Vicinity

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Manager

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Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

705 WEST SIXTH STREET

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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CLEVELAND

EUCLID AVENUE

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Cincinnati.

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N. W. Corner Adams Street
and Wabash Avenue

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Johnson & Cronin

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Broad St., at Cumberland

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of Cut Flowers in the South

Member of Florists' Telegraph Delivery.

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440 Main Street

Anderson service means fresh, sturdy stock
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Niagara Falls and Western New York.
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Trade Directory

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Fresh Flowers

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Right in the Hospital District.

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We deliver anywhere in Canada and
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L. D. Phone, Buckingham 1000

Send us your retail orders

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Minneapolis, Minn.

ADAMS, FLORIST

The House of Roses

STATE THEATER BUILDING.
Eleven South Eighth Street

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SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central
part of Nevada and Idaho

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CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

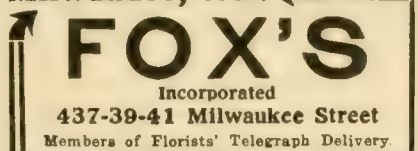
Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico.
No orders too large, none too small.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central
Pennsylvania.

Milwaukee, Wis.



Mention the American Florist when writing.



FROM NEW YORK EXCEPT AS NOTED.

May 8.

Hansa, Hamburg-America Line (Hamburg).
Bacchus, Three Star Line (Marseilles-Genoa-
Leghorn).
FROM BALTIMORE, Falco, Swedish-Amer-
ica Line (Gothenburg-Malmö-Stockholm-
Norrköping).
FROM BOSTON, Blydendyk, Holland-Amer-
ica Line (Rotterdam).

May 9.

Samland, I. M. M. Lines (Danzig).
Matura, Quebec Steamship Line (Grenada-
Trinidad-Demarara).
FROM PHILADELPHIA, Monmouth, Balti-
more Line (Glasgow).

May 10.

France, French Line (Havre).
Gustavsholm, Swedish-America Line (Goth-
enburg-Malmö-Stockholm-Norrköping).
Latvia, Baltic-American Line (Danzig-Libau-
Riga-Reval).
Songdal, Stray Steamship Lines (Buenos
Aires-Montevideo-La Plata-Rosario).
FROM PHILADELPHIA, Meltonian, I. M. M.
Lines (Manchester).
FROM BALTIMORE, Tarantia, I. M. M.
Lines (London).

May 11.

Chicago, French Line (Havre).
Mount, Clinton, Hamburg-American Line
(Hamburg).
FROM PHILADELPHIA, Manchester Im-
porter, Furness Lines (Manchester).
FROM NORFOLK, Tarantia, Cunard-Anchor
Line (London).

May 12.

Schodack, Cosmopolitan Lines (Bordeaux).
FROM BOSTON, Rapidan, Furness Lines
(Glasgow).

May 13.

Rotterdam, Holland-America Line (Rotter-
dam).
West Eldara, Cosmopolitan Line (Havre-
Dunkirk).
Baltic, I. M. M. Lines (Liverpool).
Dakarian, I. M. M. Lines (London).
Median, I. M. M. Lines (Manchester).
Lapland, I. M. M. Lines (Antwerp).
Vardulia, I. M. M. Lines (London).
River Araxes, I. M. M. Lines (Gibraltar-
Naples-Patras-Zubrovnik-Trieste).
Orbita, Royal Mail Line (Hamburg).
Monmouth, Baltimore Line (Glasgow).
Ponce, Porto Rico Line (San Juan-Ponce-
Arroyo-Mayaguez-Aguadilla).
FROM MONTREAL, Welshman, I. M. M.
Lines (Avonmouth).



DARDS

341 Madison Ave.
Opp Hotel Biltmore
New York

Fifty Years
Exacting
Fulfillment.



ENGLAND

You can "Say It
With Flowers"
to anyone in
the British Isles
through Bees'
Flower Service.



Steamers arriv-
ing at or leaving
any port can be
served at a few
hours' notice.

(Members
F. T. D.)

Bees' Ltd
Bold Street
LIVERPOOL

(Members
F. T. D.)

Ft. Wayne, Ind.

Flick Floral Co.

Ft. Wayne's Largest Up-
to-date Cut Flower
Store.

Fresh Cut Flowers and Plants
From Our Own Greenhouses.

Personal Attention to all orders.

CHICAGO

75 E. Adams St.



EVANSTON, ILL. 3025

Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY, MISSOURI.

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

Mention the American Florist when writing.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

OMAHA, NEB.

Hess & Swoboda FLORISTS

1415 Farnum St.

PHONES
1501 and 11582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

A. ECKRICH (Successor to Charles E. Grunewald) FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhineland. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists Filling Telegraph Orders.

Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McTunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldanson
Louisville, Ky.—August R. Baumer
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Minneapolis, Minn.—Adams, Florist.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Myer, Madison Ave., at 58th St.
New York—Olympia Florist.
New York—G. E. M. Stump.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heint & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

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NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

FOR ST. LOUIS

WIRE

Grimm & Gorly

Mention the American Florist when writing.

LITTLEFIELD, Florist WORCESTER, MASS.

Mention the American Florist when writing.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
Rhineclander
107-420-775

Members of Florists' Telegraph Delivery.

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Bronx, New York City

Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK.

Telephone Audubon 6613
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G.E. McStumpff

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS

South Jefferson Street
Elks' Building

Dayton, O.

Telegraph orders for Dayton will receive
our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426

Madison Ave.,
NEW YORK

Mention the American Florist when writing.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

LA CROSSE, WIS.

Send your orders for flowers for de-
livery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.
Orders from other cities receive our per-
sonal attention.

Members of Florists' Telegraph Delivery

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NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

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Kansas City, Mo.

W.J. Barnes
FLORIST, K.C.M.

Kansas and Western
Missouri.

Up-to-date Service.

F. T. D. Est. 1890

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Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service



Randall's Flower Shop

22 Pearl St.,
WORCESTER, MASS.

Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

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MICHIGAN.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

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Mention the American Florist when writing.

J. W. ROSS

THE LEADING FLORIST

F. T. D. MEMBER

CENTRALIA, ILL.

Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

Mention the American Florist when writing.

Montclair, N. J.

F. W. MASSMANN, INC.

416-418 Bloomfield Ave.

F.T.D. & NATIONAL FLORIST

Deliveries: Mont-
clair, Caldwell,
Verona, Glen
Ridge, Bloom-
field and all of the
Oranges.

Tel. L. D. 438



Mention the American Florist when writing.

Orders in
or around Washington, D.C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing.

Trade Directory

PRICE POSTPAID \$5.00

American Florist Co.

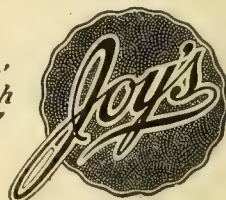
440 S. Dearborn Street

CHICAGO

Nashville,
Chattanooga
and Atlanta

THREE
STORES

MEMBER
Florists'
Telegraph
Delivery



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New York



44 Carmine Street

Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago

Congress Flower Shop

CONGRESS HOTEL

520 South Michigan Ave.

Mention the American Florist when writing.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



New York's

SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue

Telephone Rhineland 0202 and 0203

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.



WASHINGTON D. C.

Gude's

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Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

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Seattle-Rosaia Bros.

Finest floral studio in Northwest.

Member F.T.D.

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EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

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ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

ROCHESTER, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

The next annual meeting will be held at Chicago, June 19-20, 1922.

THE mail order seed trade continues good.

RETAIL seedsmen report an unusually heavy demand for flower seeds this season.

TURLOCK, CALIF.—Geo. H. Starr, florist, recently added a full line of field and garden seeds.

SEED POTATOES advanced sharply this week, Early Ohio to \$2.50 per hundred pounds, late kinds to \$2.25.

LA CROSSE, WIS.—The John A. Salzer Seed Co. reports business from July 1 last to date 27 per cent better than a year ago.

At a public sale of war department nitrates recently evidently less than 2,000 tons were bought by fertilizer companies.

PRICES of bags at Chicago, May 3: Anchor, 16 oz., \$30 per bale in bale lots or over; Royal River, 16 oz., \$30; National, 16 oz., \$30.

ONION SETS in the Chicago district were \$6 to \$7 May 2 for reds, whites and yellows, small lots of the reds reappearing this week.

PERENNIAL flower seeds have been scarce this season and many kinds will be in shorter supply next year on account of the European drought.

THE Sears & Nichols Canning Co., of Chillicothe, O., who recently failed as noted in our issue of April 29, page 764, have plants in 19 different cities.

THE May calendar of the J. C. Robinson Seed Co., Waterloo, Neb., has the following legend: "A thing done right today means less trouble tomorrow."

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade this week were as follows: Timothy, \$5.90 per 100 pounds; Red Clover, \$12 to \$22.

NEW YORK.—The weather the past week has not favored counter trade.—B. Rynveld, of F. Rynveld & Sons Hillegom, Holland and New York, sailed for Europe on the S. S. Resolute May 2.

GORDON SELFRIDGE, head of Selfridge & Co., Ltd., of London, Eng., who is in Boston, states it as his opinion that the British pound may reach normal value of \$4.86 by the end of the year, but that the franc and lira will stay low.

BET sugar production in the United States in 1921 amounted to 1,020,489 short tons, a decrease of 65,532 tons compared with the previous year, according to the United States Department of Agriculture. The acreage planted showed a falling off of 56,688, there being 814,988 acres planted in 1921.

FLOWER SEEDS, many of which are imported, heretofore free of duty and tariff schedules, will carry a troublesome 20 per cent ad valorem tax, in the proposed new schedule according to well informed tariff authorities.

SOUTH HOLLAND, ILL.—A meeting of the Co-Operative Onion Set Growers' Association, Inc., is called for May 22 to consider and vote upon the question of dissolving the association, as provided by law, such action having been requested by the owners of more than two-thirds of the capital stock outstanding.

VISITED CHICAGO: John Bodger, of John Bodger & Sons Co., Los Angeles, Calif., and Mrs. Bodger, returning from Europe; Miss Eileen Low, of Stuart, Low & Co., London, Eng., returning from China and Japan by way of Vancouver and California; Thos. Chisholm, representing the Braslan Seed Growers Co., San Jose, Calif., returning from the east; Kenneth Salzer, of John A. Salzer Seed Co., La Crosse, Wis.; Geo. Valker, of the Valker-Christensen Co., Minot, N. D.; E. Leifer, Little Rock, Ark.; H. M. Weil, Shreveport, La.

New Tariff Bill Before Senate.

The following appeared in our issue of April 15, page 646, and is reprinted here because of its importance to our readers:

VALUATION.

The foreign value or the export value, whichever is higher.

If the foreign value or the export value can not be ascertained to the satisfaction of the appraising officials, or if the merchandise is not freely offered for sale in usual wholesale quantities in the open market of the country of exportation to all purchasers, then the United States value.

If neither the foreign value, the export value, nor the United States value can be ascertained to the satisfaction of the appraising officers, then the cost of production.

PROPOSED TARIFF ON BULBS.

Paragraph 751.—Tulip, lily, and narcissus bulbs, and lily of the valley pips, \$2 per 1,000; hyacinth bulbs, \$4 per 1,000; crocus bulbs, \$1 per 1,000; all

other bulbs and roots, root stocks, clumps, corms, tubers, and herbaceous perennials, imported for horticultural purposes, 30 per centum ad valorem; cut flowers, fresh or preserved, 40 per centum ad valorem.

NURSERY STOCK.

Paragraph 752.—Seedlings and cuttings of Manettia, multiflora, brier, rugosa and other rose stock, all the foregoing not more than three years old, \$2 per 1,000; rose plants, budded, grafted, or grown on their own roots, four cents each; cuttings, seedlings, and grafted or budded plants or other deciduous or evergreen ornamental trees, shrubs, or vines, and all nursery or greenhouse stock, not specially provided for, 30 per centum ad valorem.

Paragraph 753.—Seedlings, layers, and cuttings of apple, cherry, pear, plum, quince, and other fruit stocks, \$2 per 1,000; grafted or budded fruit trees, cuttings and seedlings of grapes, currants, gooseberries, or other fruit vines, plants or bushes, 30 per centum ad valorem.

GARDEN AND FLOWER SEEDS*.

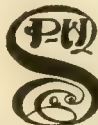
Paragraph 762.—Other garden and field seeds: Beet (except sugar beet), four cents per pound; cabbage, eight cents per pound; canary, one cent per pound; carrot, four cents per pound; cauliflower, 25 cents per pound; celery, two cents per pound; kale, six cents per pound; Kohlrabi, eight cents per pound; mangelwurzel, four cents per pound; onion, 10 cents per pound; parsley, two cents per pound; parsnip, four cents per pound; pepper, 15 cents per pound; rutabaga, four cents per pound; all other garden and field seeds not specially provided for, 20 per centum ad valorem: Provided, That the provisions for seeds of this schedule shall include such seeds whether used for planting or for other purposes.

Paragraph 763.—Beans, not specially provided for, green or unripe, one-half of one per cent per pound; dried, two cents per pound; peas, one cent per pound.

*While flower seeds are not specially mentioned in the tariff bill, it is the belief of those well informed on tariff schedules, that they are covered under our heading in the item, "all other garden and field seeds not specially provided for, 20 per centum ad valorem."

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

LATEST CENSUS FIGURES OF
The Seed Industry
will be found in the new edition of the
Trade Directory
\$5.00 PER COPY, POSTPAID.
American Florist Co.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.

GROWERS OF

**Peas and
Beans**

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers
SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomdale Farm BRISTOL, PA.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

GRASS SEEDS.

Paragraph 761.—Grass seeds: Alfalfa, four cents per pound; alsike clover, four cents per pound; crimson clover, one cent per pound; red clover, four cents per pound; white clover, three cents per pound; clover, not specially provided for, two cents per pound; millet, one cent per pound; timothy, two cents per pound; hairy vetch, two cents per pound; spring vetch, one cent per pound; all other grass seeds not specially provided for, two cents per pound: Provided, That no allowance shall be made for dirt or other impurities in seed provided for in this paragraph.

FIELD SEEDS.

Wheat, 30 cents per bushel; oats, corn and rye, 15 cents per bushel; mustard, one cent per pound; sunflower, two cents per pound.

Peacock Indicted.

Everette R. Peacock, president of the Everette R. Peacock Co., Chicago; Albert Sporleder, former president of the Milwaukee-Irving State bank; Harold W. Anderson, former cashier; Charles Gascon, and Axel Setterberg, former officers of the seed concern, were named in indictments returned April 17 before Judge Scanlan. The indictments charge conspiracy to loot the Milwaukee-Irving State bank. Peacock's bonds were fixed at \$25,000, those of Sporleder at \$10,000, and the other three at \$5,000 each. The men, it is alleged, manipulated the finances of the bank by means of loans to the extent of almost \$400,000.

Potato Shippers Must Pay for Heat.

Maine railroads were found justified May 2 by the Interstate Commerce Commission in making special freight charges against shippers of potatoes to cover the cost of heating to prevent freezing during winter months, and a complaint made by the Aroostook county growers was dismissed. The commission held that the special type of cars used for the shipment of potatoes in winter required the extra charge.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

Mention the American Florist when writing.

THE ALBERT DICKINSON COMPANY

35th St. at California Ave.,

CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and
Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing.

Return Envelopes Catalogue Envelopes Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

—THE—

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

VALLEY, Douglas County, NEB.

Mention the American Florist when writing.

EDGAR F. HURFF

SWEDESBORO, N. J.

Growers of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing.

FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing.

VALLEY

For Memorial Day and
Spring Weddings

Choice Cold Storage Pips

Per 1000....\$30.00

Per 500.... 16.00

Per 250.... 8.00

H. N. BRUNS

3032-42 W. Madison St., Chicago, Ill.

Asparagus Plumosus Nanus

NEW CROP SEED

Price Per 1000 Seeds.....\$2.50

10,000 lots.... @ \$2.25 per 1000

50,000 lots.... @ 2.00 per 1000

APRIL IS THE BEST MONTH
for sowing; give bottom heat.

Vaughan's Seed Store
CHICAGO NEW YORK

An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Catalogues Received.

R. Vincent, Jr., & Sons Co., White
Marsh, Md., florists' plants; Jackson &
Perkins Co., Newark, N. Y., florists'
plants; Mas-Art Basket Works, Oak-
land, Calif., florists' baskets; Chas. D.
Ball, Holmesburg, Philadelphia, Pa.,
palms; D. Hill Nursery Co., Dundee,
Ill., florists' evergreens; Poehlmann
Bros. Co., Morton Grove, Ill., florists'
plants; Otto Katzenstein & Co., Atlanta,
Ga., tree seeds.

Grass and Clover Seed Prices.

The following were the wholesale
prices in dollars per 100 pounds on tim-
othy. Kentucky blue grass, red top and
red clover at principal points of dis-
tribution April 15, 1922, as given by the
government market reporter of April 22,
1922:

	Ky. Blue	Red	Red
	Timothy	Grass	Top
			Clover
New York	\$7.25	\$55.00	\$23.50
Baltimore	6.80	52.00	22.00
Richmond	7.35		24.00
Buffalo	6.80	53.00	24.50
Toledo	6.55	52.00	26.00
Louisville	6.75	52.00	24.00
Chicago	6.55	60.00	22.00
Minneapolis	6.15	56.00	23.00
St. Louis	6.35		23.00
Kansas City	6.00	55.00	25.00
Denver	7.50	51.00	25.00
Salt Lake City	6.90		24.00
Average for the United States same date:			
1921	\$6.95	\$31.65	\$15.20
1922			\$20.15

WATKINS & SIMPSON

(LTD.)

recommend their pedigree
strains of

CHOICE FLORISTS' FLOWER SEEDS

Write for Illustrated Catalogue to

27-29 Drury Lane

LONDON, W. C., ENGLAND

Mention the American Florist when writing.

KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

KELWAY & SON

Wholesale Seed Growers
LANGPORT, ENGLAND

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

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KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000

seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000

seeds, 30c; any 4 pkts., \$1.00;

1/4 oz., \$1.30; 1 oz., \$5.00.



TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips
German type for forcing. Case lots only
of 2500 pips.

JAP. LILY BULBS, Giganteum 6-8 and 7-9
Magnificum and Rubrum 8-9.

GLADIOLUS BULBS, best commercial varie-
ties and sizes; all northern-grown.

BAMBOO CANES, natural and dyed green,
all sizes, bale lots only.

RAFFIA, natural or colored, dependable
brands, 25 lbs. up.

LATER SHIPMENT

French Bulbs,
Dracaena Canes,
Manetti Stocks,
Ferns in Flats, etc.

Dutch Bulbs,
Palm Seeds,
Freesias and
Callas.

Wholesale only.

Write for prices on business stationery,
specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St.,

NEW YORK

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, As-
paragus, Rhubarb, Celery, Spinach, Beet,
Onion, Beans, Cabbage, Cauliflower, Sweet
Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

The L. D. Waller Seed Co. WHOLESALE GROWERS

Select Stocks of Flower Seeds.

Sweet Pea and Nasturtium in Variety.

GUADALUPE CALIFORNIA

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn
Montana, Idaho, Washington.

BODGER'S UNRIVALED SEEDS

ASTERS, ZINNIAS AND SWEET PEAS, NAS-
TURTIIUMS, STOCKS, VERBENAS AND OTHER
FLOWER SEEDS. ALSO VEGETABLE SEEDS.

JOHN BODGER & SONS CO., LOS ANGELES

The City of Sunshine and Flowers.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Money Makers in Flower Seeds

Asparagus Plumosus Nanus, per 1000 seeds, \$2.50;
10,000 seeds at \$2.25 per 1000.

Sprengeri.....per 1000 seeds, \$1.50		Tr. pkt.	Oz.
ANNUAL EVERLASTINGS.	Acroclineum Roseum, single pink...	\$0.10	\$0.30
	Album, single white.....	.10	.30
	Roseum, Fl. Pl., double pink.....	.10	.50
	“ Album, Pl., double white..	.10	.50
	Gomphrena Globosa, red, white or pink, each.....	.05	.25
	Orange, be sure and try this.....	.25	1.00
	Helichrysum, (Straw Flower).		
	Silver Ball, Golden Ball, Fire Ball, Rose Carmine, } each..	.10	.60
	Salmon, Violet.		
	Vaughan's Special Mixture.....	.10	.60
Rhodanthe Maculata, rose		.10	.60
Statice Sinunata, blue, white or rose, each.....lb., \$4.20		.10	.40
Russian (Suworowii), rose.....		.25	1.40
Bonduelli, yellow.....lb., \$4.40		.10	.40

	Tr. pkt.	Oz.
Didiscus Coeruleus (Lavender Lace Flower)	\$0.25	\$1.40
Dracaena Indivisa.....lb., \$5.00	.10	.40
Hunнемannia (Bush Escholtzia).....	.10	.50
Larkspur (Annual), Stock—Flowered, lilac, dark blue, sky blue, each.....	.10	.50
Lustrous carmine, bright rose, white...	.15	.60
Marigold, Double Tall French Mixed.....	.10	.40
Colossal Zinnias. These are splendid cut flowers. Cut out the cluster flower.		
White, Orange, Pink Shades, Golden Yellow, Crimson, Flesh, } each..	.15	.80
Purple,		
Cream.....	.25	1.40
Burnt Orange.....	.20	1.00
Buttercup, a wonderful color.....	.30	2.80
Colossal, many colors mixed.....	.15	.80
Perennials. These are coming more and more to the front and it is time to sow them. See complete list of seeds in the spring edition of "Vaughan's Book For Florists," an extra copy will be sent on request.		

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Henry Fish Seed Co.
Carpinteria, Calif.
Contract Growers of
Seed Beans

Mention the American Florist when writing.

Yokohama Nursery Co., Ltd.
Woolworth Building
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

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Dutch and French Bulbs
C.J. Speelman & Sons | Lagarde & Speelman
Sassenheim, Holland | Ollioules, Var. France
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470 GREENWICH ST.
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BULBS **HOLLAND** BULBS
R. A. VANDERSCHOOT
Wholesale Bulb Grower
HILLEGOM, HOLLAND
The R. A. Vanderschoots have a record of 80 years' in bulb growing.
Address all correspondence
Care of J. W. HAMPTON, JR. CO.
17 BATTERY PLACE
NEW YORK
BULBS **BULBS**

N. B. A.
The above is the trade mark of The Narcissl Bulbgrowers' Association
of Carqueiranne, Var., France.
Do not fail to specify N. B. A. brand when ordering
PAPER WHITE NARCISSUS
of your American dealer next season. You will avoid disappointment and
be sure to receive stock giving best results. **Wholesale Only.**

FR **SUPERIOR BULBS**
RYNVELD 
& SONS **61 VESEY ST., N.Y. CITY.**
Hillegom, Holland. Ollioules, France.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

Thuya Winter Damage.

It has been reported from various sources all over the country that thuyas (arbor vitae) have suffered seriously from the past winter. This seems to have been caused by the warm, sunny days which started the sap in the branches, followed by freezing temperature at night. The outer branches have killed out and the foliage has turned brown in many cases. A close examination of these trees shows that while some of them are dry and brown, they will no doubt grow from the live buds below the line of winter injury and satisfactorily recover after the present growing season. There is not so much cause for alarm as it might be expected from a casual observation of this damage.

Thuyas were damaged the worst of all evergreens, although some damage was noted on some other varieties also.

"Plan to Plant Another Tree."

FUNDS NEEDED.

The "Plan to Plant Another Tree" campaign, born at an executive committee meeting of the Illinois State Nurserymen's Association, February 10, and originally intended to stimulate tree planting in Illinois during March and April, has not stopped at the boundary lines of that state. More than 100 nurseries and seed houses in other states have purchased the rubber stamp: "Plan to Plant Another Tree" for use on their mail, and newspapers and clubs in Iowa, Indiana, Ohio, Wisconsin, Pennsylvania, and even South Carolina have become enthusiastic and have expressed a desire to get behind a programme of such merit. The executive committee of the association now realizes that "Plan to Plant Another Tree" is not for March and April, but for all the year. The newspapers and clubs are doing their part and with the financial help of the nurserymen "Plan to Plant Another Tree" will go forward in a nation-wide movement to make America a better place in which to live and all nurserymen will benefit.

A careful estimate recently made by the executive committee indicates that it will require \$2,000 to continue the good work for the balance of the year. A. H. Hill, Dundee, Ill., chairman of the finance committee of the Illinois State Nurserymen's Association, states that this will amount to but a small sum if each member of the association and other interested nurserymen contribute either \$10, \$25, \$50 or \$100, to insure that there will be sufficient funds in the treasury to carry on this most important work. The following firms have given \$100 each: Aurora Nursery Co., Aurora, Ill.; The D. Hill Nursery Co., Dundee, Ill.; Klehm & Son, Arlington Heights, Ill.; Swain, Nelson & Co., and Peterson Nursery, Chicago.

The nursery interests have already received many thousands of dollars' worth of free advertising space in the newspapers and splendid editorials have

been written commending the work of the Illinois State Nurserymen's Association. Nurserymen cannot afford to discontinue, at this time, the splendid efforts made or lessen the good work for lack of funds. So be as generous as possible, write a check at once, addressing Miles Bryant, treasurer, Illinois State Nurserymen's Association, Princeton, Ill.,

American Association of Nurserymen.

REDUCED RATES TO DETROIT CONVENTION.

The railroad passenger associations have arranged a one and one-half fare for the round trip for attendance at the annual convention of the American Association of Nurserymen, at Detroit, Mich., June 28-30, based on the following conditions: Certificates for 250 tickets must be presented to the secretary at the convention in order that one-half fare for the return trip will be granted.

One way tickets going to the convention will only be sold, June 24 to June 30, inclusive, but be sure when purchasing your going ticket to request from the agent a certificate. Do not make the mistake of asking for a receipt. Certificates are not kept at all stations. Inquire from your agent several days ahead of time and if he has no certificates request him to get several, but if unable to do that simply purchase a local ticket to the nearest station where certificates can be secured, and then buy your one-way ticket and ask the agent for a certificate.

As soon as you arrive at the convention be sure to deliver your certificate to the secretary in order that he may ascertain if the necessary 250 certificates have been received in order to get the one-half fare for the return trip. A special agent of the railroads will be in attendance at the convention, June 28-30, inclusive, from 8:30 a. m. to 5:30 p. m., to validate your certificate. If the necessary minimum of 250 tickets is presented to the special agent and your certificate is duly validated, you will be entitled up to and including July 4, to a return ticket via the same route over which you made the going journey at one-half of the regular one-way tariff fare.

The return ticket issued at the reduced fare will not be good on any limited train on which reduced fare transportation is not honored.

CHAS. SIZEMORE, Sec'y.

FERNS

Runners from our new Boston Nep. Schuberti Compacta, at \$80.00 per 1000. Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

Geo. and Joseph Schubert
FERNERY

[303 Paterson Plankroad
NORTH BERGEN, N. J.

Cleveland Horticultural Society.

The monthly meeting of the Cleveland Horticultural Society was held April 9, President R. P. Brydon in the chair. A. D. Taylor, landscape architect, gave a very interesting address on "The Problems of the Landscape Gardener in Relation to the Private Gardener." His talk was thoroughly enjoyed and a closer insight of that branch of the profession was gained by the members. Three candidates were elected to membership in the society.

The exhibits, staged in connection with the meeting, were exceptionally fine. J. H. Francis was awarded a certificate of merit for eight vases of sweet peas, which he had grown for the W. Atlee Burpee Co., of Philadelphia, Pa. The colors were white, pink and lavender and the stems averaged 20 inches, carrying three to four beautiful flowers, far superior to the older winter flowering kinds. Mr. Francis explained that he had grown them cool, planting them in the ground in 18 inches of well mixed soil, adding well rotted manure and bone meal. He thinned them out to eight inches apart, all lateral growths being pinched out, the single stems remaining. The varieties exhibited by Mr. Francis were: Early Lemon Beauty, Early Fire King, Mrs. Kerr, Early Pink Beauty, Early Lovliness, Early Fairy Queen, Early Exquisite, Early Rosebud, Early Bluejacket and Early Daintiness.

R. Broadfield showed some very good Clarksias, Sweet Williams and Antirrhinum giant white, the latter being awarded a cultural certificate, his two other displays receiving honorable mention. Mr. Broadfield, in telling of his methods of antirrhinum culture, stated that he grows them very cool in the usual depth of benches. The stems of

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 17-J, Newark, New York

STILL SHIPPING EVERGREENS

Hill's Evergreens can still be safely handled for several weeks. Plenty of fine lining out stock left—also choice specimens for landscape work. Telegraph orders given prompt attention.

The D. Hill Nursery Co., Inc., BOX 404 Dundee, Ill.

EVERGREEN SPECIALISTS — LARGEST GROWERS IN AMERICA.

SEED PACKETS THAT SELL THE SEED



LITHOGRAPHED IN COLORS TRUE TO NATURE AND VARIETY

SEED PACKETS FOR ALL VARIETIES OF VEGETABLES AND FLOWERS. SEEDS.

We also make a Specialty of

Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Catalogs of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

Write for listing and quotations today

STECHER LITHOGRAPHIC COMPANY
ROCHESTER, N. Y.

Mention the American Florist when writing.

BOXWOODS

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. This stock is supplied balled and burlapped, carefully packed.

BOXWOOD:—	Each
Ball Shaped, 14x14 inches, B&B	\$3.50
Ball Shaped, 16x16 inches, B&B	4.25
Ball Shaped, 18x18 inches, B&B	5.50
Pyramid Shaped, 2 1/2 feet, B&B	5.50
Pyramid Shaped, 3 feet, B&B	6.50
Standards—Stem, 14 inch, Crown 16 inch, B&B	6.50

B&B signifies balled and burlapped.

THE D. HILL NURSERY CO., INC.

BOX 404 DUNDEE, ILL.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

this flower were about four feet long, with 18-inch spikes. The stock in the benches averages six feet in length, he said. The Clarksias and Sweet Williams were pot grown, the former having four foot stems, grown very cool.

W. J. BRUCE, Sec'y.

Dahlia Society of California.

The annual meeting of the Dahlia Society of California was held at the Palace hotel, San Francisco, April 20, President J. W. Davies in the chair. The reports of the secretary and treasurer showed the society to be in a flourishing condition, financially and with a large increase of members over the previous year. The following were elected to serve on the board of directors for 1922: Wm. Kettlewell, J. W. Davies, Mrs. E. W. Lyberty, A. Twitchett, C. Salbach, Frank C. Burns, H. T. Hevnig, Richard Lohrmann, Robt. McWhirter, Jesse Seal, Frank D. Pelicano and G. A. Niebarger.

At a later meeting of the directors the following officers were chosen to serve during 1922: Carl Salbach, president; Wm. Kettlewell, vice-president; Richard Lohrmann, second vice-president; H. T. Hevnig, secretary; Frank D. Pelicano, treasurer and Frank C. Burns, bulletin editor.

Hereafter the society will hold four regular meetings during the year on the evenings of the third Thursdays in January, April, August and October and special meetings when necessary.

The board of directors adopted the preliminary premium list for the com-

Seasonable Stock READY NOW

- Asparagus Plumosus**, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.
Asparagus Sprengerii, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.
Begonia Gracilis Luminosa, **Prima Donna**, **Erfordia**, **Superba** and **Mignon**, 2 1/4 inch, \$5.00 per 100, \$45.00 per 1000.
Begonia Metallica, **Argentea**, **Guttata**, **Sandersoni** and **Alba Picta**, 2 1/4 inch, \$8.00 per 100.
Boston Fern and **Teddy**, Jr., 2 1/4 inch, \$6.50 per 100, \$60.00 per 1000.
Buddelia Asiatica, 2 1/2 inch, \$5.00 per 100.
Coleus, standard varieties, 2 1/4 inch, \$4.00 per 100 \$35.00 per 1000. **Brilliantancy**, 2 1/4 inch, \$7.00 per 100.
Fuchias. **Avalanche**, **Black Prince**, **Mrs. E. G. Hill**, **Speciosa**, 2 1/2 inch, \$5.00 per 100; 3 inch, \$10.00 per 100; 4 inch, \$20.00 per 100.
Geranium, **Mad. Sallerol**, 2 1/2 inch, \$5.00 per 100.
Heliotrope, **Jersey Beauty** and **Florence Nightingale**, good purples, 2 1/4 inch, at \$5.00 per 100, \$45.00 per 1000.
Petunia, **Single Giant Ruffled** and **Rosy Morn**, 2 inch, \$5.00 per 100, \$40.00 per 1000.
Petunia, double named varieties; **Gertrude**, light pink; **Snowball**, pure white 6 other distinct varieties, 2 1/4 inch pots, \$6.00 per 100, \$50.00 per 1000.
Plumbago Capensis and **Capensis Alba**, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.
Santolina Incana, 2 inch, grand for carpet bedding, \$5.00, per 100, \$45.00 per 1000.
Snapdragon, 2 inch, **Giant Flowered**, separate colors, \$5.00 per 100, \$45.00 per 1000.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing.

Sound Bulbs of Highest Vitality From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, OVERVEEN, HOLLAND, or to

Care of F. B. VANDERGRIFF & CO., 44 Whitehall St., NEW YORK CITY

Mention the American Florist when writing.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers
299 Broadway, New York

Some Excellent Stock

	Per 100	1,000
50,000 2-in., Geraniums, Ricard		
Foitevine, Nutt, Montmort,		
Perkins, Vlaud, Buchner, etc.	\$5.25	\$50.00
2 1/4-in., Heliotropes, 3 varieties.	4.00	38.00
2 1/4-in., Marguerites, 3 varieties.	5.00	45.00
2 1/4-in., Stocks, 2 varieties.	3.25	30.00
2 1/4-in., Calendula Orange King.	3.00	28.00
Also abundance of other stock.		
Liberal extras for early orders.		

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

ing exhibition of the society at the Palace hotel, San Francisco, August, 31-September 2, and indications are that it will exceed all previous affairs. The meeting was adjourned.

JAMES T. LYNCH.

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

Vegetable Movement.

The movement of fruits and vegetables continued heavy during the week ending April 29, shipments being nearly 10,000 car loads. The demand seems fairly active and prices have recovered considerably. Values advanced sharply on potatoes, onions, cabbages and tomatoes, prices remaining firm on most other items.

Prices of Indoor Fruits and Vegetables.

Chicago, May 2.—Cucumbers, per crate, \$1.50 to \$2; lettuce, per crate, \$1.50 to \$2.25; carrots, \$5 to \$5.50 per barrel; cabbage, \$2.25 to \$3.25 per crate; cauliflower, per crate, \$1.50 to \$3.25.

New York, April 28.—Cucumbers, \$1.25 to \$1.50 per dozen; radishes, per bunch, 3 to 4 cents; tomatoes, per pound, 12 to 25 cents; lettuce, per barrel, \$4 to \$4.50; beets, per hamper, \$1.75 to \$2; cauliflower, \$1.50 to \$3.50 per dozen.

Sorghum Syrup.

The sorghum syrup industry has gained a new impetus, according to Dr. J. J. Willaman of the University of Minnesota, St. Paul, through the perfection of a cleaning machine, which takes the whole sorghum plant, removes the seed heads, and then separates the leaves from the stalks. This machine can be adjusted so as to remove the suckers also, providing a mill juice of uniform maturity. It does away with handwork in harvesting and cleaning the cane.

Potato Production and Fertilizer.

Why do the worn-out acres of Maine average potato yields of 199 bushels to the acre, while from the comparatively virgin acres of Ohio the average yield is only 79 bushels? This is a question raised by Earl Jones, crops specialist of the Ohio State university, Columbus, in a four-page pamphlet just issued. He calls the publication, "The Intensive Use of Fertilizer" and this he believes, sums up the answer to the question.

Maine is farther north, and the climate is somewhat better suited to potatoes; growers there have made the crop their specialty, and they use somewhat more advanced methods of seed selection, culture, and spraying; but the main difference is that Maine potato farmers, particularly in Aroostook county, apply about a ton of complete, high analysis fertilizer to the acre, says Mr. Jones, who was crops specialist in Massachusetts before coming to Ohio.

The potato plant, he says, has a big appetite and lazy roots. Plant food must be put right to the spot, and in forms readily available. He cites recent New Jersey experiments to show that, in large measure, "potato profit is in the fertilizer sack."

Rather than the 4-8-7 fertilizer standard in Aroostook, the banner potato county of Maine and of the nation, Mr. Jones inclines toward a 3-10-4 or 2-12-2 mixture for Ohio conditions. He does not hold that Ohio farmers ought to use

a ton of fertilizer to the acre, but he does remark that, "as the culture of the crop becomes more highly specialized, it will probably be found that 800 or 1,000 pounds of high analysis fertilizer to the acre will prove profitable."

Columbus, O.

STOCK IN FAIR DEMAND.

Trade has been steady the last week. Funeral work has been rather brisk and this has sustained the market to a large extent. There is a good call for flowers and corsages from the university district, as many student functions are being scheduled. The staple lines are roses, carnations, sweet peas and snapdragons, the former bringing \$3 to \$8 per dozen, retail. Premier, Butterfly, Columbia and Mrs. Aaron Ward are the principal rose varieties. Fine sweet peas are in good supply at \$1 to \$1.50 per bunch. Carnations of the white and pink varieties sell for \$1.50 to \$2 per dozen while snapdragons are quoted from \$2 to \$4 per dozen. Bedding plants such as geraniums, begonias and similar garden flowers are finding a ready sale. Shrubbery is also selling well and a few growers have been specializing in landscape work. Lilies are a thing of the past although Tiger lilies will be in the market soon. Bulbous plants are also about out of the market for the time being.

NOTES.

Through the efforts of the Flower Growers' and Retailers' Association, a film showing the Fifth National Flower Show, at Indianapolis, will be displayed at the Majestic theater the week previous to Mothers' Day. In addition there will be a display of flowers in the lobby of the theater placarded with references to the day and the fact that flowers are very appropriate for that occasion. The display will not bear the names of individual growers or retailers but will be furnished by all of the members of the organization.

The Munk Floral Co., with greenhouses on West King avenue and a retail store at 19 South High street, reports a steady demand for carnations, roses and sweet peas.

The Neil House Shop, Herman Kropp, manager, is having a good trade as a result of a number of recent conventions, where flowers were used extensively.

Carnations, snapdragons, roses and other flowers sell well at the W. J. Brunst store.

Bedding plants are in good demand at the Franklin Park Floral Co. establishment.

The Indianola Florists report a fine call for seasonable flowers. J. W. L.

Louisville, Ky.

EASTER BUSINESS SATISFACTORY

The Easter business was fully as good as a year ago and most of the florists cleaned up on stock, sweet peas alone running short. Geraniums, bedding plants and ferns have been selling well considering the unfavorable weather and some of the retailers have disposed of nearly all their plants. The recent heavy rains have hindered the outdoor planting of carnation and other plants.

NOTES.

H. G. Walker has a lot of 40,000 peonies in bud, which will be in just right for Mothers' Day, it is hoped. Two houses of Bonny Best and Cracker Jack tomatoes are about ready for the market.

C. Leaming, landscape architect for the Hert estate, resigned recently and

will re-enter the nursery business, specializing in evergreens.

Herbert Rayner, formerly with the Anchorage Rose Co., now has charge of the nursery department of H. G. Walker's.

Wm. Walker is cutting fine delphiniums, belladonna and beautiful Clark-sias at his Ormsby Station greenhouses.

The Market Flower Shop, D. Walker, proprietor, is disposing of quantities of cut flowers and plants.

Fruit trees have not been selling nearly as well as shrubs, shade and evergreen trees.

Henry Fuchs had a big lot of cut roses that came into bloom too late for the holiday.

More than 10 million dollars' worth of building has been contracted for in this city. H. G. W.

GERANIUMS

Our selection at this time.

From 2-in. pots \$3.50 per 100, \$35 per 1000
DRACAENAS, Strong, 2-in. \$4 per 100
SMILAX, 2-inch, \$3.00 per 100
Also Coleus and Rex Begonias

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

Adrian, MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosa, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerli, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

HARDY ENGLISH IVY

Strong stock.

2-inch, \$2.75 per 100, \$25.00 per 1000.

3-inch, 3.75 per 100, 35.00 per 1000.

Strong, bushy plants in 4-inch pots, tied up to 3-foot stakes, \$4.80 per doz., \$25.00 per 100.

BEGONIAS

Luminosa, Prima Donna. Per 100 Per 1000

2-inch \$3.00 \$27.50

3-inch 5.00 45.00

Glorie de Chataine.

2-inch 3.00 27.50

3-inch 6.00 50.00

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA.

Abelia Grandiflora. Strong 2¼-in., per 100, \$4.50; per 1000, \$40.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

ACALYPHA.

Acalpha Sanderii. 2¼-in. pots; per 100, \$5.00; per 1000, \$45.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

ALTERNANTHERAS.

Alternantheras. Brilliantissima and Aurea Nana. 2½-in., bushy and well colored, for 100, \$4.00, per 1,000, \$35.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ASPARAGUS.

Asparagus Sprengerii, 2½-inch., per 100, \$5.00; per 1,000, \$45.00; 3-inch., per 100, \$10.00; per 1,000, \$90.00; 5-inch., per 100, \$25.00; 6-inch., per 100, \$35.00. Plumosus, 2½-inch., per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., \$6.00; 3-in., \$10.00; 4-in., \$15.00 per 100. Vaughan's Seed Store, Chicago and New York.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus. 3-in. Asparagus Sprengerii, each 7c. EDGAR EASTERDAY, Nokomis, Ill.

ASTERS

Asters. Vaughan's. For varieties and prices see display advertisements elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BEGONIAS.

Begonias. Coralline Lucerne, 2¼-in., per 100, \$10.00; Rosea Picta, Argenta Guttata, Rubra, Thurstonii, Alba Picta, Pres. Carnot, Sandersoni, Alba Perfecta; all 2¼-in., per 100, \$6.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Begonias, Luminoza, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100. \$27.50 per 1,000; 3-in., \$6.00 per 100; \$50.00 per 1,000. R. Vincent, Jr. and Sons Co., White Marsh, Md.

Begonias. Flt. 2¼-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2¼-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

HILL'S BOXWOOD

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.

Boxwood	Each
Ball shaped	B & B 14x14 in. \$3.50
"	" B & B 16x16 in. 4.25
"	" B & B 18x18 in. 5.50
"	" B & B 24x24 in. 6.50
Pyramid shaped	B & B 2½ ft. 4.50
	" B & B 3 ft. 6.50
Standards, B & B, stem 14 in., crown 16-in.	6.50

THE D. HILL NURSERY CO., INC.
Dundee Box 404 Ill.

BULBS.

Bulbs. Gladiolus, canna, tuberose, Japanese Lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Hyacinths, tulips, iris, daffodils, colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

Bulbs of superior quality. Write for prices. F. Reynold & Sons, 61 Vesey St., New York.

BUDDLEIA.

Buddleia Magnifica, per 100, \$4.50; per 1000, \$40.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Buddleia, white, pink and lilac. 2¼-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

Buddleia Asiatica, 2½-in., \$5.00 per 100. The Storrs & Harrison Co., Painesville, O.

CANNAS.

Cannas. Fine 3-in. pot plants. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand. Now ready.

	100	1,000
Matchless	\$4.00	\$35.00
Nebraska	5.00	40.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00

Cash with Order.

PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

CARNATIONS.

HERE'S A BARGAIN!

Fine plants out of soil. Ready for planting.

	100	1,000
White and Pink Enchantress	\$4.50	\$40.00
Rosette	4.50	40.00
Matchless	4.50	40.00
Ward	4.50	40.00
Nebraska	4.50	40.00

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1,000
Mrs. C. W. Ward	\$3.50	\$30.00
Matchless	3.50	30.00
White Enchantress	3.00	25.00
Pink Enchantress	3.00	25.00
Rosette	3.50	30.00
Laddie	12.00	110.00

WIETOR BROS.
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1,000
Chas. Razor (white)	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow)	3.00	25.00
Pink Chieftain (pink)	3.00	25.00
Intensity (maroon)	3.00	25.00
Marigold (yellow)	3.00	25.00
Ocotono (white)	3.00	25.00
Early Frost (white)	3.00	25.00
Seidewitz (pink)	3.00	25.00
Rose Perfection (pink)	3.00	25.00
Smith's Ideal (white)	3.00	25.00
Golden Queen (yellow)	3.00	25.00
White Chieftain (white)	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.

L. Doty (light pink)	\$3.00	\$25.00
Buckingham (pink single)	3.00	25.00
Godfrey (late pink)	3.00	25.00
H. Canning (bronze)	3.00	25.00
Volunteer (yellow)	3.00	25.00
White Gem (white)	3.00	25.00

WIETOR BROS.,
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St., Chicago

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonnafton, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview White and Golden Chadwick, \$35.00 per 1,000.

December Beauty, \$45.00 per 1,000.
Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Matrin, Mary Pickford, Marguerite Clarke, Billie Burke, \$8.00 per 100.
Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.

ELI CROSS.
150 Monroe Ave. Grand Rapids, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Pompons and Singles
Mile High Quality. 2½-in. per 100, \$5.00.
Early Varieties.

Zenobia, yellow double.
Lillian Doty, pink double.
Diana, white double.
Acto, white double.
Chas. Fohn, pink single.
Fine Bronze, bronze single.
Early Bronze, bronze single.
Late Varieties.
Hilda Canning, bronze double.
Beck McLean, bronze double.
Wilcox, bronze double.
Jules La Gravia, red double.
Western Beauty, pink double.
Donald, pink double.
Golden Wedding, yellow double.
Sunshine, late yellow, per 100, \$8.00.
Caprice varieties. Yellow, white, bronze,
lavender and purple. Strong, healthy stock,
2½-in., per 100, \$7.00.

THE PARK FLORAL COMPANY,
Denver, Colo.

Chrysanthemums. Many of your old
favorites; strong 2-50 stock; ready for
benching; per 100, \$4.50; per 1000, \$40.00.
Black Hawk, dark red; Chas. Razer, white;
Diana (white for designs); Excelsior (hardy,
deep yellow); Glory of Pacific, pink (early);
L'Africane, rich purple; Mrs. E. A. Sied-
witz, pink; Mrs. Florence Pullman, white;
Pacific Supreme, pink; Patty, pink; Silver
Wedding, white; Unakas, pink; Bronze
Beauty, bronze; Canary (hardy, light yellow);
Early Snow, white; Estelle, white
(early); Harvard, best red; Louis Boehmer,
(ostrich plume); Oconto, white; Miss Minnie
Bailey, pink; Roman Gold, yellow; Tints of
Gold, pink, and bronze; White Bonafon.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate;
25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock, ready for immediate
delivery.

	100	1,000
Marigold	\$5.00	\$40.00
White Chieftain.....	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.,

Wholesale Florists.
30 E. Randolph St., Chicago, Ill.

The best chrysanthemums for florists' use.
Clean stocks and high quality. Your re-
quirements for future delivery requested.
ELMER D. SMITH & CO., Adrian, Mich.

CLEMATIS.

Clematis Paniculata, Japanese Virgin's
Bower. One of the most beautiful of our
hardy flowering vines. 2½-in. pots, per doz.,
75c; per 100, \$4.00; field-grown, per 100,
\$8.00; per 1000, \$75.00.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate; 25
and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

COLEUS.

COLEUS. Good choice varieties, including
Trailing Queen and Golden Bedder; mixed
rooted cuttings, \$1.25 per 100; 3-in., \$6.00
per 100. Montgomery Gardens, Sac City, Ia.

Coleus, best bedding kinds, fine stock, per
100, \$2.50. Cash. JOSEPH BANCROFT &
SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen plants grown from L. & W.
and other best strains of American grown
seed in the following colors: Dark Christ-
mas red, bright red, Rose dark-eye, White
carmine eye, Rose Marienthal, (pink), pure
white, American Beauty, Salmon Glory of
Wandsbek.

	100	1000
2½-in. pots	\$12.00	\$110.00
2½-in. pots	15.00	140.00
3-in. pots	18.00	
3-in. pots, selected.....	22.00	

	100
3½-in. pots, selected.....	\$35.00
4-in. pots, June 1.....	40.00
4-in. pots, extra sel., June 1.....	50.00

Add 5 per cent for packing. If Salmon
alone is ordered add 10 per cent to the
above prices.

ROMAN J. IRWIN
43 West 18th St. New York

CYCLAMEN.

Cyclamen, for one week only. 2½-in.,
\$10.00 per 100; \$90.00 per 1,000; 3-in., \$20.00
and \$25.00; 4-in., \$40.00 per 100. Geo. A.
Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Best for cut flowers, strong di-
visions. Sylvia, Lyndhurst, Yellow Duke,
Jack Rose, Perihuhn, Miss McCullough, etc.,
per 100, \$4.00. Le Grand Manitou, Mina
Burgle, Golden Gate, Dorothy Peacock,
Dream, White Jack's Discovery, P. Bonyon,
salmon pink; Princ. Juliana, white; Prog-
ress, lavender, etc., per 100, \$10.00. Mix-
ture, per 100, \$3.50; 25 at 100 rate. Cash
please. SHELLROAD GREENHOUSES, Col-
gate, Baltimore, Md.

Home Grown Stock

Greatly Increased Demand

Because of the Federal
embargo against the im-
portation of most kinds of
Garden Plants, Roots and
Bulbs, home grown stock
is now in greatly increas-
ed demand.

If you have any to offer
or are likely to have it
soon, advertise in these
columns now.

Dahlias. 18, all different, labeled, several
classes and colors. \$2.00—retail value about
\$5.00; 6 sets (103 dahlias), \$10.00. 18 mixed
unlabeled, \$1.00—\$5.00 per 100. Hybrid
dahlia seed, \$1.00 per packet. Named cut-
flower sorts, double red, pink, yellow or
white, \$9.00 per 100. Everything PREPAID.
Catalogue FREE. ALT F. CLARK, "The
Dahliast," Netcong, N. J.

DELPHINIUMS.

Delphiniums. 2½-in. from cold frames,
in prime condition. Bella Donna and For-
mosum, per 100, \$5.00; per 1000, \$45.00.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate; 25
and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

FERNS.

Ferns. Bostons and Scotti. Exceptionally
strong, clean, pot grown stock for immedi-
ate shipment. For sizes and prices see ad-
vertisement elsewhere in this issue. R.
Vincent, Jr. & Sons Co., White Marsh, Md.

FERNS.**TABLE FERN SEEDLINGS.**

Ready June and later.

Per flat, \$3.00; 5 flats, each, \$2.75; 10
flats, each, \$2.50.

In all best varieties as follows: Pteris
Wilsonii, Pteris Victoria, Pteris Mayii, Pteris
Serrulata, Pteris Winsetti, Pteris Tremula,
Pteris Argylea, Aspidium Tsussumense,
Cyrtomium Flaccidum, Cyrtomium Roch-
fordianum, Albo-Lineata.
2½-in. pots, per 100, \$6.50; per 1000, \$55.00.
Boston, Roosevelt, Whitmanii, Verona,
Teddy Jr., Scotti, Dwarf Boston, 2½-in.
pots, per 100, \$8.00; per 1000, \$75.00.
Macawii, 2½-in. pots, per 100, \$7.00; per
1000, \$65.00. Bird's Nest Ferns, 2½-in. pots,
per 100, \$25.00.

ROMAN J. IRWIN

New York

Hardy Ferns at wholesale prices:

	10	100
Everygreen and Marsh shield ferns	\$1.00	\$ 8.00
Maidenhair and wood ferns.....	1.00	9.00
Goldiana and Ostrich ferns.....	1.20	10.00
Cinnamon and intertrud	1.30	12.00
and 11 other varieties. Illustrated descrip- tive list mailed free. 100 or more your se- lection billed at the 100 rate. I offer for trial a collection of 15 Goldiana, 15 Ostrich, 10 Cinnamon, 5 Maidenhair and 5 Evergreen for \$5. Cash. Packing free. LUDWIG MOSBAEK, Ferndale, Askov, Minn.		

Ferns. Boston, Teddy Junior, Roosevelt
and Whitmanii; all 2½-in., per 100, \$6.50;
per 1000, \$60.00.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate; 25
and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

BOSTON FERNS

Good, strong bushy stock.

5-inch	\$0.40
6-inch	.75
7-inch	.90
10-inch	2.00

Packing charges free

DAVIS FLORAL CO.,

Davenport, Iowa.

Dish Ferns. Holly, Wimsetti and Aspe-
dium, per 100, \$4.00.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate; 25
and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Table ferns, standard varieties, 2½-inch,
\$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Ferns of fine quality. For varieties and
prices see advertisement on front cover page
of this issue. F. R. Pierson, Inc., Tarry-
town, N. Y.

Ferns. 4-in. Boston and Verona, per 100,
\$22.00. 6-in. Boston, ready for 8-in., each
80c. EDGAR EASTERDAY, Nokomis, Ill.

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00;
5-in., \$50.00 per 100. Vaughan's Seed Store,
Chicago and New York.

FEVERFEW.

Feverfew, 3-in., per 100, \$4.00; 4-in., per
100, \$8.00. Cash. JOSEPH BANCROFT &
SON, Cedar Falls, Ia.

FUCHSIAS.

Fuchsia. Avalanche, Black Prince, Mrs.
M. G. Hill, Speciosa, 2½-in., per 100, \$5.00;
3-in., per 100, \$10.00; 4-in., per 100, \$20.00.
The Storrs & Harrison Co., Painesville, O.

GLADIOLUS.

Gladioli. Grown on our own farm from
true planting stock. For varieties and prices,
see display advertisement elsewhere in this
issue. Vaughan's Seed Store, Chicago and
New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GLADIOLI.**HALLEY**
Earliest Salmon Pink

Always the best for wholesale as well as retail florists; most profitable cut flower variety.

SPECIAL OFFER

1st. Size 2nd. Size
HALLEY\$30.00 \$27.00

5 per cent cash with order, 2 per cent ten days, 60 days, net.

WELLER NURSERIES COMPANY, INC.
Gladioli, Specialists—Perennial Specialists.
Holland, Mich.

Gladioli, America, Principine, Primulinus Hybrids and good mixed, 1-in. and up, all blooming size, \$10.00 per 1000. **H. HILLS,** Bristol, Ind.

GERANIUMS.

We have something like 30,000 2-in. geraniums, S. A. Nutt and Beaute Poltevine, per 100, \$5.00; per 1000, \$45.00. **S. T. DANLEY & SON,** Macomb, Ill.

Geraniums, rooted cuttings only, send for prices. **ALBERT M. HERR, R. F. D. 8,** Lancaster, Pa.

GRAPE CUTTINGS.

10 assorted 2-year grape vines, No. 1 carefully labeled, \$1.25, prepaid. 10 assorted, 1-year, \$1.00, prepaid. **NASH NURSERY,** Three Rivers, Wis.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. **The Decorative Greens Co.,** Kingston, Ala.

HARDY PERENNIALS.

Hardy perennials, Dreer's pot-grown stock. For varieties and prices see display advertisement elsewhere in this issue. **Henry A. Dreer,** 714 Chestnut St., Philadelphia, Pa.

HYDRANGEAS.**FRENCH HYDRANGEAS.**

2½-in. pot plants. Late summer propagation. Per 100, \$7.00; per 1000, \$60.00.

Avalanche, Baby Bimbinet, Gen. Vibraye, Souv. de Mad. Chautard, La Lorraine, Lillie Mouillere, Mme. E. Mouillere, Bouquet Rose, Radiant, E. G. Hill, Mousseline, Mme. A. Nonin.

The following newer sorts, per 100, \$12.00; Satinette and Trophee.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. **GILBERT H. WILD,** Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1,000; 2-in., \$3.75 per 100; \$35.00 per 1,000. **R. Vincent, Jr. & Sons Co.,** White Marsh, Md.

LANTANAS.

Lantanas. Comte de Blencourt, pink; Alba Perfecta, white; Michael Schmidt and Leo Dex, orange-scarlet; Jacob Schultz, crimson; Radiation, orange red, per 100, \$5.00; per 1000, \$45.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

LEMONS.

Lemon Ponderosa, 2¼-in., per 100, \$7.00; per 1000, \$65.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. **H. N. Bruns,** 3032-42 W. Madison street, Chicago.

MARGUERITES

Marguerites, 3-in., fine bushy stock, per 100, \$6.00; 4-in., per 100, \$10.00. Cash. **JOSEPH BANCROFT & SON,** Cedar Falls, Ia.

NURSERY STOCK.

Large quantities Catalpa Bungei, 1-year heads, fine stock; Currants, 1 and 2-year; Gooseberries, Houghton, 1 and 2 years; Carolina and Lombardy Poplars, 4-6 feet, 6-8 feet, 8-10 feet, 10-12 feet. Grape vines, 1 and 2-year; Spirea Von Houtel, 12-18 in., 18-24 in., 2-3 feet, 3-4 feet. Write for prices. **T. W. RICE,** Geneva, N. Y.

SPIRAEA VAN HOUTTEI—A good buy. 1 year, 18 to 30 inches high, per 100, \$4.00, per 1,000, \$38.00. This is the best value in lining out stock that you have been offered this season.

CHARLES NASH NURSERY.
Three Rivers, Mich.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Orange Otaheite, 2¼-in., per 100, \$6.50; per 1000, \$60.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

PANSIES.

200,000 PANSIES, FALL TRANSPLANTED.

Superb strain raised from seed of my own saving; the result of twenty-five years' selection.

\$1.75 per 100; \$15.00 per 1,000

3.00 per 100; 25.00 per 1,000

2.25 per 100; 20.00 per 1,000

April delivery. Express only.

Cash please.

LEONARD COUSINS, JR.
Concord Junction, Mass.

200,000 large, stocky, Sept. transplanted, field-grown, blooming pansy plants. Steele's Greenhouse Special and Private Stock; also Vaughan's International mixed. All salable stock, "none better." Per 100, \$1.70; per 1000, \$15.00. Cash. Satisfaction guaranteed. Orders shipped promptly. Brill Celery Gardens, Kalamazoo, Mich.

Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. **HILL-CREST GARDENS,** Albert Lea, Minn.

Pansy plants, Giant Trimadeau, mixed, per 1000, \$4.00. **S. T. DANLEY & SON,** Macomb, Ill.

PEONIES.

Cut peonies for Mothers' Day, per 100, \$8.00 to \$15.00. **H. G. WALKER,** 312 W. Chestnut St., Louisville, Ky.

PINKS.

Hardy Scotch Pinks. Five named sorts, 2¼-in. pots, per 100, \$4.50; per 1000, \$40.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

PRIMULAS.

Primula Obconica Gigantea, Mile High Strain. This strain cannot be surpassed. Flowers will average over the size of a dollar. Ready May and June. 2¼-in., per 100, \$7.00.

THE PARK FLORAL COMPANY, Denver, Colo.

Primula obconica, 2½-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

ROSES.**HEADQUARTERS FOR ROSES,**
2¼-inch

Look over the list. It may contain sorts you are "short on." Prices low—considering quality. Our guarantee of thirty years "Satisfaction Guaranteed" still stands.

BABY ROSES.

Per 100, \$7.00

Anna Mueller	Baby Rambler
Baby Echo	Geo. Elger
Ellen Poulsen	Orleans
Etoile Luisante	Baby Dorothy
(Baby Herriott)	Catherine Zelmet
Le Ponceau	Lemarne
Mrs. Wm. H. Cutbush	Middle F. Favre
Baby Doll	Gross an Aachen
(Tip Top)	

Edith Cavel, per 100, \$8.00.

HYBRID PERPETUALS.

Per 100, \$8.00

Anne de Diesbach	Gen. Jacqueminot
Conrad F. Myer	Hugh Dickson
Hls Majesty	Paul Neyron
Magna Charta	Captain Christy
Prince C. de Rohan	J. B. Clark
Boule de Neige	Geo. Dickson
Duc de Rohan	Jubilee
Frau Karl Druschki	per 100, \$10.00.

TEAS AND HYBRID TEAS.

Per 100, \$6.00

Bridesmaid	Souv. de P. Notting
Mdlle. F. Kruger	Crimson Queen
Burbank	Catherine Mermet
Mrs. Benj. R. Cant	F. R. Patzer
Yvonne Vacherot	The Queen
Champion of the World	Louis Philippe Wellesley

Per 100, \$6.50

Countess of Gosford	Roses Reid
Helen Gould	Florence Forrester
Helen Good	Marie Guillot
Meteor	White M. Cochet
Clothilde Souper	Florence Pemberton
Mad. A. Chautard	Papa Gontier
Safrano	Maman Cochet
Duchess de Brabant	Bluemschmidt
Marie Van Houtte	Gross an Teplitz
Lady Hillingdon	Miss Cynthia Forde

Per 100, \$7.00

Etoile de France	President Taft
Mrs. Geo. Shawyer	Edward Mawley
Eugene E. Marlitt	Laurent Carle
Mad. Paul Euler	Sunburst
Souv. de Pres. Carnot	Mad. Lombard
Kaiserin A. Victoria	Duchess of Albany
Radiance	Hermosa
Hadley	White La France
Red Radiance	Francis Scott Key
Gen. McArthur	Mad. J. Guillemot

Per 100, \$8.00

Antoine Rivoltre	Winnie Davis
(Mrs. Taft)	Mad. Segmond Weber
Mrs. A. K. Waddell	Ophelia
My Maryland	Mad. C. Testout
Arthur R. Goodwin	Mrs. Chas. Bell
(Pernetiana)	

Per 100, \$7.50

Killarney

Legion, per 100, \$15.00.
Frank W. Dunlop, per 100, \$10.00.
Chas. K. Douglas, per 100, \$25.00.
Mad. Butterfly, per 100, \$15.00.
Crusader, per 100, \$12.00.
Col. Oswald Fitzgerald, per 100, \$25.00.

HARDY AND TENDER CLIMBERS.

Per 100, \$6.00

Cl. American Beauty	Dorothy Perkins
Cl. Gross an Teplitz	Cloth of Gold
Red Dorothy Perkins	White Dorothy Perkins
(Excelsa)	kings
Gardenia	William Allen Richardson
(Hardy Marechal Neil)	Aviateur Bleriot
Tausendschon	Crimson Rambler
Pink Tausendschon	Hiawatha
(Rosarile)	Lady Gay
Velichenblau	Silver Moon
(Blue Rambler)	

Per 100, \$6.50

American Pillar	Cl. Mad. C. Testout
Cl. White M. Cochet	Bess Lovett
Dr. W. Van Fleet	Paul's Carmine Pillar
Cl. Kaiserin A. Victoria	Cl. Marie Guillot
Cl. Lady Ashtown	Cl. Papa Gontier
Climbing Ophelia	Cl. Maman Cochet
Paul's Scarlet Climber	per 100, \$10.00
	per 100, \$3.00

THE GOOD & REESE CO.
The Largest Rose Growers in the World.
Springfield, Dept. C. Ohio.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

ROSES.

Roses. Two Million Plants. Forcing, bedding and outdoor varieties, both 2½-in. and 4-in. own root. Write for descriptive catalogue and prices; and send us a list of your wants.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

ANGELUS.

The Sensational White for 1922. Order now for March delivery.

Prices will be:

Grafted.	Own Root.
100.....\$ 42.50	100.....\$ 35.00
1,000..... 375.00	1,000..... 300.00
2,500..... 912.50	2,500..... 725.00
5,000..... 1,750.00	5,000..... 1,375.00
10,000..... 3,350.00	10,000..... 2,600.00

CHARLES H. TOTTY CO., Madison, N. J.

2½-INCH ROSE STOCK.

	100	1,000
Ophelia	\$9.00	\$80.00

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers.
30 East Randolph St. Chicago

ROSES.

Ready for planting out May 10. Am. Legion, 5-in. pots, each, 75c. Mrs. Aaron Ward, Cornelia, Mrs. Prentiss Nicholls, Premier, Double White Killarney, Columbia, Butterfly, Ophelia and others, 6-in. pots, per 100, \$60.00.

WM. K. HARRIS
55th and Springfield Ave., Phila., Pa.

ROSES—BENCH PLANTS.

Ready now, 500 grafted white Killarney; 250 grafted Ophelia, per 100, \$10.00. Cash. **JOSEPH BANCROFT & SON,** Cedar Falls, Ia.

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

See ad Mch. 4. Send for list 350 best sorts. Leedle Co., Expert Rose Grow., Springfield, O.

SAGE.

Sage, Holt's Mammoth, for seasoning; per 100, \$4.50; per 1000, \$40.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

SALVIAS.

Salvias, St. Louis, America and Splendens, 2½-in., per 100, \$4.50; per 1000, \$40.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

SEEDS.**ASPARAGUS PLUMOSUS NANUS SEEDS.**

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, \$15.00 per 1000. All other colors, \$12.00 per 1000. **S. S. SKIDELSKY & CO.,** 50 Park Place, New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

SEEDS.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and the highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbenia in variety. Waldo Kohnert, Gilroy, Calif.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed. New crop Asparagus plumosus Nanus, per 1000, \$4.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Lettuce Seed Specialists and general wholesale seed growers. C. C. MORSE & CO., San Francisco, California.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

VEGETABLE PLANTS.

Cabbage Plants. Strong, stocky, spring sown from choice strains of seed. Early Jersey Wakefield, Copenhagen Market, Louisville Drumhead, All Seasons, per 1,000, \$2.00. Special prices quoted on lots of over 10,000. Orders for less than 1,000 not accepted. Sample plants mailed on receipt of postage. **ELMS PLANTATION CO.,** Roper, N. C.

Cabbage plants. Chas. Wakefield, Copenhagen Market and Succession, transplanted, per 1000, \$6.00. S. T. DANLEY & SON, Macomb, Ill.

VINCAS.

Vincas Variegated, fine stock. Special for orders accompanied by cash received by us before May 15. Stock, per 100, \$3.00; 3-in., per 100, \$6.50. **JOSEPH BANCROFT & SON,** Cedar Falls, Ia.

VIOLETS.

Violets. Clean and healthy; Lady Hume Campbell; Princess of Wales; 2½-in., per 100, \$4.50; per 1000, \$40.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. **DE WITT SISTERS,** Feather flowers exclusively. Battle Creek, Mich.

Concrete bench legs, 16-inches high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. **DAVIS-JOLIET CO.,** Davenport, Iowa.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Glass Cloth. A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Bladen, Neb.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$8.50. Good stock. Cash, please. Gorham Printery, 542 S. Dearborn St., Chicago.

Deers "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse bollers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Glass, large stock and good prices. Sharp Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Bollers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Bauer Window glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERTILIZERS.

GREATEST FERTILIZER ON EARTH.
No. 1 Canadian unbleached hardwood ashes with a kick in them. For gardens, lawns and flowers. Do not take any other fertilizer just as good from your dealer. If he does not keep them in stock you can be the agent for them and make \$10.00 a ton by selling them to your neighbors for \$2.00 per 100-lb. sack. Send me your order; I will deliver them to your railroad station, all charges paid, for \$30 a ton.

GEORGE STEVENS.
Peterborough, Ontario, Can.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 132 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress reef material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kind of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouses. Estimate, plans and information gladly given. Write us for catalogue. King Construction Co., North Tonawanda, N. Y.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Aphine, \$1 per qt., \$2.50 per gal. Fungine, \$1 per qt., \$3.50 per gal. Vermine, \$1 per qt., \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

VERBENAS.

Lemon Verbenas. 2 1/4-in., per 100, \$5.00; per 1000, \$45.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Verbenas, assorted colors, dwarf and bushy, showing buds. 2 1/4-in. stock, per 100, \$3.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

It Lets the Florist Sleep

GIBLIN GREENHOUSE BOILER

Send for catalog now.

GIBLIN & COMPANY, Utica, N. Y.

Mention the American Florist when writing.

THOMSON'S
CELEBRATED
MANURES
PERFECT PLANT FOODS
UNRIVALLED FOR
ALL GARDEN CROPS.
SOLD BY ALL SEEDSMEN
OR FROM SOLE MAKERS.
WM THOMSON & SONS Ltd.
CLOVENFORDS, SCOTLAND

Mention the American Florist when writing.

 **Western Pottery Co.**
High Grade Flower Pots
5220-30 So. Norwood Park Ave., Chicago

Mention the American Florist when writing.

No loss if you mend your split carnations with
 
Superior Carnation STAPLES
35c per 1,000; 3,000 for \$1.00 Postpaid
Wm. Schlatter & Son

Before After
12 Pynchon St., Springfield, Mass.

Mention the American Florist when writing.

John C. Moninger Co.

GREENHOUSES

Designers—Manufacturers—Builders

We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

RED STANDARD FLOWER POTS

Seed Pans and Azalea Pots

Send for Price List.

HILFINGER BROS., POTTERY
FORT EDWARD, NEW YORK

205 Richdale Ave.,
CAMBRIDGE, MASS.

2171 Flushing Ave.,
MASPETH, L. I., N. Y.

Estab. 1765



Incorp. 1904

World's Oldest and Largest
Manufacturers of

FLOWER POTS

A. H. HEWS & CO., Inc.

Cambridge, Mass.

Mention the American Florist when writing.



Split Carnations

Easily Mended.
No tools required.
Pillsbury's Carnation Staples

1000, 35c.
3000 for \$1.00. Postpaid

I. L. PILLSBURY
GALESBURG, ILL.

Mention the American Florist when writing.

The Regan Printing House

Large Runs of CATALOGUES

Our Specialty
Write for Prices

523 Plymouth Court, CHICAGO

Mention the American Florist when writing.

SUPERIOR Flower Pots

Quality and Price Right. ASK US.

THE TOWNSLEY POTTERY
IDAVILLE, INDIANA

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
In Quantity

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

GREENHOUSES

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WINDOW AND PORCH BOXES.

A Profitable Field.

With all danger of frost past, it is
now time to look to the decoration of
the window ledges. The supplying and
filling of window boxes is a department
of the business that is a comparatively
undeveloped field. If handled in a
thorough, business-like manner, a great
trade can be worked up in these summer
window gardens that will bring as
good returns as any other line.

The first and greatest factor is pub-
licity. Customers, and the general pub-
lic as well, must be told so much about
window boxes that the dwelling will
be found bare without them. It should
be made a regular campaign. First en-
gage the entire list of customers. Then
go carefully over the ground desired to
be covered and select the names of all
likely prospects.

In addition to the circular mat-
ter, which should be illustrated,
live and compelling personal letters
detailing a plan of decoration for
all or a portion of the vantage
points, as window ledges, over door-
ways, balconies, or on top of walls,
etc., offering several plans, with prices,
should be sent out. Some trouble;
yes, but well worth while. Some re-
sponsive chords are sure to be struck,
and there is always a possibility in the
follow-up. After a start has been made
and examples of the work are seen,
then is a good follow-up time, as there
is something to refer to. "We will
furnish and fill such boxes as we have
just erected for your neighbor, Mrs.
Smith, for \$15.00." Some will then
consider a proposition who would not
like to be the first, but will join with
others in the movement for a city
beautiful.

To push a campaign of this sort, one
must be well supplied with stock. A
full line of boxes is a great help; the
rustic and bark-covered wooden boxes

are the cheapest and are easily made
to fit any sized window. If well paint-
ed inside, they will give good service
for several years. The newer cement
patterns are coming rapidly to the
front, as are the terra cotta. These are
very ornamental, often conforming to
the architecture of the building. Cast
iron, and others of galvanized sheet
iron, having reservoirs for water in the
bottom, styled "self-watering" boxes,
are all good, and if kept well painted
last a long time. For all metal or
stone boxes there must be adequate
support, as when filled with soil and
plants and saturated with water they
are very heavy.

Precautionary Measures.

From the fact that in many cases,
particularly in new work, that the
boxes are experimental—on trial, as it
were—every care should be taken to
make them satisfactory. It is neces-
sary that the right kinds of plants are
selected for the sunny and shady ex-
posures, and that until well established
they do not suffer from neglect. Serv-
ants, as a rule, do not know how to
care for them and do not look with
favor on extra duties such as the care
of the window boxes. A little encour-
agement and explanation to the par-
ties in charge is a great help.

From spring to fall boxes can be
filled three times—first with pansies or
daisies, to be followed by geraniums
and other blooming stock and vines,
and from August to October Scotti-
ferns are most satisfactory. In many
cases the first two fillings, particularly
in built-up residential districts, suffice
—April to May 10 for the pansies, and
then the geraniums, which are kept
going until the house is closed for the
summer. In one of the "city beautiful"
campaigns in a section of Philadelphia
an effort was made some years ago to
have the boxes cared for after the

houses were closed, but by many the expense and the danger of having strangers about the property was considered too great, and after one year it was discontinued.

Good, rich soil is essential to success, and a top dressing of bone meal occasionally is a great help. A combination box that will last the entire season is filled with geraniums and vincas and along the front edges, just back of the vines, a row of small Boston or Scotti ferns. These will come along nicely and by the first of August will take the place of the geraniums, which can be then cut down, as their foliage in the hot, dry weather gets covered with red spider, turns yellow and is unsightly.

Next Week in the Flower Shop.

With the trees all in leaf shrubbery coming into flower and all nature looking its best, the store should reflect this seasonable change and blossom out with all the new material at its command. The shop must present a bright inviting appearance that greets the visitor favorably or holds for a moment or more those who are continually passing, each of whom is a possible customer.

Snowballs are now in; a large vase or vase basket of well flowered sprays makes a fine display for the window. These are soon followed by the early flowering hardy white hydrangea which can be shown in window and store in various decorative schemes. A large

Do not neglect the possibilities in a good pavement display, as many sales are made when the goods are attractively shown to people who had no thought of purchasing until the beauty of the plants caught their eye, and the garden and flower beds at home soon had important additions. Pot roses or the dormant stock from the benches of the growers, who are putting in new varieties for the old, and which at one time they had to burn up to get rid of, are now to be had in quantity and can be sold at handsome profit. The display and the descriptive card bring to mind the vacant space in the garden that is soon filled, but which for the suggestion, would have been overlooked.

Hanging baskets will sell if shown in good condition. Swing one at each end of a cord over two pulleys, one balancing the other, showing how easily they are cared for in this way when one pulled down to be watered is held in place by the other. Such little novel points often make the sale.

There should always be sample boxes of cut flowers nicely arranged and on view in flower case or window. Many sales are made when the prettily arranged box suggests to the observer how it would cheer up a friend who is ill, or be just the thing for an anniversary gift such as they had been looking for.

Boxing cut flowers so that they show to the best advantage is well worth the little extra time it takes, which, when one gets in the way of doing it right, adds much to their appearance. A dozen roses appear much better if half are placed at each end of the box, their stems overlapping in the center. Crumpled wax paper should be placed under the buds to hold them up. Other shorter flowers are then laid over the stems and finished in the center with a little green and a scattering of pansies or other small flowers to give a finish. It is well to tie the rose stems to the bottom of the box with tape; this will then hold all flowers from sliding to one end should the box become tilted. A little nosegay on the outside makes a finish that is always appreciated and sure to be spoken of.

MEMORIAL DAY PREPARATIONS.

Memorial Day which in some localities is the greatest flower event of



WINDOW BOXES OF GERANIUMS AND MARGUERITES.

For all shaded locations palms, Pandanus Veitchii, aspidistras, ferns, Asparagus Sprengeri and vincas will be found to be very satisfactory. Crotons, acalyphas, Pandanus Veitchii, with varieties of the Boston fern and tradescantias and vincas for vines, will make very showy boxes for sunny exposures, but should have ample room for roots, and with good drainage must not suffer for want of water. Watering, it is perhaps needless to say, should be done in the late afternoon. An extra drink in the early morning in extreme hot weather is also beneficial.

All boxes should rest perfectly level on strips of wood, to raise them about an inch above their foundations, leaving an air space, which permits of better drainage and at the same time protects the wooden porch box and also the floor on which it may be resting. Porch boxes, which are at times used to cover long distances, should never be of extreme length. They are then awkward and heavy to handle. Four feet is a convenient size.

Wherever possible, all boxes are best filled at the greenhouse; plants that have a week or so to get set and start a new growth have a much better chance than in the box filled and placed at once in position.

show magnolia wreath, sprayed with such flowers and a ribbon finish, is sure to attract attention.

Rush the window box campaign; every early box that goes into place is a great help in securing other orders. Keep the boxes that decorate the store front at their best all the time, as they are a great factor in showing the way.



LOW WINDOW BOXES WHICH DO NOT OBSCURE SIGNS.

EAST NORWALK, CONN.—JOS. F. Meckel recently purchased the R. E. Morrison greenhouses, 58 Van Zandt street, and will continue the business.



WINDOW BOXES OF VINCAS AND GERANIUMS.

the year will soon be here. Why it should be so generally celebrated in one section of the country more than another is something that the trade should look into. Enterprising florists who extensively advertised Memorial Day wreaths and sprays made of magnolia leaves and artificial flowers are said to have greatly increased the demand for all kinds of flowers throughout the New England States, where the demand now always overtakes the facilities of the trade.

There should always be on hand a quantity of magnolia and other prepared foliage wreaths which can in a few minutes be decorated with garden shrubbery and touched up with a few of the greenhouse flowers. Sprays made of various sized, prepared sago palm leaves, can be quickly decorated with shrubbery and a tricolor ribbon. Small tricolor, wood, chinelle wreaths tied in with the ribbon are in keeping with the occasion. Being prepared with a good stock of all the staple things that can be gotten ready in advance, is of the greatest importance and every spare minute should now be devoted to this work.

School commencements will soon become a factor. In spite of the movements that at times are made to discourage the use of flowers at these events, they are inseparable and will always continue as most suitable gifts for the fair girl graduate. Very much can be done by the enterprising florist in working up trade for these events. Advance plans of decorations for the hall are always well received. Getting in early touch with committees, class presidents, lists of scholars and their home addresses, which can then be circulated, is good propaganda and calculated to secure a major portion of the trade.

Plan your summer trip to take in

the Kansas City, Mo., convention of the Society of American Florists, August 15-17. Aside from the importance of the convention itself there will be found much of great interest to be seen in this wonderfully progressive western city. It is predicted that this will be one of the largest conventions in point of attendance ever held, it being convenient to all the large cities of the central west while the trade of Kansas City is well organized and has arranged a splendid programme of entertainment for the visitors.

Austin Floral Co., Inc.

The Austin Floral Co., Inc. 722 Congress avenue, Austin, Tex., was recently reorganized with E. Paxton Daviss, Jr., formerly of Waco, Tex., the new manager. Mr. Daviss has had many years' experience in the florist business, at one time being associated with Wolf The Florist, Waco. He also conducted a retail shop of his own at Dallas, Tex. Mr. Daviss was formerly a student at the university at Austin and the company is especially desirous of catering to the needs of the students. As the originator of the "Pax" basket for elaborate weddings and other occasions, Mr. Daviss has aided considerably in giving increased prestige to the firm.

Many improvements have been made in the company's retail store, including a newly arranged stock room for the numerous designs, boxes and baskets, and a customers' rest room, equipped with an ivory finished wicker set, writing materials, large mirror and telephone.

In addition to its downtown store the firm operates two finely equipped ranges for the production of plants and flowers, the one at Floweracres, near Austin, comprising five acres of irrigated land, mainly devoted to Shasta daisies, gladioli, dahlias, Asparagus plumosus

and seed stock. A full complement of greenhouses, large elevated water tank, lath houses, complete engine and pumping plant for an inexhaustible supply of water, electric lights and other modern improvements make Floweracres an ideal establishment. The firm recently leased the plant owned by Mrs. A. J. Seiders, 1106 West Thirty-eighth street, Austin, consisting of three houses, 21x100 feet, another 15x50 feet and a boiler shed, producing principally pot plants and sweet peas.

The Austin Floral Co., Inc., is a member of the Florists' Telegraph Delivery Association, and has for its slogan: "Satisfactory Service to All; For Florists Fone 8261."

Spring Weddings.

Look out for your share of the spring weddings; always have some feature connected with these events in your window display, at times more than others, but always something. The slightest hint may sometimes lead to an order.

See that the pens and blotters are changed daily at the customer's writing desks with a fresh vase of flowers. Such little attentions are appreciated.

Have you noticed the spring advertising of the national publicity committee of the Society of American Florists? Columns of well written matter have appeared in a number of the best magazines the past month which are a great credit to the committee. It is, however, but a tithe of what should be running all the time, and if every florist would invest but a "dime a day" in this advertising, which with its "Say It With Flowers" slogan has given such publicity to the business, the committee would have a fund of over \$300,000 at its command. What a grand sum and what a trifle it would take to make it up. What say you, brother, will you not lay it aside?

PLANT NOTES.

Asters.

The early and midseason asters should be planted out as early as the season will allow. If the plants are hardened off for two or three weeks in a cold frame and gradually given night air as soon as safe, they will endure the outside temperature much better than those carried directly from the warm greenhouse. The land should be prepared at once, and while asters will grow on almost any piece of ground, success or failure depends much on the proper preparation of the soil. Land that was manured last fall and plowed is by far the best, and all that will be required in the spring is a shallow plowing or disking and then leveling. It is well not to level off too large a tract at once, for heavy rains occur at this season which pack the soil down hard. Before planting give the young plants a thorough watering, and if in boxes or the bench, cut through the rows with a knife a day before planting. Lay the field out in rows from 25 to 30 inches apart, giving the branching varieties the greater distance, with a wider space every fifth or sixth row to provide a walk when cutting the flowers, and set the plants from 12 to 18 inches apart. Plant with a trowel, for the plants set in a dibbled hole will not take hold as quickly, and with the early asters the slight difference in time taken in planting is more than made up in the early blooming; the dibble packs the soil around the plant and the roots do not grow into it as freely, and the roots are also contracted in the small hole made by the dibble. As soon as the field is planted, if possible, give the plants a good watering and then cultivate lightly with a wheel hoe to loosen up the soil.

Rambler Roses.

The rambler roses for Memorial Day will demand constant attention, for at this season of the year aphids and red spider increase very rapidly if the conditions are propitious. It is far better to keep these insects down by proper culture than to be obliged to resort to measures to kill them. Give the plant all the ventilation possible, but drafts will often cause mildew on the soft foliage, so these must be guarded against especially, and low ventilation such as open doors with the wind drawing through the houses. Syringe thoroughly on bright days. There is no better prevention for red spider than a good syringing that will reach the under side of the leaves, which will quickly break up the colonies of spiders that gather there. If the plants require fumigation, it should be light, for often the young foliage is very tender and heavy fumigation with smoke quickly burns it. When the pots are full of roots a watering with liquid manure or a mulch of sheep manure mixed with sifted soil will be found very beneficial and will add a lustre to the foliage and deepen the color of the flowers.

Primulas

For plants of both *P. sinensis* and *obconica*, for blooming next spring, May is the best time to sow the seed, which germinates very readily at this time, but if this is delayed until June it will often be found quite difficult to get the seed to start well, and as the young seedlings grow very slowly they will require constant attention during the

warm weather, for a few hours' sun when they are dry will cause the loss of all the plants. The soil should be sifted in a fine sieve, as the seeds are very small, and they should not be covered with the soil, but sown thinly on the soil when loose and then pressed flat with a board. Watering should be done with a very fine rose on the can, so as not to wash the seeds or soil. At this season of the year the seed will germinate readily in almost any greenhouse, but it is well to cover the seed pan or box with glass to prevent too rapid evaporation, and until the plants begin to make growth, keep the pots well shaded. Many growers wrap a piece of paraffin paper around the glass that is placed on the seed pan. This allows plenty of light to germinate the seed and will prevent the direct rays of the sun from burning up the young seedlings when they start to grow. As these young plants grow very slowly, some soils will often become caked or scaly, and if this occurs the top should be carefully broken up to allow the air to enter. As soon as three or four leaves are formed, pot in 2½-inch pots, not too deeply, but yet deep enough to have them stand erect. They should then be placed in a cool house, and much of the success of their culture depends upon the care and watering in their early growth. They are a moisture-loving plant and should never become dry, yet they are easily overwatered and will not make a good growth if continually kept soaked; frequent and light waterings are the best. A lightly shaded frame with the pots plunged in the soil and the sash lifted at top and bottom for free circulation of air is the best location for summer culture.

Pansies.

The sale of pansy plants will soon be at its height, and there is nothing that the florist or grower sells upon which more time is wasted than in selecting a small order of pansies if the customer is shown a frame of a few thousand plants. The better way is to have boxes or baskets holding a dozen plants all made up for the customer. It is not necessary to put up more than will be required for one or two days' sale, but as fast as sold keep the stock replenished. There are many patrons who will be well satisfied with a good selection already placed in a basket who will take an hour of a salesman's time in making their choice out of a frame. Any late seedlings should be planted in the frames at once, and these will make fine plants for late May or early June planting when the older plants are either sold or have become too large for bedding purposes.

Gladioli.

The gladioli that are being forced for spring blooming will soon begin to open their flowers, and to have good clean stock they will require attention. The spikes should first of all be kept erect, for if they get bent and crooked half their value is gone, and this will occur very quickly on the bright, sunny days when the plants lean over, so they should be kept tied either to stakes or wires to prevent this. The spike should be cut when the first flower opens and placed in water and the other flowers opened in the office or store-room. These flowers spot very quickly if water is sprinkled upon them in the greenhouse, and at this season of the year syringing on bright days is a necessity or the red spider is sure



MOTHERS' DAY FLOWER BASKET.

to obtain a foothold, and if these pests become once well established it is almost impossible to eradicate them. Considerable discussion is often heard as to whether the corms of gladiolus forced are of any value another year. If the plant is not cut too far down on the stem and the corms are given an opportunity to thoroughly ripen, there is no doubt but that the bulbs may be grown another year and good results obtained, but if the plant is cut off clear down to the ground the corm has no chance to make its full growth or to ripen, and the corms will be practically worthless. Corms that are forced this year and the spike cut so as to leave three or more leaves, if properly ripened, can be planted outside another year and the following year first-class corms will be the result. The *Gladiolus Colvillei* can be forced year after year if grown properly.

Asparagus Plumosus and Sprengeri.

Small stock of *Asparagus plumosus* and *Sprengeri* are now a necessity with all plantmen, for they are freely used in fern dishes and in plant baskets, being very satisfactory plants for house culture. Fresh seed can now be obtained and the stock grown on through the summer, which will make fine stock for the next winter. The seed will germinate more readily and evenly if soaked in lukewarm water placed in a warm location for 24 hours before planting. Instead of sowing the seed broadcast, it is better to sow them about three-quarters of an inch apart, and they can then be allowed to remain in the flats until they are strong enough to transplant. Do not cover the seed too deeply; an eighth of an inch of soil sifted over the seed is ample. The first potting must be carefully done, for they make a long tap root, with very few small roots, and the soil does not adhere to it, and in the young stage this root is easily broken. A warm house with plenty of moisture and careful watering with a slight shade is all they require after being potted. Over-watering will always cause the fronds to take on a yellowish hue.

Lorraine Begonias.

The plants of the Lorraine begonia and its varieties, both the young rooted stock and the older plants, will now begin to make active growth. There is still time to propagate much stock; many growers prefer the May-rooted plants to those propagated earlier, for the plants start right off into growth at this time, while those rooted earlier grow very slowly during the late winter and early spring months. The young shoots that break from the old plants make fine cuttings at this time, and if the plants are in good health are just as good as the leaf cuttings made earlier. As soon as rooted they should be potted in a light, fibrous loam in 2½-inch pots and placed in a light, well ventilated house, but should be protected from all chilling drafts. They cannot be successfully grown in a stuffy, moist temperature, and to have strong, healthy plants, should not be forced in too warm a temperature. They will require a house in which the temperature does not fall below 60 degrees and should be given all the air possible without chilling during pleasant, bright days, carefully avoiding drafts. They will need to be watered carefully, for the roots are very fine and are growing slowly yet, and over-watering quickly shows in the growth of the plant. It is now a good time to procure young stock if the grower is not supplied, for those making a specialty of this plant will have the best of stock at this time.



MOTHERS' DAY BASKET OF SWEET PEAS.

American Orchid Society.

The annual meeting of the American Orchid Society was held at Horticultural hall, Boston, Mass., May 6, President Albert C. Burrage in the chair. A good attendance of members was present. The secretary's report showed that the society's activities were principally directed towards building up the membership, as a substantial basis for more important matters which will naturally follow increased interest in the work of the society by a larger membership. The treasurer's report was read and accepted and showing a balance to the credit of the society of \$3,163.92, a very favorable record for so young a society. A beautiful and dainty volume, containing the names of the 100 founders of the society, the by-laws, and a brief foreword by President Burrage, was presented by him to the society and read as follows:

"It is hoped that this little pamphlet giving the names of the 100 founders of the American Orchid Society, the by-laws under which they are governed, and the officers who represent them, is the forerunner of a long line, each of which will portray in some way, one of those lovely members of the great orchid family which are native to this

country, and which have so much interest not only for our ever increasing number of orchidologists but also for flower lovers throughout the world." A vote of thanks was extended the president for his beautiful gift.

A committee was appointed to formulate plans for a great orchid exhibition in 1924 to be held in Boston. A committee was also appointed consisting of H. Walter Child, Oakes Ames, and W. H. Lincoln to try and locate colonies of the almost extinct *Orchis rotundifolia* and *Pogonia affinis*. The question of offering a gold, silver and bronze medal for orchid exhibits of superior excellence at the leading horticultural exhibitions of the country was considered and left in the hands of the trustees to formulate details. It was also decided to issue an annual report in condensed form covering the activities of the society during the past year for distribution among the members.

The secretary reported 108 members, 25 being life members, membership being distributed among the states as follows: Massachusetts, 46; New York, 17; New Jersey, 16; Pennsylvania, seven; California, seven; England, three; Canada, one, and the following states one each: Michigan, Illinois, Connecticut, Delaware, Vermont, Ne-

braska, Indiana, Maine, Missouri, Kentucky and Florida. It was decided that any foreign firm can become a member of the society, as such, but only one representative of such firm shall be eligible to vote at the meetings.

The following officers were elected for the ensuing year: Albert C. Burrage, Boston, Mass., president; Theodore H. Wickwire, Jr., Buffalo, N. Y., Oakes Ames, North Easton, Mass., W. A. Manda, South Orange, N. J., vice presidents; Louis Burk, Philadelphia, Pa., treasurer; Alfred J. Loveless, Lenox, Mass., secretary; Thomas Roland, Nahant, Mass., Oliver Lines, Pittsfield, Mass., F. E. Dixon, Elkins Park, Pa., trustees for three years. George W. Butterworth was appointed to audit the treasurer's account. The meeting then adjourned.

Before the meeting President Burrage entertained the members of the society at a luncheon given at the Algonquin Club, and a very enjoyable time was spent after which a vote of thanks was given Mr. Burrage for his kindness.

WILD FLOWER EXHIBITION.

Those attending the annual meeting had the privilege of viewing the wonderfully unique and educational exhibit of native flowers, arranged in natural positions, growing on rocks, in ferny ravines, in dells, and along a watercourse, the overflow from a very beautiful waterfall of magnificent proportion which banked the end of the hall, and gushed down in large volume into a large pool and under a rustic bridge down the length of the hall winding its way in a very natural manner, making the whole exhibition a work of art, that art which "mends nature," bringing together many native flowers who for the first time were able to look their neighbors in the face, for flowers of various seasons were blooming together in perfect harmony. Many favorable comments were heard, and Mr. Burrage, who is president of the Massachusetts Horticultural Society, received many congratulations for the successful culmination of his ideal.

ALFRED J. LOVELESS, Sec'y.

Chicago Florists' Club,

The regular May meeting of the Chicago Florists' Club gave way to a party and reception tendered the past presidents of the club at the Hotel Randolph May 4. The famous Bluebird room of the hotel was attractively decorated for the occasion by the George Wittbold Co. and flowers of all seasonable kinds from the wholesale houses filled the tables. The attendance numbered close to 200 and it was a gay time for the ladies and the young people, who greatly enjoyed the fine music and dancing to a late hour. In the prize contest A. Lange was awarded first prize for the Mothers' Day arrangement of cut flowers, showing a fine table arrangement of sweet peas and a well displayed basket of old fashioned flowers. For the best corsage bouquet, or flowers otherwise worn for the occasion, such arrangements left entirely to the discretion of contestants, costume, general appearance, and deportment of wearer to be considered, Miss Eleanor Pagels was first, Mrs. Peter Pearson second, and Mrs. T. Cuneen third, the merits of the exhibit being decided by acclamation.

Past President W. N. Rudd sent a letter regretting his inability to attend, and a similar letter was received from Frank F. Benthley, who was unable to be present on account of illness. Mr. Benthley served as president in 1887, and Mr. Rudd in 1896, 1903 and 1904.

Among the past presidents in attendance were George Asmus, 1909-10; P. J. Foley (represented by P. J. Foley, Jr.), 1912; Fred Lautenschlager, 1918; Allie Zech, 1919; T. E. Waters, 1920, and Joseph Kohout, 1921.

Chairman Waters of the good-of-the-club committee certainly deserves the thanks of everyone concerned for this charming occasion of great pleasure to all the participants, the coarseness of some previous events being entirely eliminated.

President Kohout announces the appointment of A. Henderson to represent the club and allied trades at the Federal Horticultural Board hearing, Washington, D. C., May 15.



S. S. Pennock, Philadelphia, Pa.
President Society of American Florists.

THE CLUB PRESIDENTS.

The list of presidents of the club, with the years they served, is as follows, the deceased being indicated by an asterisk.

*J. T. Anthony.....	1886
F. F. Benthley.....	1887
J. D. Reynolds.....	1888
J. D. Reynolds.....	1889
*G. L. Grant.....	1890
*G. L. Grant.....	1891
*P. J. Hauswirth.....	1892
*P. J. Hauswirth.....	1893
J. F. Kidwell.....	1894
*G. L. Grant.....	1895
W. N. Rudd.....	1896
*G. L. Grant.....	1897
*Edgar Sanders.....	1898
*James Hartshorn.....	1899
*Andrew McAdams.....	1900
E. F. Winterson.....	1901
J. D. Thompson.....	1902
W. N. Rudd.....	1903
W. N. Rudd.....	1904
*P. J. Hauswirth.....	1905
H. N. Bruns.....	1906
Leonard Kill.....	1908
George Asmus.....	1909
George Asmus.....	1910
H. E. Philpott.....	1911
P. J. Foley.....	1912
Guy W. French.....	1913
Guy W. French.....	1914
W. J. Keimel.....	1915
A. Henderson.....	1916
*W. H. Amling.....	1917
Fred Lautenschlager.....	1918
Allie Zech.....	1919
T. E. Waters.....	1920
Joseph Kohout.....	1921
Joseph Kohout.....	1922

The date of installing the officers was changed from November to January in 1907, which accounts for that year not appearing in the list.

Basic Principles of the Successful Florist.

Address By President S. S. Pennock, of the Society of American Florists, Before the Florida State Florists' Association, Lakeland, May 5, 1922.

In asking me to talk before this body on the "Basic Principles Governing the Successful Florist," you have given me rather a hard subject, and one that can be looked at from a great many different angles. Every one has his way of running his business. Some reach success through one method and some another, and the few things that I am going to set forth are mostly along the lines that we have followed in our business in Philadelphia, Pa., and our branch stores in New York, Baltimore, Md., and Washington, D. C.

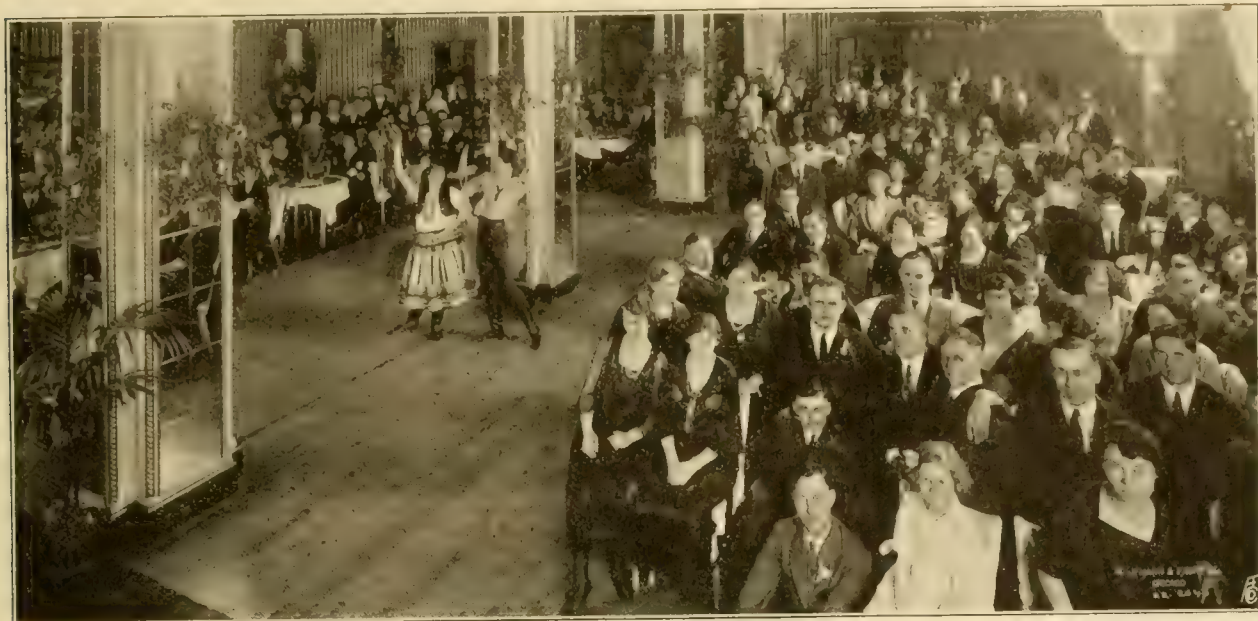
The flower business in the past has been conducted more or less along lines of the least resistance, a great many florists simply knowing how their business stood by the amount of money they had left in bank after the bills were paid. Today this is practiced to a much lesser extent, as almost every florist, who wishes to make a success of his business, realizes to do so he must practice up-to-date methods, and conduct his business in a systematic way—a way that will give only the best results.

It is oft times a good plan for a florist to bring in a certified public accountant and start his books out in the latest and most up-to-date methods of book-keeping. By this, I don't mean an elaborate, complicated system, but a simplified manner of keeping books, in order to know definitely how the business stands each month, and have it arranged so it will be known what branch or department of the business is making money, and what part isn't. The sooner the part not making money is cut out, the better. Of course, at times there are certain things that one would have to handle in order to cater to a general trade, even if the immediate returns are not discernible. In other words, it may be a deficit which would be chargeable to advertising.

Another thought is that a great many times a person running a business is overimbuied with some pet scheme that he has, and doesn't realize that that particular end of the business is losing money, but if he had the figures each month showing a loss, then it would probably be cut out very much sooner than if he went on without knowing just how he stood. In fact, it may be carrying the whole business down, and eventually the business goes bankrupt, whereas if this part had been stopped in the beginning, the rest would have gone on successfully. This brings us back to the old saying, that if you take care of the pennies, the dollars will take care of themselves, and that's only too true in many instances of this kind.

COLLECTIONS AND CHARGE ACCOUNTS.

Collections and charges are also very important features of a business. In granting credit, be very careful to grant credit only to those who you feel reasonably sure will pay. Oftentimes a moral risk is far better than a risk where there seems to be plenty of money, but very little principle. This kind of credit is more dangerous than giving credit to one starting out with a small capital and a good moral reputation. It isn't always safe to give credit simply on morality. At the same time, it's a splendid guide, and many a successful business has gotten a good start by the fact of getting credit on its moral reputation, and the effort always to do business along straight lines. The unprincipled dealer is almost always sure, sooner or later, to get into trouble, and sometimes such



CHICAGO FLORISTS' CLUB PARTY AND DANCE, MAY 4.

serious trouble that it will carry him under, as unprincipled methods cannot succeed in the long run. The man who builds up a first-class reputation is building along with it stability, which in the end will count for more than any other one thing that he can do. It may take years to build up a reputation, which can be lost by a single act of dishonesty or unscrupulous dealing.

I think that I have noticed a more general change for the better in methods of doing business in the last 10 years than any time during the time that I have been in the business, and more florists have realized that it is necessary for them to pursue up-to-date methods. The younger generation as they come along, with their modern methods of training, realize this more than the older generation.

Courtesy is another thing that it isn't possible to have too much of, in one's business. Always being courteous to customers, under all circumstances, no matter whether the customer is wrong or right, builds for better business, and leaves a feeling that will bring back a customer, where discourtesy is sure to drive that same customer away.

When it comes to the growing end, I am not quite as familiar with that as a grower would be, but I believe any one starting out in the business is pretty nearly as well off to start with a new place, even if it is in a small way, and plan his building for the future. If the business prospers, and it's far more apt to, with a well-laid plan, then each succeeding house is built according to this plan. In looking at some of the larger places that we have in our business today, one finds that they are more or less haphazardly built. Of course, they were built under strenuous circumstances, lack of capital, oftentimes, and other times lack of knowledge, but altogether they were not built as they would if there had been a well-laid plan made in the beginning, with the idea of making a large place of it. All these large establishments started in a small way, and had they realized they were going to be large concerns, then, of course, they would have made plans better suited for large places. I can recall one or two places that were very prosperous and became large establishments and



The Late J. T. Anthony
First President Chicago Florists' Club.

big factors in the trade, and when the original owner gave up the management, it was a hard matter for his successors to continue and make it a successful business. Had these places been thought out more carefully as to their planning and not been built in such a haphazard way, they could have gone on almost indefinitely. These cases are, of course, more or less isolated. No one who starts in business but feels eventually he will have one of the big businesses of the country. Even the smallest grower starting out with only one small greenhouse feels that he is going to grow, and if he starts out with always this idea in mind, of a plan for a bigger business, he will be pretty sure to make a success as he goes along.

PUBLICITY.

In comparing our business with other lines of enterprise, it is very evident that we are not suffering the way many other lines are and have suffered. The farmer, for instance, the past year, has

marketed most of his crops either at a very big loss or so near a loss that there has been no profit at all, and looking at the various lines of our trade, we find the unsuccessful firms are very few and far between. I think this better business condition, which the flower business, in general, is, and has been facing, is due primarily to publicity, which has been carried on in its various branches.

We have before the public a slogan, which is conceded by advertising authorities to be the best slogan that has ever been introduced in any business in this country. "Say It With Flowers" is known from one end of the land to the other, and the continual bringing of this slogan before the public has, without a doubt, helped every grower, wholesaler, and retailer in every line of the business, whether plants, cut flowers, or whatever it may be, and it is certainly up to every florist to back this national publicity campaign.

While it may seem like getting back very little immediate return where a contribution of \$50, \$100 or \$500 is given towards the national publicity campaign, yet the results are sure to be far reaching and make for future business all over the country.

Probably a number of you have noticed, recently, in the trade papers, the story of the co-operative advertising of the St. Louis, Mo., florists. They came out just before Easter with a double page spread in the St. Louis newspapers, and all the St. Louis florists are very enthusiastic about the results that this brought them, in increased business. They feel it was money very well spent, and was more than a paying investment for them. Collective local advertising cannot help but repay every city or town that takes up publicity of this kind.

A recent advertisement came out from one of the large national advertisers of this country, and illustrates very clearly this situation of contributing money towards the national publicity fund, "Say It With Flowers."

A LESSON FROM THE STARS.

In the garden of a country home, two men were talking. Near them sat a small boy, looking at the stars.

Said one of the men: "I am making a product that I know is the best in its class—and still I can't sell it."

There was a moment of silence. Then the second man called to the boy who sat near them: "Son," he said, "if you had your choice of any of those stars up there, which one would you choose?"

The boy promptly pointed to the brightest star in sight. "That big one over there!" he said.

The man who had addressed the boy turned to his companion. "As a matter of fact," he said, "there are other stars in the heavens, which the boy cannot see, that are far brighter and bigger than the one he chose. But he didn't know the other stars were there so he couldn't choose them. That's why your product isn't selling. People simply do not know it exists."

"I know what you mean," said the first man, "advertising. But I have tried advertising in the past, two or three times, and it didn't work."

His companion seemed preoccupied with the stars. "If we stand here and watch the sky for a few minutes," he finally said, "we shall see a shooting star. It will spurt across the heavens for a second, and then it will die out. There are thousands of shooting stars every night. People pay little attention to them and they are instantly forgotten. That's the kind of an advertiser you were."

"The Pole star," continued the speaker, "has stayed on the job so long and so faithfully that its very name has come to mean 'a guide, a controlling principle.' And that's the way to advertise. There are certain products today whose names are regarded as a guide to satisfaction and a controlling principle of quality. They are the pole stars. In this present economic situation it is the pole stars that are doing the business."

Another illustration of what publicity can do and is doing is the Florists' Telegraph Delivery Association, which has become one of the strongest affiliated societies of the Society of American Florists, and, today, is really a tremendous power and is bringing the florist more business probably than any other one of the affiliated societies. I think we all want to take our hats off to this organization—the way they have been handling and showing the possibilities of transmitting orders from one town to another. There certainly is many a dollar saved for the florists through a possibility of their customers being able to supply friends in a distant city, and the F. T. D. business, which is backed by clean, clear cut methods, methods that make for ever increasing possibilities, is becoming not only national but international, and will be more so as the years go by.

SPECIAL FEATURE DAYS.

All holidays or special days are days that the florists want to encourage, as this brings in extra business, creating a market that otherwise would not be possible. Such days as Christmas and Easter do not need to be pushed nearly as much as some of the other holidays, but we have other days that can be made better florist days than they are at present. Christmas and Easter the florist, as a rule, has pretty nearly as much as he can handle and handle satisfactorily.

Mothers' Day is, in certain localities, fast approaching in volume Easter and Christmas. To a great many florists it is a more satisfactory day. In Chicago, for instance, and other cities of the west, they feel that Mothers' Day is a better day than Easter, which is very surprising considering the short time

that Mothers' Day has been in existence, they claiming that the day appeals more to the masses than to just flower buyers, and that is what we want to strive for, more days to sell flowers to the general public.

You will probably remember that I spent about six months in Germany, last year, in child welfare work, and there a birthday is the big day of the year, of every one's life, and means more to them than any other day. Flowers are one of the things that are given more than any other one article. At one of the places where I boarded, the lady was the recipient of flowers from a great many of her friends, on her birthday, and I think that she appreciated the flowers more than any other one thing that she received, and there's no reason why the florists in this country shouldn't encourage birthdays more, reminding their customers not to forget the birthdays of those they love, by sending a few flowers. Then they



The Late Frederick Law Olmsted.

would have more business every day in the year and not a spasmodic business, as holiday business is at present.

Armistice Day.—Armistice Day is another occasion that can be made a florist's day, and with the united efforts of the Society of American Florists and the florists' state organizations, eventually be as popular and as good a day for the florists as Memorial Day is now, which in many localities is a splendid florist's day.

The Society of American Florists has a national charter, which is the only trade organization that is honored with a charter of this kind. By having this charter, it is given a standing that is invaluable in many ways—a prestige that could not be obtained if an ordinary trade body. This charter was granted on account of our business being educational, and our aim is to carry out not only the educational idea but to create a love for one of God's greatest gifts to humanity and help make for better citizenship.

In the United States there are 15,000 or more florists, and only about 4,000 of them members of the Society of American Florists. The dues are not very much, \$5 a year, \$50 for life membership, and I feel sure every florist who joins will fully realize that he couldn't spend \$5 better than by joining the Society of American Florists.

The Society of American Florists with the backing that they are giving to various branches of the business—publicity in all its phases; advertising in a national way; then the national flower shows which are a tremendous help to the business and a revelation to the public in the cities where they are held, helping the flower business as hardly any other of the society's backings help.

Now I want to say a word in regard to a state movement of this kind, where all the florists in the state are getting together. In union there is strength, and that is illustrated very truly if you look back to the Society of American Florists, what they have represented and what they have stood for in horticulture, and are doing today. They are now the parent body of many other organizations which have meant a wonderful lot for the flower business. As an example, I might mention a few of the affiliated organizations: the American Rose Society, the American Carnation Society, the Florists' Telegraph Delivery Association and many others, all these doing their part to help push the flower business along.

The cities have their florists' clubs, which are very excellent in themselves, but when it comes to state legislation, it's almost impossible to get state legislation through, of any kind, without having a state organization to back them. The local towns have their representatives who are willing to do all they can, but it almost stops at that point and the state representatives from other sections are not interested, but if backed by a state organization, that means a power that cannot be wielded in any other.

Then, too, as in Florida, there's hardly any city that would be large enough to support a florist club. Probably Jacksonville would be the only city. I suppose that there aren't enough florists to support a club, so the state organization is the thing for you to have, and the thing for you to work through when you want to accomplish anything either inside the state or outside, and it seems to me that the state organization would be a great help to your State Agricultural college, in backing it up in many ways. Several of the states say they would never have had the floricultural experiment stations and floricultural courses at the state colleges that they now have if it hadn't been for the state florists' organizations.

The officers and directors of the Society of American Florists feel that it is a great benefit to the society to have these tie-ups with the various state associations, and if there's anything to be handed in a national way it can be done a great deal better by having these state organizations back of them.

GARDEN BEAUTIFUL.

Mr. A. T. De La Mare, owner of the Florists' Exchange, has had in his mind, for some time, a scheme to help the prisoners of our country by making it possible for them to have gardens.

You possibly noticed in the April 8 issue of the Florists' Exchange, and if you haven't, you should read it, an article on the "Garden Beautiful," telling how a scheme of this kind was created in the prison on San Francisco bay, near San Francisco, Calif., and Mr. De La Mare's idea is to have the Society of American Florists back the creation of gardens among the prisons of the different states, with each state vice-president as the official Society of American Florists' representative.

The details, of course, will have to be worked out later, but the general plan of trying to help our fallen fellowmen

is a very worthy and very excellent plan, as we certainly want to elevate humanity instead of bringing it down to lower levels. At present, the prison laws governing the prisons are anything but helpful in elevating them. In fact, a great many times prisoners come out of prison far more a criminal than they go in, and with this suggestion of Mr. De La Mare's to have flower gardens in connection with the prisons, with the prisoners looking after them and taking care of them, certainly would create in them a love for flowers, and bring them out better citizens, and I hope that Florida will do her share along these lines.

In closing, I want to make an appeal for the Society of American Florists and its membership. I think that every florist, not only in the state of Florida but every other state, as well, should be a member of the Society of American Florists. I have noticed with regret that Florida is credited with only 10 annual members and six life members. I fully realize that Florida is not a large state from a florist standpoint. At the same time, I know there are a great many florists in the state of Florida, and it would be a great pleasure to me to have a larger membership from your good state.

Olmsted Centenary.

Today is the centennial of the birth of Frederick Law Olmsted, the great landscape architect, especially endeared to the citizens of Boston, Mass., as the designer of Franklin park. Born at Hartford, Conn., and privately educated, he became a farmer by profession, interested in rural improvement and the landscape development of his estate. He traveled extensively in England and the United States, recording his observations of rural life in several books, of which "The Cotton Kingdom," an account of the condition of slavery in the south, is perhaps the most widely known.

In 1857, almost by chance, he became the superintendent of the new Central park just being created in New York, the first landscape park in America. In partnership with Calvert Vaux, an English architect in New York, he won the competition for a design for the park, and was made its responsible chief, continuing in this capacity with a few interludes until 1878.

The firm of Olmsted & Vaux soon became established in the new profession of landscape design, in which Downing had been their most notable precursor. During the Civil war Mr. Olmsted was one of the leaders in organizing and directing the United States Sanitary Commission, out of which later came the Red Cross. After the war Mr. Olmsted's professional practice grew extensively, embracing park and land subdivision work in both east and west.

About 1875 Mr. Olmsted was consulted concerning the development of parks for Boston and worked out the design for the Back Bay Fens and, in conjunction with Professor Charles Sprague Sargent, for the Arnold arboretum. In 1880 he removed his headquarters from New York to Boston, settling finally in Brookline, Mass. In 1886 Mr. Olmsted designed Franklin park, and his firm continued for many years at work on designing and improving the parks which make Boston one of the most notable park cities.

From 1891 to 1893 he co-operated with Daniel H. Burnham and other artists in designing the World's Fair at Chicago, Mr. Olmsted's most notable opportunity to express his appreciation of civic

beauty. At the dinner of the artists of the fair, held in New York, Mr. Burnham paid this tribute to Mr. Olmsted:

"Each of you knows the name and genius of him who stands first in the heart and confidence of American artists, the creator of your own parks and many other city parks. He it is who has been our best adviser and our common mentor. In the highest sense he is our planner of the exposition—Frederick Law Olmsted. No word of his has fallen to the ground among us since first he joined us, some 30 months ago. An artist, he paints with lakes and wooded slopes; with lawns and banks and forest-covered hills; with mountainsides and ocean views. He should stand where I do tonight, not for his deeds of later years alone, but for what his brain has wrought and his pen has taught for half a century."

Charles Eliot Norton said of him on the same occasion:



Sidney H. Bayersdorfer
Of H. Bayersdorfer & Co., Philadelphia, Pa.

"Of all American artists, Frederick Law Olmsted, who gave the design for the laying out of the grounds of the World's Fair, stands first in the production of great works which answer the needs and give expression to the life of our immense and miscellaneous democracy."

Mr. Olmsted did more than any other man to establish the profession of landscape architecture in America, to calculate ideals of orderly city growth, and to bring to urban populations the refreshment afforded by the landscape beauty of large parks. To his artistry there is no more worthy monument than our own Franklin park, conceived 40 years ago and now coming to a rich maturity. As Mr. Olmsted himself said five years before he undertook the work for Central park or ever thought of becoming a landscape architect: "What artist so noble, has often been my thought, as he who with far-reaching conception of beauty and designing power, sketches the outline, writes the colors, and directs the shadows of a picture so great that Nature shall be employed upon it for generations before the work he has arranged for her shall realize his intentions?"—Boston Transcript, Issue of April 26.

CATSKILL, N. Y.—The Hansen Greenhouses is adding one house, 25x65 feet.

ALTON, ILL.—Miss Gertrude Meyers opened a flower shop at 1317 State street, recently.

Florists' Trade Conditions in Europe.

Address by Sidney H. Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, Pa., before the Florists' Club of Philadelphia, May 2, 1922.

I have been asked to give a review tonight of my trip abroad. Those who heard the talk I gave in Memphis, Tenn., two years ago, no doubt remember my telling of the conditions that existed in Germany then; of my living mostly on chocolate and that the railroads were so terrible that to go a distance from Philadelphia to New York, took about 12 hours, changing trains three times. But today conditions are back to normal. They are able to get all the food they want, and the railroads are giving the service they did in pre-war times.

I will start from the beginning on my trip. I sailed on the S. S. Aquitania, my room being filled with flowers, gifts from friends. I wish to state that flowers are sent to steamers in great abundance, and if I were a florist I would advertise by placards in my window: "Flowers Sent to Steamer." We passed the three-mile limit and there was a rush for the bar. The first night out, the ocean was a little rough and I became a bit sick, so I drank a bottle of champagne; after that I did not know whether I was sick or what happened.

I arrived in Paris, France, February 14, stayed there but one day, going directly to Nice. Nice and vicinity is the winter resort of Europe, where the wealth and royalty of the world spend their winters. They have spring while we are having winter. I don't think anyone who has not seen the Riviera, can imagine its beauty. The water is bluer than sapphires; the grass, emerald green, all houses are of white stucco with a frieze of fruit or flowers stenciled or inlaid in tiny blocks just below the roof of red tile. There the mountains meet the sea. We reached Nice in time for the carnival. The streets were packed with people in masks and costumes; everyone had a spirit of good fellowship and confetti fell like rain. The floats were comic and massive. Another day, there were flower floats on which they used fresh flowers, instead of paper maiche. Some wonderful sight! Flowers grow in abundance there. I went over to the flower market and saw gorgeous flowers, among them the mimosa which is a variety of the acacia and grows in great abundance. I have here a miniature hamper, which is used down there in shipping the mimosa all over Europe. All the fashionable hotels, one of whose 'circulars' I have here, sell it by the five kilo lot, which is 11 pounds, costing fr. 15, which is today about \$1.40. This is the retail price. This circular was taken from the Hotel Ruhl, while I was there. Beautiful wild flowers grow about Nice.

From Nice I went to Naples, Italy, and the old saying "Go to Naples and die" is true, for the view across the bay to Vesuvius, in constant eruption, is one of the most marvelous sights in the world. The city itself is very dirty. There are many beggars. I learned from a very reliable source that there were 100,000 deserted children in Naples, who had never slept under a roof. Caruso was one of these. In Naples I had the opportunity to see a small piece of sculpture to be dedicated to Caruso and placed in a church there. The sculptor has been working on it for a year and expects to take another year to complete it. I merely mention this to give you an idea why Europe makes perfect goods. They strive for perfection no matter how

long it takes, while we Americans want effect, speed and quantity. That is why European articles are permanent. For example in our own florist line, I bought baskets for next fall that takes a man nearly a whole day to make. Imagine the cost of such a basket made by an American, but there they are willing to take time to make an extremely beautiful basket, and do not expect such high wages. There still exists a love of craft.

From Naples I journeyed to Rome. Rome and Milan are the only two up to date towns in Italy. In Rome I had the opportunity to buy some flowers for an attention to a friend. I picked out some beautiful lilacs and roses, the latter being \$1 each, but had a very heavy stem and were a lovely light pink. I have forgotten the name of this rose, but it is something I have never seen in this country. I handed the florist the flowers I had selected and he wrapped them in a piece of paper just as a grocer would wrap cheese. I protested "Have you no box?" "None, we don't use them." So, as the only box he had was a hamper in which to ship mimosee, he used that, and I showed him how we sent flowers out. I had a sample of the butterfly box, of which you have heard, with me, which I'm having made in Europe for next fall delivery, and he was astonished at the expense we go to, to pack flowers. This florist was so pleased with the result that he said he would give up his store in Rome and come to America, if he could get a position here. They also use for delivery a the streets. I have imported them for thin wooden box, very light in weight; this is just a delivery box, 20x30 inches. You will see them carrying these in our florists, for delivering. All that is used in the best florists' shops is the Italian porcelain. This is very fine ware and I have imported some this year.

WINDOW BOXES POPULAR IN VENICE.

From Rome I went to Florence. At this city and vicinity is the place where all the Italian grasses, wheat, thistles, and things of that sort are obtained. From Florence, I went to Venice. Venice, as you have heard, is a city built on water, which is perfectly true. At the station I was met by a gondola, which took me to the hotel. Although there are no grounds in Venice, they have window boxes filled with plants and flowers.

From Venice we journeyed to Milan and Switzerland. One hates to leave Italy in spite of its poverty and dirt. There is a charm which makes one long to return. Each city has an individuality of its own, such as no other country can boast of. Florence is mediæval; Venice, unique; and Milan quite modern. Italian trains never run on time, but as soon as one passes the Swiss border, there comes a change. At Chiasso, the Swiss frontier, the Swiss clean and do all but fumigate the train. They are electrifying all railroads, utilizing their water power for this purpose. One also marvels that human beings could build such tunnels without which one could not travel in Switzerland during the winter. Switzerland is the home of the Edelweiss. I had the opportunity of picking some of these, in the snow.

Next I came into Germany, and was very pleasantly greeted by a rude policeman on the train who told me I was traveling in Bavaria, a state of Germany, without a permit, was under arrest and must report to the police station in Munich the next morning. There, they asked numerous questions took six hours of my time and charged

me mks. 720. An amusing little incident occurred in the diner as we were traveling to Munich. My wife and I had a dinner which cost us mks. 35, and at that time I had mks. 3,000, with me and my wife said "How will you ever spend mks. 3,000?"

Mks. 35 is about 12 cents, but however when we reached the hotel an illuminating incident occurred which showed us how we could spend it. I got to the hotel late at night and found no room had been engaged. The clerk knowing I was an American asked me first what I wanted, and the Germans who were around there trying to get rooms also, said in German: "De auslander kumpt erst", which means "The foreigners come first" and they made quite a howl. I asked the clerk how much he wanted for a room, and he said he had a suite for mks. 1200, so I said "Any of you Germans who want the room at mks. 1200 can have it." This at the former rate of exchange would be \$300 for one night. In our money this sum is \$4. A mark is a mark to a German and mks. 1200 means a lot of money to them, naturally none cared for the room at this price.

You can readily see what has happened in Germany. The man who had retired before the war has found his income so diminished that he is almost forced to beg. If he had mks. 50,000 before the war he was a wealthy man, for although the mark was only 25 cents, it bought as much as 50 cents, and he had an equivalent of \$24,000. Now this income today, the same number of marks, is worth about \$170. It is impossible for him to support a family on that, and he is practically a beggar. The only people in Germany who are wealthy are the merchants and manufacturers. Their goods have advanced enough to make up for the difference in exchange. In some of the smaller places they do not seem to know that the mark is valueless. I paid mks. 50 a night for a room. But in the large cities they are well aware of the difference, and the foreigner gets well charged. I paid mks. 2500 in Berlin per night. The German government is beginning to make foreigners buy their goods in their own currency. I purchased 60 per cent of my goods in dollars and while the prices were high, heard that they have advanced much more since I left. You can buy retail cheaper than wholesale. They must get a tax to send goods out of the country. Some say goods are so cheap in Germany; that is true, but to get them out, it costs so much.

From Munich, I went to attend the Leipzig fair, which is held twice a year and shows every class of merchandise made in Germany, from heavy machinery to the finest of ribbons. The whole town is turned over to the fair and every store is fixed up as a stand. This is only wholesale business, and you see people there from all over the world, India, South America, etc. The Americans have a conceited idea that they are buying out Germany. This is untrue. England is buying far more goods from Germany than we are.

FINE CARNATIONS AT WEIMAR.

From Leipzig we went to Dresden, Berlin, Hamburg, etc. In Weimar I saw the most wonderful carnations I have ever seen. They had stems three feet long, were all colors including lavender. They were grown by Donner who used to work for H. A. Dreer in this country. Over there these sell for mks. eight a piece, which the Germans consider high, but which is for us about three cents. Now I wish to tell you a little about the florists in Germany. Although they have the opportunity to

buy novelties, etc., which are manufactured in Germany, they haven't them in their shops. I presume they haven't the call for them. Almost every florist has his window filled with funeral wreaths. They are compact and ready to take out for a funeral. The reason for this is that they do not hold the bodies there as we do here, but bury the day after the death. Some of these wreaths are beautiful. Many are as large as five feet, some with fresh cut flowers in them. They are compact and mostly on wooden hoops, but are very thick and have much work on them. I have imported a number of these, and will be able to show them in a month or so.

As in Italy, they do not use paste board boxes for wrapping their flowers and when they use baskets, they do not put pans in them, but put the flowers down in moss. In making up a basket they pack the flowers, giving the basket an even appearance and they are not arranged artistically as we arrange them.

The florist business was originated mostly in Germany, but we have gone far ahead of them. This is also true of florist supplies. These are not obtained from the florist supply house in Germany, but are secured from numerous houses, such as porcelain manufacturers, basket makers, or confectionery houses. When I go into these, they have no idea how or what I can use in the florist business, so they allow me to go through their place and select what I need.

There is something Germany has that we haven't, namely, liquor. A bottle of champagne costs over in Germany about 70 cents; a bottle of wine about 35 cents; a mug of beer, yes, much more than I could drink at one time, costs about 14 cents. I notice that you are all smacking your lips, while I would like to have one tonight myself.

From Germany I traveled through the devastated area of France to Paris. The Germans are fostering a bitter hatred against the French, because they think that the rest of the world would forget the reparation except for the constant French reminder. However, anyone who has traveled through the devastated area and has seen the temporary shacks in which the French are living can see their point of view. Germany has everything, so the French think. Why shouldn't they pay?

In Paris I went to see a number of florists and there they arrange their flowers very loosely in baskets. They do not use the time there either. Prices are very high in Paris. There is very little new, except they are using in making up baskets, natural grasses dyed pale green among the flowers. This is very pretty and effective. In France they use for the cemetery beaded wreaths. I visited some of the graves, these flowers were packed on top of each other. Their cemeteries are not as pretty as ours, although their age and history make them interesting.

Soon I sailed for home on the good ship Resolute of the United American line. To give you an idea of the modern ship, I will say we had broiled live lobster nearly all the way. There is a newspaper printed on board of the news of both continents and I kept a daily communication with Philadelphia. The modern ship has large rooms. We had beds and bath as large as a hotel room. There was a greenhouse on board. The florist brought a quantity of lily of the valley, rose plants in buds, forget-me-not plants and azaleas. The boat was marvelously decorated with azaleas, acacias, hydrangeas and enormous palms, making the vessel look like

a big hotel in spring. This being the first trip, every room had a growing plant of azaleas, etc., flowers being so cheap in Germany the company could afford this.

On Easter Sunday I started a little, "Say It With Flowers" campaign. Early in the morning, the florist and I arranged an American corsage of orchids and lily of the valley for my wife. We promenaded the main deck. I could hear wives of different men saying: "Dear, this is Easter Sunday; Mrs. B. has flowers," so there was a run on the florist. That afternoon every woman had her corsage and promenaded just as you people did on Fifth avenue, or in Atlantic City, N. J. As we left the boat everyone marveled that the ladies wore fresh flowers.

Outside the three-mile limit we had a farewell drink, but in spite of the closing of the bar we were glad to greet Miss Liberty. One parting word is that the foreign florists do not stick together, or have Society of American Florists and Florists' Telegraph Delivery Associations as we have, which makes for close union, like our union of the United States.

Florida State Florists' Association.

LAKELAND MEETING, MAY 5.

The first annual convention of the Florida State Florists' Association was held at Lakeland, May 5. An interesting programme had been prepared for the occasion, touching on the possibilities of Florida as a floricultural and seed growing center. S. S. Pennock, president of the Society of American Florists, presented a very able address on "The Basic Principles Governing the Successful Florist."

The following subjects were discussed by the members: "Bulb Opportunities in Florida for Cut Flower Purposes;" "The Asparagus Growers' Problem;" "Florists' Planting Calendar for Cut Flowers," and "Nineteen Hundred and Twenty-two Novelties." A practical demonstration of the various methods of floral designing was given by M. Whipp, of Mills the Florist, Inc., Jacksonville.

Telegraphing Flowers.

Arthur Newell, the well known florist of Kansas City, Mo., says they have the F. T. D. idea out in Kansas to such a degree that they believe it possible to send by wire the flowers of their gardens, which have been raised with such tender care, to any part of the country.

One day last summer a station agent in a small Kansas town was directed by an old lady to send a bunch of flowers she had gathered from her garden, to her daughter in Philadelphia, Pa., by telegraph. He declared this to be impossible, but she insisted, stating it was being done in all the large cities everywhere and he ought to know how and should try to keep his home town up to date. She finally left with her civic pride much hurt in finding her town so much behind the rest of the country and the agent wondering what was coming next.

National Sweet Pea Society of England.

The twenty-second annual exhibition of the National Sweet Pea Society of England will be held at Eastbourne, July 12-13. Prizes and cups to the value of \$2,500 will be offered, including the Burpee challenge cup and the society gold medal for the best commercial display in 3 x 8 feet, at least four or more kinds introduced in America to be shown in this group.

Society of American Florists.

NATIONAL PUBLICITY CAMPAIGN.

It is noticeable that with the recent resumption of magazine advertising the outside use of our slogan is rejuvenated. In the rotogravure section of the New York Times, of May 7, a photograph of a society lady who took part in a function in aid of a charity appeared in a setting, "Say It With Flowers," the slogan prominently featured; the lady evidently took the slogan as a pleasing theme for a character part, which she portrayed to excellent advantage. Even the stately Congressional Record, it is said, features the slogan in its report of a discussion. The Washington Times refers to the fact as follows:

"The difference between an 'alliance' and 'entente cordiale' is all in how you say it, according to Senator Reed (Dem.) of Missouri, one of the senate's most formidable foes of foreign treaties. If you 'say it with flowers' it's an 'entente cordiale,' according to Reed, while if you say it 'with force' it's an 'alliance.'"

There is no doubt whatever that it pays handsomely to keep our slogan going. The more it is seen, the more use made of it is just what is wanted. Who shall say that it cannot be made the most popular slogan of the times? Has anyone ever thought of the tremendous price the florists could obtain for it were it possible to transfer it, with all its prestige, to a different line of trade?

The following subscriptions have been received in response to the national publicity committee's special letter:

	4 Yrs.	Subs.
T. P. McElroy, Grand Forks, N. D.	\$15.00	
Bills Floral Co., Davenport, Ia.	10.00	
Wm. MacDonald & Sons, Moosic, Pa.	10.00	
Tritton Floral Co., Monett, Mo.	5.00	
Louis Menand, Albany, N. Y.	10.00	
Nikias & Son, Portland, Ore.	35.00	
Prince's Flower Shop, Iowa City, Ia.	10.00	
M. A. Clark, Ellsworth, Me.	10.00	
Geo. Zimmer, Omaha, Neb.	10.00	
Henkes Bros., Watervliet, N. Y.	15.00	
Chas. Barlicher, Denison, Ia.	10.00	
Henry J. Doll, Providence, R. I.	10.00	
Ralph Benjamin, Calveston, L. I.	2.00	
Oakland Flower Shop, Oakland, Calif.	10.00	
Myers & Co., Bluffton, Ind.	5.00	
E. E. Temperley, Indianapolis, Ind.	15.00	
G. W. Pfaltzgraff, York, Pa.	5.00	
Gilbert H. Wild, Sarcoxie, Mo.	1.00	
Frederick Flower Shop, Pittsburgh.	10.00	
S. S. Skidelsky & Co., New York.	50.00	
Sand Sp'gs. Gr'n'ho'ses, Sand Sp's, Ok.	10.00	
A. H. Vogt, Flint, Mich.	10.00	
W. J. Cowee, Berlin, N. Y.	10.00	
McCrum Drug Co., Lexington, Va.	25.00	
Arnold Fisher Co., Woburn, Mass.	5.00	
Geo. F. Ernst, Washington, D. C.	5.00	
Alex. Miller, Dallas, Texas.	5.00	
J. Connelly Est., Rosemont, Pa.	5.00	
Gove The Florist, Burlington, Vt.	20.00	
Wm. Clowe, Corsicana, Texas.	3.00	
Pennock Plantation, Jupiter, Fla.	5.00	
Nixon H. Gano, Martinsville, Ind.	5.00	
Wilson Florist Co., Cleveland, O.	10.00	
Benj. J. Passmore, Malvern, Pa.	10.00	
G. M. John, Okmulgee, Okla.	5.00	
C. H. Treffenger, Van Wert, O.	5.00	
Harrie S. Mueller, Wichita, Kans.	12.50	
O. D. Eschl, Iron Mountain, Mich.	25.00	
Alps Florist, Montreal, Que.	15.00	
Greenville Floral Co., Greenville, S. C.	10.00	
Skinner Irrigation Co., Troy, O.	25.00	
John G. Esler, Saddle River, N. J.	25.00	
L. A. Whitmore, Nelsonville, O.	2.00	

Total four years \$428.50
Total two years \$50.00
Total one year \$27.00

The following are renewals:

Tong & Weeks Floral Co., Ashtabula, O.
Henry Fuchs, Louisville, Ky.
Davis Floral Co., Davenport, Ia.
Hughes Greenhouse, Hillsdale, Mich.
Boehringer Bros., Bay City, Mich.
Henry Schmidt, North Bergen, N. J.
Roy E. Neal, Lawrenceville, Ill.
V. A. Stoll, Hillsdale, Mich.
W. J. Smythe, Chicago.
S. J. Goddard, Framingham, Mass.
McDonald Co., Crawfordsville, Ind.
Arthur Taylor, Boonton, N. J.
E. K. Tauch, Marquette, Mich.

The following is a subscription obtained by member making subscription book canvass:

By Loyd C. Bunch, Freedomia, Kans.
Lennora L. Schmidt, Winfield, Kans. \$5.00

JOHN YOUNG, Sec'y.

OBITUARY.

Anton Wojtkiewicz.

Anton Wojtkiewicz, 26-year-old son of Felix Wojtkiewicz and wife, well known florists at 3016 Waterloo court, Chicago, died Sunday evening May 7, from injuries received when he was kicked by a horse while serving with the colors during the world war. It was at first thought that he was suffering from appendicitis and he was operated upon the previous Thursday, but the trouble was found to be the result of the injury sustained in the army. Mr. Wojtkiewicz was recovering nicely when pneumonia set in and he passed away the following Sunday. He was a brother of Edward Wojtkiewicz, with Kennicott Bros. Co., Chicago, and Miss Anna, who has a position at the Congress Flower Shop, of the same city.

The funeral services were held at St. Joseph's church May 10, interment being at St. Adalbert's cemetery. The floral offerings were many and beautiful.

John H. Patterson.

John H. Patterson, founder of the National Cash Register Co., Dayton, O., who entertained the members of the Society of American Florists, during the convention in that city, August 21-24, 1906, died May 7, age 78 years. Mr. Patterson was a liberal patron of horticulture.

ROCHESTER, N. Y.—The greenhouses and residence of Andrew J. Lepper were recently sold at public auction.

HUTCHINSON, KANS.—Harry Smith, proprietor of the Smith Flower Shop, has built greenhouses to supply his local trade.

MERIDEN, CONN.—D. Grillo is adding four new houses to his establishment on North Broad street, to be completed about July 1.

CEDAR RAPIDS, IA.—The Kemble Floral Co., of Oskaloosa, has purchased the greenhouses and flower shop of I. N. Kramer & Son, with William Kemble, Jr., as manager. The Kemble company now operates seven establishments in Iowa, located at Ottumwa, Centerville, Grinnell, Chariton, Fort Madison and the two mentioned above.

EVANSVILLE, IND.—The Wm. Blackman Floral Co. advises that the volume of its Easter business was fully as large as in 1921, with no decline in prices for individual items. Lilies and hydrangeas were the best sellers in the plant line. In cut flowers, roses and sweet peas led, which were of fine quality and sufficient for all purposes.

MT. VERNON, O.—The greenhouses, office and boiler shed of Chas. E. Sharp, 203 South Main street, were almost totally destroyed by fire recently, the damage being estimated at \$12,000 to \$15,000, with no insurance. All of the Easter stock was ruined but Mr. Sharp has made arrangements to supply his customers from neighboring establishments until his own plant can be rebuilt.

PORT CHESTER, N. Y.—The Westchester and Fairfield Horticultural society listened to an interesting talk at its recent meeting by John H. Troy, who told of the horticultural features of his trip to Australia and New Zealand last winter. The displays, consisting of stock of excellent quality, were as follows: Geo. Hewitt, hunnermannias and yellow callas; W. J. Seeley, hydrangeas in tubs and mixed roses; Wm. Smith, a fine cherry colored sport of Carnation Lad-die; Alex. Greig, lupines; H. F. Bulpit, colored freesias; John H. Troy, Kurume azaleas, in pots.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

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THE demand for gladiolus bulbs has been steady all season.

TINFOIL buyers will be interested to learn the price of lead has advanced recently.

THE American Window Glass Co., reduced the price of glass 21 per cent in April, 1921, and again 23 per cent in January, 1922.

THE Chicago Tribune in a recent issue makes vigorous protest against the commercial use of wild flowers in florists' stores or elsewhere, and suggests restrictive legislation.

Personal.

Frank X. Stuppy, of the Stuppy Floral Co., St. Joseph, Mo., has had another operation, and according to information received May 8, is progressing favorably.

A. B. Morse, the horticultural printer of St. Joseph, Mich., is making a west-ern trip.

THE New York hotel business is off 25 to 50 per cent from a year ago. Prohibition is blamed. The hotel men declare guests no longer dine in public, but in "speak easies."

American Rose Society.

REGISTRATION DEPARTMENT.

The following rose has been offered for registration by the A. F. Amling Co., Maywood, Ill., and passed upon by the registration committee:

Name—Maidenblush; class—hybrid tea; parentage—sport of Columbia; description:—Habit of plant—grows erect much the same as Columbia; character of foliage—good foliage and practically thornless stems; freedom of growth and hardiness—free grower, not easily subject to disease; flower—of fine texture and good form; color—creamy white, at times turning to beautiful blush pink; form—natural; fragrance and bud—fine tea fragrance and well formed bud; petalage—26; freedom of bloom and lasting quality—blooms profusely and cut blooms last well.

The rose is distinctive in its class.

If no objection to such registration is filed with the secretary of the society within three weeks after this publication, the registration will become permanent.

JOHN C. WISTER, Sec'y.

Chrysanthemum Society of America.

REGISTRATION DEPARTMENT.

Seven new small flowered varieties of chrysanthemums have been registered by Baur & Steinkamp, Indianapolis, Ind., as follows:

Lucia—White with pink tip on petal. Strong grower, producing an abundance of long sprays. Blooms November 1.

Snow-Crest—Pure white bloom. Individual blooms are of good size and the sprays are of good size and length. Blooms November 3.

Lucretia—Blush pink with deeper pink on reverse of petal, giving a beautiful two-tone effect. Strong grower. Blooms November 5.

Autumn Glints—Yellow with reddish reverse. Strong grower. Blooms November 5.

Pink Daisy—Single floret about as large as a silver dollar. Strong stems, permitting handling without getting droopy. Beautiful shade of pink with yellow disk. One of our favorites. Blooms November 10.

Luella—Light pink of pleasing shade. Produces large sprays and blooms November 8.

Crystal White—The best pure white pompon we know of. Perfect individual blooms and produces fine sprays in abundance. Ideal in growth. Blooms November 15.

CHAS. W. JOHNSON, Sec'y.

Cottage Gardens Nurseries, Eureka, Calif.

VICTORY FOR THE CREDITORS.

Some time ago two suits were begun by the executor of the estate of Charles Willis Ward to foreclose two mortgages, each in the sum of \$200,000. The mortgages covered real estate and personal property. The actions were resisted by G. Van den Abeele, receiver. Through his attorneys, Putter & Quinn, it was shown to the court that prior to the execution of the mortgage, on March 12, 1918, the stockholders of the company increased the capital stock \$300,000 and asked permission of the corporation commission to issue 3,000 additional shares of stock at the par value of \$100 per share. The evidence introduced in the case showed that on March 13, 1918,

the board of directors authorized the execution of the \$200,000 note and mortgages which were executed March 15, 1918. On March 21, 1918, the corporation commissioner objected to the execution of the mortgages on the ground that it was in excess of the amount allowed by law. Mr. Ward wrote the commissioner that as soon as he would grant permission to sell the increased capital stock that he would accept such stock in lieu of his \$200,000 mortgage. On November 7, 1918, permission was granted and immediately thereafter Ward accepted 3,000 shares of the capital stock. It was shown that he had subscribed for this amount and that he accepted it and cancelled the debt. There was a mass of correspondence introduced in evidence. At the conclusion of the hearing Judge Sevier rendered his opinion in favor of the defendant and holding that the mortgage was fully paid. This means a great victory for the creditors of the Cottage Gardens Nurseries, for now they will receive all of the funds of the receivership, otherwise about five-sixths of such funds would have gone to the Ward estate.

The Cottage Gardens Nurseries will continue as one of the big industries of this section of California. David Ward is now the owner of the entire plant and all the difficulties of maintaining this big industry have been overcome. Great credit goes to G. Van den Abeele, the receiver. It was through his untiring efforts that this splendid industry was maintained during the past three years. If it had not been for him the entire industry would have ceased and one of Eureka's most attractive places would have no longer continued.

Mr. Van den Abeele is one of the best nurserymen in California and through his skill and energy and perseverance he kept the nursery up to a high standard of production and maintained it as a going business concern. During his administration he has paid from \$80,000 to \$100,000 per year for labor alone.—Humboldt County, Calif., Newspaper.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, time, date and place of meetings.]

Boston, Mass., May 16, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. William N. Craig, Faulkner farm, Brookline, Mass.

Chicago, May 18, 8 p. m.—Commercial Flower Growers of Chicago at Hotel Randolph. Otto H. Amling, Maywood, Ill., secretary.

Grand Rapids, Mich., May 15, 8 p. m.—Grand Rapids Florists' and Gardeners' Club. Edward Freyling, 891 Wealthy avenue, Grand Rapids, secretary.

Helena, Mont., May 20, 8 p. m.—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, Helena, secretary.

Lake Geneva, Wis., May 20, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. William McKinnon, Lake Geneva, secretary.

Lancaster, Pa., May 18, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce. Albert M. Herr, R. F. D. No. 8, Lancaster, secretary.

New Orleans, La., May 14, 4 p. m.—Gardeners' Mutual Protective Association at 5001 North Rampart street. John Parr, 4539 North Rampart street, New Orleans, secretary.

Philadelphia, Pa., May 16, 3:30 p. m.—Pennsylvania Horticultural Society at 606 Finance building. David Rust, 606 Finance Building, Philadelphia, secretary.

Seattle, Wash., May 14, 2 p. m.—Florists' and Gardeners' Union, No. 16,667, at I. O. C. hall, Virginia and Bowen streets. E. Popp, Fort Steilacoom, Wash., secretary.

Tarrytown, N. Y., May 17, 7:30 p. m.—Tarrytown Horticultural Society at Masonic building. E. W. Neubrand, 47 South Washington street, Tarrytown, secretary.

Toronto, Ont., May 15, 8 p. m.—Toronto Retail Florists' Club at St. George's hall, Elm street. Alexander Simpson, 87 Grosvenor street, Toronto, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address

G. J. CARJANES,
2004 Eighth Ave. New York

Situation Wanted

GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

Situation Wanted

Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.

Key 839, care American Florist.

Salesmen Wanted

We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also frize wreaths, funeral wreaths, florist fillers. Address

Key 838, care American Florist.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.
ELIZABETH, N. J.

Seed Salesman

With thorough knowledge of varieties, wanted to call on truckers and other growers in California. Good, progressive position to the right man. Address

Key 841, care American Florist.

Salesman Wanted

By large mail order seed house; experienced man to take full charge of flower, seed and bulb department, must be able to make up catalogue. State age, experience and salary. Address

P. O. Box 1296, Philadelphia, Pa.

ATTENTION!

About four years ago a notice appeared in the Trade papers that the gardener Paul Albright, about 54 years old had been killed by some railroad in the middle west.

I appeal to any one who knows about this accident to inform MR. WM. KLEINHEINZ, OGONTZ, PA., when and where this occurred.

FOR RENT

Department store space for a cut flower department on a percentage basis or a guarantee. Best trade, large business and splendid opportunity. We prefer some one operating such departments in other cities centrally located. Chicago or nearby preferred. Address

Key 835, care American Florist.

FOR SALE

Well established retail business in Chicago, including two greenhouses, store and one two-flat building and garage. Established 11 years. Splendid opportunity for the right party.

Key 834, care American Florist.

FOR SALE

Range of ten greenhouses all stocked with potted plants and a ready market for same. Modern residence and plenty of land. Big bargain and death of proprietor only reason for selling. Reasonable terms to right party.

MRS. LESHYN

5329 South Rockwell St., :: Chicago

Help Wanted

**EXPERIENCED
MANAGER**

For large florists' supply house, must be capable with executive ability.

Write stating experience and salary expected.

Address

**Key 840,
care American Florist.**

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

Trade Directory

— OF THE —

Florists, Nurserymen, Seedsmen, Etc.

— OF THE —

**United States and Canada
NEW EDITION NOW READY.**

Price: \$5.00, Postpaid.

PUBLISHED BY THE

AMERICAN FLORIST CO.

440 South Dearborn Street,

::

Chicago, Illinois

The Florist Supply House of America

New quarters of **H. BAYERSDORFER & COMPANY,**
Importers and Manufacturers of Florists' Supplies, will be located at

146 West 18th Street, New York City

in the heart of the wholesale flower district.

A full line of Florists' Supplies will be kept in stock

H. BAYERSDORFER & COMPANY

146 West 18th Street, NEW YORK CITY

New York Florists' Club.

The monthly meeting of the Florists' Club was held on the night of May 8. President Roman J. Irwin in the chair. The secretary read the minutes of the April meeting, which were approved. On the call for committee reports, C. H. Totty, of the flower show committee, stated there was nothing for him to report at this time. Clifford Lowther, for the transportation committee, reported progress relating to reservations for the Society of American Florists' convention at Kansas City, Mo., August 15, and the meeting of the American Association of Nurserymen in Detroit, Mich., June 28.

Suitable resolutions on the death of Selah Van Riper, who had been a member of the club, were read and adopted, the members standing during the reading. A. M. Henshaw, president of the Allied Florists' Trade Association of this city, reported rather disappointing results in getting the retailers to attend the recent florists' mass meeting. He stated that \$2,000 had been allotted to the retailers to be raised for publicity and said that \$15,000 had been collected to date from all sources. The rose growers alone had contributed \$4,187, and the present balance in the treasury totaled \$4,393. Wm. Saville, speaking for the exhibition committee, promised a fine show for the June meeting.

Secretary Young called attention to the presence of James McHutchison who had a message for the members. Mr. McHutchison spoke on the approaching hearing to be held May 15, by the Federal Horticultural Board at Washington, D. C., relating to Quarantine No. 37. He was opposed to that quarantine and said in part that the matter was of such importance that as many as possible should attend the hearing. Chas. H. Totty re-inforced Mr. McHutchison's remarks. Both speakers were emphatic in their opposition to present methods. John Watson, Princeton, N. J., former secretary of the American Association of Nurserymen, asked for 15 minutes in which to read a paper. He began by disclaiming any financial interest on either side of the quarantine question. He reviewed the restrictions and their effects and as we understood him, believes to some extent in quarantine, but in reply to the remarks of a member disclaimed any favor for Quarantine No. 37 and said his object in reading the paper was to show the official attitude.

M. Outerbridge, of Bermuda, was introduced to the members and spoke on "Bermuda Lily Bulbs," saying in



GREEN CEMETERY VASE

Made of durable earthenware and stained permanent Green.

The best Vase for CEMETERY use.

Per doz., \$4.00; 3 doz., \$11.25.

Vaughan's Seed Store
CHICAGO NEW YORK

part that he was confident that their bulbs were not diseased. F. F. Rockwell gave an illustrated lecture on the developments in connection with the Seabrook Farms, conducted at Bridgeton, N. J., by P. M. Koster. Nursery and vegetable work is carried on at this farm on an extensive scale. The motion picture of tractor plowing and the automatic potato diggers were especially interesting. There were also a number of general views of the farm and nursery.

The following were elected to membership in the club: Joseph Hahn, 30 Barclay street; Emil Bartels, 43 West 18th street; Morris Gross, 40 Crescent street, Long Island City, L. I.; Frank Valentine, 165 East 110th street; Geo. A. Burnett, 92 Chambers street, Walter H. Barnwell, 92 Chambers street. Emil Bartels and Jos. Hahn were present and spoke briefly.

All of the amendments of the Florists' Club's by-laws were adopted, which were put through after recess when the majority of members had left the hall, not over 25 being present at the time. The death of John I. Raynor, a life member, was reported and a committee appointed to prepare suitable resolutions. The meeting was adjourned.

A. F. F.

Union Hill, N. J.

The postoffice department clings to historic names. The local postoffice is named Weehawken, possibly in memory of the dueling ground that once existed, although it is doubtful if any living man can point out just where the duels were fought. To be explicit, what is now called Weehawken is near to the

Hudson river and includes the station of the West Shore railroad and several manufacturing plants. This city, true to its name, is at the summit of the Bergen hills that extend through a chain of towns and cities from Jersey City to Hudson Heights. Bergenline avenue, the principal thoroughfare, has many good business houses and the retail florists are well represented.

A few months ago Mrs. Freda Busch opened an attractive shop at 134 Bergenline avenue. She reports a fine Easter trade and says business has been holding up well since then.

For several years the Vrana brothers have conducted a good store at 294 Bergenline avenue, but they now have ambitions along the line of the silk business and would sell their establishment.

The Steinhoff Flower Shop, 426 Hackensack Plank road, is conducted by Miss Steinhoff, a daughter of the late Herman Steinhoff, who was well known in the trade.

The flower department connected with the Neckor undertaking establishment is conducted by C. G. Cosmas, and he seems to have plenty of work.

What has been named the Margaret Flower Shop, 12 Bergenline avenue, is operated by Otto H. Roller and is an attractive and well ordered store.

P. Reis is located in the business area at 513 Humboldt street. He has the florist germ in his blood, being of a family of florists, and is a constant buyer in the New York market.

W. G. Bergland has a neat establishment at Fourth street and Bergenline avenue and seems to have good prospects.

A. F. F.

Dreer's Pot Grown Hardy Perennials

The Stock here offered, all of best planting size, is pot grown unless otherwise noted. It is superior at all times to field grown stock and particularly so late in the season, there being no risk of loss even under unfavorable weather conditions. Extensive planters, among these the leading Landscape Architects, have for many years shown their appreciation of the Dreer Pot Grown Perennials.

	Pots.	Doz.	100		Pots.	Doz.	100
ACHILLEA, Boule de Neige.....	3"	\$1.50	\$10.00	IRIS Germanica, 12 choice varieties, strong divisions.....		\$1.00	\$7.00
Millefolium roseum.....	3 1/2"	1.50	10.00	Germanica, choice mixture, strong divisions..		.60	4.00
The Pearl.....	3"	1.50	10.00	Japanese, 12 choice varieties, strong divisions..		2.00	15.00
AGROSTEMMA coronaria.....	3"	1.50	10.00	Japanese, choice mixture, strong divisions....		1.50	10.00
coronaria alba.....	3"	1.50	10.00	LOBELIA cardinalis.....	3"	1.50	10.00
Flos Jovis.....	3"	1.50	10.00	syphilitica.....	3"	1.50	10.00
AJUGA reptans rubra.....	3"	1.75	12.00	LYCHNIS chalcidonica, Red and White.....	3"	1.50	10.00
genevensis.....	3"	1.75	12.00	Haageana.....	3"	1.50	10.00
ANEMONE japonica alba.....	2 1/4"	1.00	8.00	Viscaria splendens.....	3"	1.50	10.00
Queen Charlotte.....	2 1/4"	1.00	8.00	LYSIMACHIA ciliata.....	4"	1.75	12.00
rubra.....	2 1/4"	1.00	8.00	clethroides.....	4"	1.75	12.00
Whirlwind.....	2 1/4"	1.00	8.00	Fortunei.....	4"	1.75	12.00
AQUILEGIA canadensis, chrysanth, coerulea, flabellata nana alba, Helenae, nivea grandiflora, vulgaris, Long Spurred Hybrids.....	3"	1.75	12.00	Nummularia.....	3"	1.50	10.00
ARAKIS alpina.....	3"	1.50	10.00	LATHRUM roseum superbum.....	3 1/2"	1.75	12.00
ARMERIA formosa rosea.....	3"	1.50	10.00	MERTENSIA virginica.....	3"	1.75	12.00
Lauchena rosea.....	3"	1.50	10.00	MONARDA didyma rosea.....	4"	1.75	12.00
ARTEMISIA lactiflora.....	3 1/2"	2.00	15.00	didyma, Cambridge Scarlet.....	4"	1.75	12.00
Abrotanum.....	3"	1.50	10.00	didyma violacea.....	4"	1.75	12.00
pedemontana.....	3"	1.50	10.00	MYOSOTIS palustris semperflorans.....	3"	1.50	10.00
Stelleriana.....	3"	1.50	10.00	NIEREMBERGIA rivularis.....	3"	1.75	12.00
ASCLEPIAS tuberosa, 2-yr., field roots.....	3"	1.50	10.00	OENOTHERA Pilgrimii.....	3"	1.75	12.00
ANTERS, 12 choice varieties.....	3"	1.75	12.00	speciosa.....	3"	1.75	12.00
Dwarf Alpine.....	3"	1.50	10.00	PACHYSANDRA terminalis, 1000 \$90.00.....	3"	1.25	10.00
BAPTISTA australis.....	3 1/2"	1.75	12.00	PAPAVER nudicaule, Choice Mixed.....	3"	1.75	12.00
BELLIS perennis, pink and white.....	3 1/2"	1.25	8.00	PAPAVER orientale, Gerald Perry.....	3"	3.50	25.00
BOCCONIA cordata.....	3 1/2"	1.75	12.00	orientale, Goliath.....	3"	2.00	15.00
BOLTONIA asteroides.....	3"	1.50	10.00	orientale, Mrs. Perry.....	3"	2.00	15.00
latissuama.....	3"	1.50	10.00	orientale, Oriflamme.....	3"	2.00	15.00
CAMPANULA Medium.....	4"	1.75	12.00	orientale, Perry's White.....	3"	1.50	10.00
CARNATIONS, Hardy border.....	3 1/2"	1.50	10.00	orientale, Choice Mixed.....	3"	1.25	8.00
CENTAUREA montana.....	3 1/2"	1.75	12.00	PHLOX, HARDY, 12 good varieties.....	3"	1.50	10.00
dealbata.....	3 1/2"	1.75	12.00	Miss Lingard, early white.....	3 1/2"	1.50	10.00
macrocephala.....	3"	1.75	12.00	subulata, white, lilac and rose.....	3 1/2"	1.75	12.00
CHRYSANTHEMUMS, Hardy Pompon, 25 varieties.....	2 1/4"	.85	6.00	PHALIS Franchetii.....	3 1/2"	1.50	10.00
Alaska, Shasta Daisy.....	3"	1.50	10.00	PHYSOSTEGIA, Pink and White.....	3 1/2"	1.50	10.00
Glory of Wayside.....	3"	2.00	15.00	PINKS, HARDY, 6 choice varieties.....	3"	.85	6.00
CERASTIUM tomentosum.....	3"	1.50	10.00	PLATYCODON grandiflorum, blue and white strong roots.....		1.50	10.00
CHELONE glabra alba.....	3"	1.75	12.00	japonica fl. pl., blue, strong roots.....		2.50	18.00
Lyoni.....	3"	1.75	12.00	PLUMBAGO Larpentae.....	3"	1.50	10.00
CLEMATIS integrifolia coerulea.....	3 1/2"	2.50	20.00	POTENTILLA, in variety.....	3"	1.75	12.00
recta.....	3 1/2"	2.50	20.00	PRIMULA veris.....	3"	1.50	10.00
CIMICIFUGA racemosa.....	3 1/2"	1.75	12.00	PYRETHRUM hybridum, choice mixed seedlings.....	3"	1.75	12.00
COREOPSIS Delphinifolia.....	3"	1.50	10.00	uliginosum.....	3"	1.50	10.00
lanceolata grandiflora.....	3 1/2"	1.50	10.00	RANUNCULUS acris fl. pl.....	3"	1.50	10.00
rosea.....	3"	1.50	10.00	repens fl. pl.....	3"	1.50	10.00
DIANTHUS deltoides alba.....	3 1/2"	1.50	10.00	ROSEMARY.....	4"	1.50	10.00
deltoides rosea.....	3 1/2"	1.50	10.00	RUBEBCKIA, Golden Glow.....	4"	1.50	10.00
DELPHINIUM belladonna.....	3 1/2"	1.50	10.00	maxima.....	3 1/2"	1.75	12.00
bellamosa.....	3 1/2"	1.50	10.00	Newmanii.....	3 1/2"	1.75	12.00
chinesis, Blue and White.....	3"	1.50	10.00	nuda.....	3 1/2"	1.75	12.00
formosum.....	3 1/2"	1.50	10.00	Autuma Sun.....	3 1/2"	1.75	12.00
Gold Medal Hybrids.....	3 1/2"	1.50	10.00	submontosa.....	3"	1.75	12.00
DIELYTRA formosa.....	3"	2.00	15.00	SALVIA azurea.....	3"	1.75	12.00
DIGITALIS gloxiniaeflora.....	4"	1.75	12.00	Greggii, pink and white.....	3"	1.75	12.00
lanata.....	3 1/2"	1.50	10.00	Pitcherii.....	3"	1.75	12.00
ECHINOPS sphaerocephalus.....	3"	1.75	12.00	SANTOLINA incana.....	2 1/4"	1.25	8.00
ERYNGIUM planum.....	4"	1.50	10.00	SCABIOSA japonica.....	3"	1.50	10.00
EUPATORIUM ageratoides.....	3 1/2"	1.75	12.00	SEDUM acre, album and sexangulare.....	3 1/2"	1.50	10.00
coelestinum.....	3"	1.75	12.00	spurium and coccineum.....	3 1/2"	1.50	10.00
HARDY FERNS, choice varieties.....	3"	1.75	12.00	spectabile and spectabile Brilliant.....	3 1/2"	1.75	12.00
GEUM atrococcineum.....	3"	1.75	12.00	SILENE Schafta.....	3"	1.50	10.00
Heldreichii.....	3"	1.75	12.00	SILPHIUM perfoliatum.....	4"	1.75	12.00
Mrs. Bradshaw.....	3"	1.75	12.00	SISYRINCHIUM bermudianum.....	3"	1.50	10.00
GERANIUM sanguineum.....	3"	1.75	12.00	SOLDADO, Dwarf and Tall varieties.....	4"	1.50	10.00
GAILLARDIA grandiflora.....	4"	1.50	10.00	SPIRAEA filipendula.....	3 1/2"	1.75	12.00
GYPSOPHILA cerastioides.....	3"	1.75	12.00	palmaria elegans.....	3 1/2"	1.75	12.00
paniculata.....	4"	1.50	10.00	ulmaria fl. pl.....	3"	1.50	10.00
repens.....	3"	1.75	12.00	STACHYS Betonica grandiflora.....	3"	1.50	10.00
repens rosea.....	3"	1.75	12.00	STOKESIA cyanea, blue and white.....	3"	1.50	10.00
HELENIUM autumnale rubrum.....	3"	2.00	15.00	SWEET WILLIAM, white, scarlet and pink.....	4"	1.50	10.00
autumnale superbum.....	3"	1.75	12.00	THALICTRUM diplocarpum (New).....	3"	3.50	25.00
Hoopesii.....	3"	2.00	15.00	aquilegifolium purpureum.....	3"	2.00	15.00
Riverton Beauty.....	3"	2.00	15.00	glaucom.....	3"	1.50	10.00
Riverton Gem.....	3"	2.00	15.00	intermedium.....	3"	1.50	10.00
HELIANTHUS giganteus.....	3 1/2"	1.75	12.00	THERMOPSIS caroliniana.....	3 1/2"	1.75	12.00
mollis grandiflorus.....	3 1/2"	1.75	12.00	TRADESCANTIA virginica, blue and white.....	3 1/2"	1.50	10.00
multiflorus fl. pl.....	3 1/2"	1.75	12.00	THYMUS serpyllum, coccineum and splendens.....	3"	1.75	12.00
Maximiliana.....	3 1/2"	1.75	12.00	TUNICA saxifraga.....	2 1/4"	1.50	10.00
orgyalis.....	3 1/2"	1.75	12.00	TRITOMA Pfitzeri.....	3 1/2"	1.50	10.00
rigidus japonicus.....	3 1/2"	1.75	12.00	VALERIANA coccinea.....	3 1/2"	1.50	10.00
Woolley Dod.....	3 1/2"	1.75	12.00	coccinea alba.....	3 1/2"	1.50	10.00
HELIOPSIS Pitcheriana.....	3 1/2"	1.75	12.00	officinalis.....	3 1/2"	1.75	12.00
scabra excelsa.....	3"	1.75	12.00	VERONICA amethystina.....	3 1/2"	1.50	10.00
HEMEROCALLIS flava.....	3 1/2"	1.50	10.00	incana.....	3"	1.75	12.00
HIBISCUS (Giant Marshmallow), Red, White, and Pink, 2-yr.-old roots.....		2.00	15.00	longifolia subsessilis.....	3"	1.75	12.00
Crimson Eye, 2-yr.-old roots.....		1.50	10.00	maritima.....	3"	1.75	12.00
Marvel Mallow, 2-yr.-old roots.....		1.50	10.00	pectinata.....	3"	1.75	12.00
HOLLYHOCKS.....		1.75	12.00	repens.....	3"	1.75	12.00
Single, Choice Mixed, strong roots.....		1.75	12.00	rupestris, blue and white.....	3"	1.75	12.00
Allegheny, Choice Mixed, strong roots.....		1.75	12.00	spicata, blue, white and pink.....	3"	1.75	12.00
				virginica.....	3"	1.75	10.00
				VINCA minor.....	per 1000	70.00	3"
				VIOLAS (Tufted Pansies), blue, white, yellow and purple.....	3"	.85	6.00
				VIOLETS, Double Russian.....	2 1/4"	.85	6.00

The above prices are intended for the trade only.

HENRY A. DREER, 714 Chestnut Street, PHILADELPHIA, PA.

Gladiolus Bulbs

Plant Now and Every Ten Days.

For Your Summer Supply of Flowers.

Grown on Our Own Farms From True Planting Stock.

	1000
America, First.....	\$20.00
America, Medium.....	16.00
America, extra, 2 in., up.....	25.00
Augusta, First.....	32.00
Augusta, Medium.....	25.00
Baron J. Hulot, Medium.....	50.00
Chicago White, First.....	30.00
Halley, First.....	33.00
Halley, Medium.....	27.00
Mrs. F. King, First.....	22.00
Mrs. F. King, Medium.....	18.00
Mrs. F. King, extra, 2 in., up.....	27.50
Peace, First.....	45.00

	1000
MRS. F. PENDLETON, First.....	\$40.00
MRS. F. PENDLETON, Med.....	35.00
(5000 at \$33.00 per 1000.)	
Niagara, First.....	40.00
Niagara, Medium.....	35.00
Mad. Monneret, First.....	23.00
Mad. Monneret, Medium.....	20.00
Mrs. Watt, First, Ruffled Gl'y.....	45.00
Panama, First.....	35.00
Panama, Medium.....	30.00
Schwaben, Medium.....	42.00
Florists' Mixed, First.....	25.00
Rainbow Mixed, First.....	40.00
Standard Mixed, First.....	18.00
Standard Mixed, Medium.....	16.00

CANNA PLANTS Are Ready

	Prices per 100	3 inch	4 inch
Chas. Henderson	\$ 8.00	\$10.00	
David Harum	8.00	10.00	
Firebird	12.00	18.00	
Gustave Gompers	8.00	12.00	
Hungaria	15.00	20.00	
Louisiana	8.00	10.00	
Marvel	8.00	10.00	
Meteor	8.00	12.00	
Milwaukee	8.00	10.00	
Niagara	8.00	10.00	
Orange Bedder	8.00	12.00	
Uncle Sam	8.00	10.00	
Prince Weid	8.00	10.00	
Queen Charlotte	8.00	10.00	
Souv. de Crozy	8.00	10.00	
President	10.00	15.00	
Wyoming	8.00	10.00	
Wintzer's Colossal	8.00	10.00	
Yellow King Humbert	8.00	18.00	

 Write for Special Prices on 5,000 to 10,000 lots.

DORMANT CANNA ROOTS.

	1000
Chas. Henderson	25.00
Madam Crozy	22.50
Niagara	20.00

	1000
King of Bronze.....	20.00
Uncle Sam	25.00
Peley	25.00

FALL BULBS

Many prices are now ready.

Send us your list for quoting.

 Have You Our Spring "BOOK FOR FLORISTS?" A Card Will Bring It.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

Newark, N. J.

The Broad street retailers are unanimous in stating that they had a good business in both plants and cut flowers.

NOTES.

Plant growers of the city and suburban towns seem to do a good business at Centre market, where they sell outside. We notice a fine collection at the stand of Harry H. Cook, who is located at 92 Hill street, Orange.

Henry Hernecker, who has a good shop and a number of stores on Central avenue, has an immense stock of budding plants in fine condition and reports good business in the plant line.

A. B. Hoffman, well known in the wholesale district of New York, who opened a store at 657 Bergen street about a year ago, has been quite successful.

The Rosery Floral Co., 167 Market street, reported an excellent business for Easter and seems to have a steady run of trade.

George Penek is well known in the trade and has a store near the market. He seems to be doing a fine business.

John Crossley, Belleville avenue, who is a constant buyer in the New York market, has a good spring business.

Philips Bros. had a better business for Easter than ever before and they anticipate an excellent Mothers' Day trade.

Manager Strachan, of Wolfinger's, is looking forward to good Mothers' Day business.

James Plunkett is making a success of his retail business in Branford Place.

F. A. Kuehn, 621 Central avenue, reports trade brisk.

A. F. F.

Rochester, N. Y.

BUSINESS EXCEPTIONALLY GOOD.

Business has been exceptionally good the past two weeks, funeral, wedding and counter trade making up the bulk of the sales. Sweet peas are unusually fine although the price received is low. Bulbous stock is still very plentiful. Columbia, Ophelia, Mrs. Aaron Ward and Francis Scott Key are in the best of condition. A choice lot of gladioli, delphiniums, snapdragons and gypsophillas are arriving. Lily of the valley is scarce but carnations are plentiful and of fine quality. A heavy supply of Harissii and calla lilies is arriving. Asparagus plumosus is scarce at this writing. The recent warm days have brought out vegetation profusely and there will soon be an abundance of all outdoor stock.

NOTES.

Owing to the great demand for carnations of excellent quality Hugo Teute has let a contract to the American Greenhouse Construction Co., for a house 40x300 feet and a conservatory in front of the range. Mr. Teute has 8,000 cyclamen plants in four and 5-inch pots ready for the autumn trade. He is still marketing fine Darwin tulips, cut gladioli and sweet peas.

Geo. T. Boucher was very busy last week, having had the decorations for the policemen's ball, May 1, at the State armory. Jos. Weruein has been assisting at the store. Mrs. Alma Keyes, of the firm's sales force, is spending several days in New York city during her spring vacation.

The greenhouses and residence of Andrew J. Lepper were sold at public auction recently.

H. E. Wilson is making a specialty of hardy herbaceous plants for spring planting.

CHESTER.

North Bergen, N. J.

George Schubert and Jos. Schubert, who a few months ago succeeded their father, Geo. Schubert, Sr., who retired in the management of the fernery, are not confining their efforts to ferns, though they have a great stock of their new kind, Nephrolepis Schuberti compacta coming on. This range has long been noted for its palms grown from seed. Thousands of Kentia belmoreana, in small pots, are now in stock. Another feature is the large supply of ferns suitable for dishes. The young men had a fine lot of Easter lilies that sold out well for the holiday.

Geo. Schubert, Sr., and wife, who spent the winter in Florida, returned home recently.

A. F. F.

MEMORIAL DAY NUMBER

TO BE ISSUED

Next Week

JUST RIGHT FOR THE
DECORATION DAY BUSINESS

The price is \$1.75 per single column inch, \$52.50 per page.

Rate by the year: \$1.25 per inch; page, \$37.50.

Offer Them Now

ALL SPECIALTIES

For Cemetery Use

All Bedding Plants

Window Box Stock

Plants for Vases

WHILE DEMAND IS STRONG

American Florist Co.

440 S. Dearborn St., CHICAGO

For 37 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

 Please send your copy for this issue as early as possible.

BUY DIRECT FROM THE GROWERS

OUR ROSES

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at rate of \$12.00 to \$16.00	
Choice long stems, all Russells.....	20.00
Good medium length, our selection.....	8.00
Good short in lots of 300 or more, our selection.....	5.00
Also a limited quantity of short stem roses at.....	3.00
(These stems are from six to eight inches in length.)	
When ordering please state what grade wanted.	

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 85c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

FANCY FERNS—Best New England Ferns at \$4.00 to \$4.50 per 1000.

All seasonable flowers we will buy for our customers at market prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

HEAVY DEMAND FOR MOTHERS' DAY.

The early demand for stock for Mothers' Day is heavy and while the supply is large it will not be at all surprising if the market cleans up completely before the rush is over. Roses are in strong demand and there is an extra heavy call for carnations and it is almost a certainty that these two items will be sold up early. Gladioli from the south and choice local indoor grown stock are quite a factor in the market, not to mention the unlooked for supply of iris which is attracting the attention of the buyers. Peonies are in large supply and will come in handy this week. Sweet peas are plentiful and the supply of tulips, lupines, jonquils, snapdragons, calendulas, daisies and pansies is quite heavy. Lily of the valley, orchids and gardenias appear to be holding their own. Lilies, callas, trailing arbutus, narcissus, lilac and other miscellaneous seasonable stock is included in the offerings. The out-of-town demand is very heavy and many buyers have been seen in the market the past week from distant points arranging for their supply. The local call for stock is good and while the heaviest demand is not expected until the end of the week many of the buyers were placing their orders early, figuring that the demand will absorb the supply regardless of its size. All the retailers have made big preparations for Mothers' Day here as well as elsewhere and the trade as a whole will admit that the demand for stock for this occasion is equal, if not greater, than any other holiday. THE AMERICAN FLORIST was the first to see the great possibilities of the day and featured it prominently in its reading columns as early as 1908. For the benefit of those who are in doubt who boosted the big day from the first it may not do any harm to reprint the

"PURE WHITE" DOVES

	Each	Dozen
Select quality, large size.....	\$2.50	\$27.00
First quality, large size.....	2.25	24.00
Miniature Doves.....	.40	4.00

(Complete list of many other items free).

GEO. H. ANGERMUELLER CO.

ESTABLISHED 1905

WHOLESALE FLORISTS

1324 PINE ST., ST. LOUIS, MO.



following extract at this time which appeared in our May 16, 1908, issue: "The feature of the week was the rush of business on Saturday. It had been quiet all week but, almost without warning, a demand sprung up on Saturday morning which continued and kept the boys on the go all day long. Everything in white flowers sold out clean, the principal demand being for white carnations. It was the first celebration of Mothers' Day, when everyone, man, woman and child, was to honor the 'best mother in the world, their mother,' if happily they still enjoyed her companionship, by wearing a white flower or, if she had passed away, wear a white flower in memory of her. It is proposed to make this an annual event to be commemorated on May 10 each year. This custom is said

to have originated in this city, being the idea of a lady resident, which was taken up by the city press and spread in a few days so that it is said to have been observed quite generally in many of the adjacent states. Owing to the short time or notice that was given to it, its observance was not at all general here, when one takes into account the whole population. Yet the demand was enough to use up every white carnation in sight and was a godsend to the commission houses, where the whites had been hanging fire and had, for a long time, been the hardest to sell. It is hoped that with the favorable way in which the idea of Mothers' Day was received that it will become, in time, one of the great flower days of the year. Why could not the idea be carried out so that the last resting place of those who have

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Calendulas, Sweet Peas, Easter Lilies, Callas,
Peonies, Snapdragons, Gladioli.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNs, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNs.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

passed away should have placed thereon a bunch of white flowers? It would be a beautiful custom and much might be done by the craft in an unostentatious way to bring it about."

NOTES.

Poehlmann Bros. Co. is in splendid crop for Mothers' Day and is pleased with the demand. The shipping trade

is exceptionally brisk and a heavy local demand is expected later in the week. The supply department is enjoying a good season and the call for special boxes for Mothers' Day exceeded all expectations.

Mrs. John Worthy, widow of the late John Worthy, who was one of the first Lincoln park commissioners, died May

8. Mrs. Worthy was greatly interested in the planting of trees along the Lincoln highway.

Kennicott Bros. Co. is receiving large quantities of peonies from Villa Ridge and Carbondale.

Vaughan's Seed Store reports local counter demand well ahead of a year ago.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

A. Henderson, of A. Henderson & Co., A. Miller, of the American Bulb Co., and Ralph B. Howe, of the W. W. Barnard Co., expect to attend the Federal Horticultural Board hearing at Washington, D. C., May 15. Mr. Henderson will represent the local club and allied florists.

The Herald-Examiner says, some North Shore women who have no sunny porches, are planting vines that grow in shade and, when the vines are grown sufficiently, stick artificial geraniums, bought at a 10-cent store, into the foliage.

Zech & Mann are busy with Mothers' Day orders this week and report a heavy call for stock from out-of-town points. Stock in general is in large supply here, especially roses, but is cleaning up nicely each day.

The Wojtkiewicz family have the sympathy of the trade in the loss of their loving son and brother, Anton, whose death occurred this week, an account of which appears in the obituary column.

Wietor Bros. are well pleased with their Mothers' Day business so far and while they are cutting heavily in roses and carnations stock is moving surprisingly well owing to the heavy demand.

The J. A. Budlong Co. is having its share of the business for Mothers' Day, especially in the shipping department. Stock of all kinds is in large supply here, especially roses of splendid quality.

The Central Floral Co. has a very attractive window display for Mothers' Day that is most appropriate for the occasion, with one's best friend occupying the centre of the setting.

James R. Paul & Son, well known landscape planters, report a very busy season in their line and much work yet to be done. The firm's new address is 6225 Glenwood avenue.

A. E. Turner, well-known fern man of Mosinee, Wis., called on the wholesale trade here this week, leaving May 11 to visit the dealers at St. Louis, Mo., and Cincinnati, O.

R. H. Wells, manager of the Detroit-McCallum Company, Detroit, Mich., was a visitor May 4, attending the Florists' Club meeting the same evening.

E. F. Winterson has been unable to resist the call of the soil any longer and is playing "hookey," with headquarters at Highland Park.

A. L. Vaughan & Co. are well pleased with the early demand for Mothers' Day, with the call from out-of-town points exceptionally heavy.

Joe Steckal, who is in the florist business at Beverly Hills, is lending a hand to the sales force at the Joseph Foerster Co.'s store this week.

Joe Marks, of A. Henderson & Co., has the sympathy of the trade in the loss of his mother, whose death occurred May 4.

Peter Reinberg, Inc., is pleased with the Mothers' Day business so far and the outlook is bright for a late city demand.

Al Campiche is giving the regular force at A. T. Pyfer & Co.'s store a lift during the Mothers' Day rush.

W. L. Rock, of Kansas City, Mo., was a visitor at the Chicago Flower Growers' Association's store May 9.

The Joseph Foerster Co. is offering a large supply of iris in addition to its usual complete line of stock.

Tulips outdoors in Washington park and elsewhere in the city, have made a good showing this season.

A number of changes will take place in the local wholesale cut flower market in the near future.

Erne & Co. supplied their trade with some of the finest lilac of the season this week.

Ed. Goldenstein, of Vaughan's Seed Store, has returned from the east.

Milwaukee, Wis.

BRIGHT PROSPECTS FOR MOTHERS' DAY.

Since May 1 the weather has been very warm and carnation growers began to move young stock into the field. The call for bedding plants has been quite brisk, the demand starting earlier this year than last. As we often have frosty nights before May 30, duplicate sales often result. In light of last year's experience an exceptionally brisk demand is expected for Mothers' Day. Especially plants, it being so near Memorial Day, will be plentiful and cut flower offerings, with the possible exception of carnations, will be liberal.

FLORISTS' CLUB MEETING, MAY 4.

The members of the Florists' Club listened to a most interesting and instructive illustrated talk by Huron N. Smith, curator of botany at the Public museum, on plant life, from the lowest to the most highly developed flowers, at the May 4 meeting, held in the Museum building. Mr. Smith was elected an honorary member of the club at the April meeting. It seems a pity that more of the members could not have heard his address. The entertainment committee, consisting of Walter Halliday, Henry Wilke, S. Hare, have completed elaborate arrangements for the annual May ball to be held at the Calumet Club, May 17. While everyone of the local craft is welcome, the club would be pleased to greet and entertain out-of-town florists. The meeting was adjourned.

NOTES.

Since April 30 this city is again governed by daylight saving time, which is more agreeable to the florist's employees than the proprietor who continues work an hour or more longer, especially during the busy month of May.

The Florists' Association is pushing the Mothers' Day publicity to the limit which ought to bear results. Preparedness and co-operation will do the trick.

Fred H. Holton and Roy Currie returned from New Orleans, La., April 30, where they attended the Shriner's convalescence the week previous.

The Bradish Floral Co., successor to F. W. Ernst, has been using a new Ford delivery car since the first of the month.

E. O.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Ward

Sunburst

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

PEONIES

DAISIES

TULIPS

PANSIES

JONQUILS

STOCKS

MIGNONETTE

GREENS

Plumosus

Bronze and Green Galax

Ferns

Adiantum

Mexican Ivy

Boxwood

Sprengeri

Smilax

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

Rush Orders Taken Care of Promptly

If you run short of stock for Mothers' Day at the last minute send your hurry-up orders to us. We will be on the job with plenty of stock of all kinds up to the last minute ready to serve you. All Cut Flowers will be billed out at market prices on day of shipment.

Roses==Carnations

IN HEAVY SUPPLY

PEONIES

Also Large Quantities of Lilies, Narcissus, Iris, Tulips, Sweet Peas, Daisies, Valley, Pansies, Gladioli, Calendulas, Orchids.

And a Complete Line of All Other Miscellaneous Seasonable Cut Flowers and Greens.

☞ All stock will be billed out at market prices on day of shipment. Arrange for your supply with us today.

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

Order Your Cut Flowers From Us

We have everything in season including the best
Peonies, Roses, Carnations, Sweet Peas, Lilies,
Callas, Tulips, Jonquils, Candytuft, Snapdragons,
Daisies, Lupines, Etc. Complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street,

L. D. Phone
Randolph 2081

CHICAGO

Columbus, O.

BUSINESS FAIRLY BRISK.

Business last week was steady, with funeral work fairly active. Active preparations are being made for Mothers' Day, which is expected to be one of the big events of the year. Indications point to an advance in the price of carnations, but other stock will remain the same, it is believed. Carnations, roses snapdragons, sweet peas and pot plants are the leaders, the former bringing \$1.50 to \$2 per dozen. Roses are of excellent quality, at \$3 to \$7 per dozen. Premier, Sunburst, Mrs. Ward and Columbia being the most popular. Snapdragons are not as plentiful as formerly and prices are slightly higher. Sweet peas are in good supply and pot plants are selling well. Garden flowers are now in the market, shrubbery goes briskly and landscape work is one of the big features of many local establishments.

FLOWER GROWERS' AND RETAILERS' ASS'N.

The regular semi-monthly meeting of the Flower Growers' and Retailers' Association was held at the Chittenden hotel, May 2, with a good attendance. The feature of the meeting was a talk on greenhouses and supplies for growers, by Mr. Frey of the McCallum Co., Pittsburgh, Pa. Steps have been taken to have a flower show week some time in the fall, possibly in October, when all of the florists of the city will be asked to make special displays in their store rooms. The advertising for Mothers' Day was arranged and steps have been taken to present the film of the recent Fifth National Flower Show, in Indianapolis, at the Majestic theater.

NOTES.

Walter Stephens of S. F. Stephens & Co., reports a number of improvements at the company's plant at Greenlawn cemetery. A new building, for the filling of cemetery vases is being erected

in order to take care of that class of business better. The concern also installed a new bookkeeping system and new filing cabinet for the more efficient handling of orders and correspondence. A plot of Darwin tulips, containing 10,000 plants, is attracting attention. Business with this concern is now above normal and the volume is the same as during the war period, it is said.

The Wilson Seed Co., at its new location on East Town street, has started a society department, which has been placed in charge of Mrs. Grace Moon, who is called upon to keep posted on approaching society events, such as weddings, receptions, dinners and banquets, for the purpose of giving the sales department a chance to get in touch with the people. The department is proving a good success.

Mrs. Williams, manager of the local branch of the Zettlitz Floral Products Co., with greenhouses on the Groveport pike, has resigned and returned to Lima, O., where she may continue with the Zettlitz interests. She left April 29 and up to date no manager has been selected. The company is making extensive improvement by tiling all of the benches, roses being grown exclusively.

A fairly good trade is reported by the Munk Floral Co. Preparations are being made for a busy Mothers' Day, although indications point to a scarcity of roses and carnations. It is believed that many sales of pot plants will be made for the day instead of cut flowers.

A good trade in roses, carnations and snapdragons is reported by the Julia Flower Shop, East State street. This concern, located near the entrance of the Hartman theater, is quite popular with theatergoers.

The annual tulip show given by the Livingston Seed Co., 59-61 East Chestnut street, held during the week of May 1, attracted a good deal of attention.

J. W. L.

Salt Lake City.

MOTHERS' DAY PROSPECTS GOOD.

Everything points to one of the largest Mothers' Days in the history of the business. The weather shows every indication of remaining good, assuring an abundance of stock. Carnations, as usual for this day, is the favored flower, and growers will not accept orders for these except from regular carnation customers, and then the supply will fall short. Orders are being booked at prices ranging from \$6 to \$10 per 100; Laddie carnations, \$15 per 100. A large cut of roses is expected, and the stock will be exceptionally good. Prices are from \$10 to \$25 per 100, wholesale. Hoosier Beauty will probably lead in the darker kinds, yet Dunlop has come into popularity very rapidly and everything points to its holding its own with the leaders in the near future. The supply of sweet peas is very limited, but the stock is exceptionally fine. Prices range from \$1 to \$2 per 100. Asparagus Sprengeri is scarce, but A. plumosus is ample. Calla lilies and lily of the valley are on the short side. Plant growers are expecting their share of Mothers' Day business. They are offering four and 5-inch pelargoniums at 35 to 75 cents; four and 5-inch Marguerites at 25 and 50 cents. These are of the finest quality. Other plants for which a good sale is expected are Primula obconica, geraniums, Asparagus Sprengeri, A. plumosus, holly ferns and coleus. Orders for many made-up pans of Primula obconica and plumosus are being taken.

MILLER FLORAL CO. WINS SILVER LOVING CUP.

Everyone has a hobby, and window decorating seems to be the hobby of the Miller Floral Co., 10 East Broadway. Readers of THE AMERICAN FLORIST have probably seen illustrations of their different windows as they have appeared, but it remained for the firm to

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES MCCAULEY, Treasurer

The House That Satisfies

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

OPEN ALL DAY SUNDAY--MAY 14

Send your late orders to us. Our supply is heavy, and we will be able to fill your orders in full, quicker than any other establishment, in the **WORLD'S GREATEST FLOWER MARKET.**

win a touchdown last week in a contest for a silver loving cup offered by the Deseret News, Utah's leading newspaper, for the best window display answering the question, "Is Matrimony a Failure?" Practically all the leading business houses in the city entered into this contest. To use the words of one of the leading newspapers, "To say that competition was keen is putting it mildly. Stores that have had the reputation of decorating exceptional windows, and were considered favorites to win the Deseret News cup, weren't in the running. In the parlance of the sporting world, it took more than a good window to win last night—it had to be a knock-out." The suggestions carried out by some of the leading windows were to "Say It With an Automobile," "Say It With a Modern Kitchen," electric ranges, etc., but the idea to "Say It With Flowers" won the judge's vote. The picture portrayed a couple who having pioneered their way to Utah in the early days, starting life here in an old log cabin, later acquiring a new home in which they are now living. The climax of the story portrays the aged couple on their golden wedding anniversary, admiring a picture of their children when a box of flowers is received from them, with card enclosed: "With Love from Daughter and Family on your Golden Wedding Anniversary." In the foreground their newly married grandchildren have just stepped from their car to inspect their new home, a modern bungalow. A card in front of the new home states: "We will make a success of it as Dad and Mother did."

J. W. W.

Pittsburgh.

FINE PROSPECTS FOR MOTHERS' DAY.

Business has shown some improvement the past week, starting off somewhat slowly, but winding up with a rush. The supply of American Beauty roses has increased, but the call is light and the quality is of the best. The list price calls for \$7.50 for specials on down to \$4 per 100 for shorts. Other roses are of good quality and the supply has been top heavy, but if Friday and Saturday can be taken as a sample of what is coming for the balance of the month, the oversupply is over. Carnations are holding firm at \$6 per 100 for good stock and \$10 to \$12 for Laddie. Of course there are quite a few that are not of good quality, and these have to be moved at much

less. Some fine snapdragons are seen and move quickly at fair prices. After two weeks of a glut, both Easter and calla lilies have tightened up and are again cleaning up at a price to let the grower out with a little profit. Some fine Darwin tulips are seen and there is no trouble in moving them at \$8 per 100. Sweet peas have been very poor and the most of them are not fit to send out. Yellow daisies are popular, but the quantity has been so large that prices have remained low. Lily of the valley cleans up daily at \$6 and \$8 per 100. A few southern peonies are coming in, but the quality so far has been poor. Mothers' Day will soon be with us and it looks like a big day with the carnation—the popular flower of the day—scarce and high in price, but with prospects of plenty of other stock at reasonable prices to take its place.

NOTES.

The Retail Florists' Association meeting Thursday evening, May 4, was poorly attended, as only seven members were present and four of them were wholesalers. It seems too bad that more retailers do not interest themselves in these meetings, as they are for the good of the trade in general, and the only way the association can be a success is by everyone pulling together, which seems to be impossible in this section.

The McCallum Co. has purchased a new delivery truck which was needed badly. This gives them four trucks, which are kept busy all the time. They have also added another man to their force in the cut flower department in the person of Jack Martin. Mr. Martin worked for them several years ago, but left on account of bad health. He is again in good health and should prove a valuable addition to the force.

Harris Bros. are enlarging their store and when alterations are completed they will have at least twice as much room as they have at present.

Business must be picking up all over the country, as the supply houses report that they are forced to work overtime to keep up with the orders.

E. C. T.

STAMFORD, CONN.—At the monthly meeting of the Stamford Horticultural Society, May 1, good exhibits were made by the following: A. Geddes and J. Baddley, pansies; G. C. Boone, rhubarb. The summer flower show of the society will be staged June 23.

Albany, N. Y.

FLORISTS' CLUB MEETING, MAY 6.

For the May 6 meeting the Florists' Club met in new quarters, one of the rooms of the Central Young Men's Christian Association building, which was placed at the disposal of the club. Only a small number were present, however. There were two proposals for membership. A. J. Hilton, 28 Market street, Amsterdam, was elected a member. The club will hold its June meeting in the same building, and in the autumn will select a meeting place for the winter. A new meeting place was made necessary by the removal, May 1, of the Albany Cut Flower Exchange, Inc., where the club has met for some time, to 664 Broadway.

NOTES.

In a communication to Mayor William S. Hackett, T. Harvey Holmes, secretary of the Market Gardeners' Co-operative Association, submitted a set of suggestions for the improvement of the public market to go into effect this season. Mayor Hackett has not given his answer to the suggestions. The co-operative association asked for the following: Better lighting facilities, a comfort station, a news service to enable the producer and consumer to know the selling price of produce, better police protection, market hours from 7 p. m. until 1 p. m. (18 hours), market stalls to be 8x12 feet each, rent stalls from 7 p. m. to be free after 6 a. m. unless occupied by the lessee at that hour, and all producers to vacate stalls after selling out. The city administration is to determine the price of stalls and to have them assigned by lot, producers to have the right to exchange stalls with producers.

Among the changes with the retailers May 1 was the removal of the Rosery, Edward P. Tracey, proprietor, from 23 Steuben street to 70 North Pearl street, the Hotel Kenmore block. The new location is in the shopping district.

"Eberle's Tested Seeds" is the caption of a large illustrated advertisement being run in the local newspapers by F. W. Eberle, who announces that his seed annual is ready for distribution.

Gloekner's For Flowers, 97 State street, is featuring an attractive Mothers' Day advertisement, 4¼x5¼ inches, in the local newspapers.

R. D.

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom, 30 East Randolph Street, Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill. Phone Central 6004. Established 1893.

St. Louis, Mo.

SHARP DECLINE IN PRICES.

Business has been fairly brisk all week, the market being well supplied with nearly all kinds of stock. Roses are arriving in a flood on a declining market. Premier, Columbia, Mrs. Chas. Russell, Mrs. Aaron Ward, Sunburst, Milady, White Killarney constitute the bulk of the offerings. Carnation prices are extremely low but values are expected to improve by Mothers' Day. Indoor lily of the valley has been crowded off the market as the outdoor material is swamping it, at \$1 per 100. Snapdragons, delphiniums, cornflowers, yellow daisies, German irises, peonies and stocks are plentiful and clean up. Orchids are meeting a fair call at \$1.25 to \$1.50 per bloom. Sweet peas are in oversupply at very low values. Callas are used in funeral work, and calendulas move readily. A brisk call is reported for southern gladioli.

NOTES.

Double larkspur is being sold by Grimm & Gorly. The firm's Mothers' Day window depicts an elderly lady dressed as a grandmother, knitting. There are several artistic cards reminding the people of the date and some gift suggestions neatly placed about the window. Last Saturday's special consisted of sweet peas and pink roses.

A record breaking Mothers' Day is expected by the St. Louis Wholesale Cut Flower Co. Trade has been very good the past week at this establishment.

The street venders seem to be doing a good business, selling roses, carnations, sweet peas, and gladioli.

The Ayres Floral Co., 315 North Grand avenue, featured a Saturday box of two dozen roses.

Business continues good at the Fred H. Weber shop and a fine Mothers' Day trade is hoped for.

Mullanphy Florists sold some very fine blue tinted hydrangeas last week. J. K. M.

Boston.

PROSPECTS GOOD FOR MOTHERS' DAY.

The market opened up this week at the same prices as the previous one, but slowly gained strength, and at the close values were fairly good and stock cleaned up well. Carnations were the leader, the price doubling from mid-week to the close, May 6. The annual sale of carnations at Salem, Mass., was the principal factor in the upswing of prices. There is yearly at this time 40,000 to 50,000 pinks taken out of the local market for this sale, which shortens the carnations considerably, at the

Neponset Waterproof Paper FLOWER POTS

These pots are nested and packed in cases of 1,000 each.

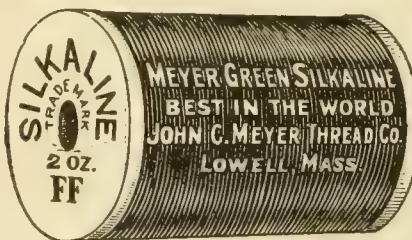
Sizes	Per 1000	Per 500	Per 100	Sizes	Per 1000	Per 500	Per 100
2 1/4 inch.....	\$4.50	\$2.75	\$0.65	4 inch.....	\$11.50	\$ 6.25	\$1.50
2 1/2 inch.....	5.50	3.25	.75	5 inch.....	18.00	9.00	2.00
3 inch.....	7.50	4.25	1.00	6 inch.....	24.00	12.00	2.75
3 1/4 inch.....	9.50	5.25	1.25				

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.



Be sure that the name MEYER is on every spool of green Florists' thread that you are buying, and you will get the original and best green Florists' thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists' thread to take the place of the Meyer Green Silkaline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co., LOWELL, MASS., U. S. A. DEPT. XYZ

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone: Humboldt 8853.

CHICAGO

same time bringing prices of other stock up. Business in general is rather quiet, prices being so low at times as to hardly pay for sending the stock in. Lily of the valley and orchids are the only flowers which have not felt the depression of the past few weeks the prices being as good as they were at Easter. Indications are that business will open with a good show of strength next week. Mother's Day, coming May 14, will probably hold prices up during the whole week.

WILD FLOWER SHOW.

The native wild flower show at Horticultural Hall which A. C. Burrage is giving under the auspices of the Mass-

achusetts Horticultural Society, is one of the finest exhibitions ever seen here. The show has been so well attended that the hours of opening and closing were extended to meet the demand of the crowds. Dr. Rob. T. Jackson, of Peterboro, N. H., gave a lecture May 6, on "The Cultivation of Native Plants."

Max P. Harudler, of the Oldtown Nursery, Natick, died at his home April 28. He was 43 years of age and leaves a wife and four children.

Eric Laurentz, of the Thos. F. Galvin, Jr. store, has had a relapse and was taken to the Falkner hospital, Jamaica Plain, May 4. E. F. S.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

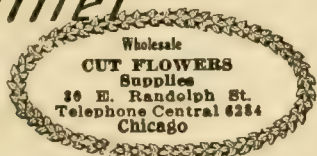
Mention the American Florist when writing.

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

Tonner



Mention the American Florist when writing.

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL { 1977
1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen.
Roses Mrs. Chas. Russell.	\$12.00 @ \$35.00
" Butterfly	10.00 @ 30.00
" Columbia	10.00 @ 30.00
" Dunlop	10.00 @ 30.00
" Premier	12.00 @ 35.00
" Hoosier Beauty	12.00 @ 35.00
" Killarney Brilliant	10.00 @ 25.00
" White Killarney	10.00 @ 25.00
" Mrs. Geo. Shawyer	6.00 @ 20.00
" Milady	12.00 @ 35.00
" Mrs. Aaron Ward	8.00 @ 20.00
" Sunburst	10.00 @ 25.00
" Ophelia	10.00 @ 25.00
" Dbl. W. Killarney	10.00 @ 25.00
" Cecile Bruner	4.00
" Our Selection	10.00
Calendulas	3.00 @ 5.00
Daisies	2.00 @ 3.00
Cattleyas, per doz.	12.00 @ 18.00
Valley	6.00 @ 8.00
Carnation	8.00 @ 15.00
Easter Lilies	25.00
Sweet Peas	2.00 @ 4.00
Tulips	8.00 @ 10.00
Jonquills	6.00
Pansies, dozen bunches	2.00
Adiantum	.75 @ 1.50
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Leucothoe	1.00
Sprengerii, Plumous Sprays,	
per bunch	.50 @ .75
Mexican Ivy	1.00
Boxwood, 35c per lb., case	9.00
Southern Wild Smilax, per case	7.50

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClennahan's Yellow Flower Dye
Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

BY

Matthew
Crawford
AND
Dr.

Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.



A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

No excuse for BAD CREDIT RISKS when a member of the Florists' Credit Association

NATIONAL SERVICE
General Office: Federal Life Building
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

—FOR—

Mothers' Day

Russell
Roses

the Best of the pink Roses at this time of year. A new crop from plants that have rested all winter.

All grades from shorts to 36 inch stems.

Roses of that good quality you can sell without effort. They are a credit to the store that handles them.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

BUSINESS UNSATISFACTORY.

From the standpoint of business, the past week has been anything but satisfactory. Shipments have been greatly in excess of the call and one day's stock piled on that of the day before, until finally the ice boxes were jammed to the doors. Every effort was made to move the surplus but price reductions meant nothing, as nobody seemed to want the flowers or plants at any price. There was a little activity early in the morning, but after that nothing. Some dealers say it was the worst week of the season, but there has been so many in this class that it is a question. The stock has been quite up to the standard for the season with quantities of fine roses, carnations, sweet peas, snapdragons, white and yellow daisies, Darwin tulips, southern gladioli, Easter and calla lilies, other smaller items and wagon-loads of outside lilac. In all the wholesale houses the display tables were filled with stock of various kinds invitingly shown and offered at prices in quantity that ordinarily would tempt buyers to take a chance, but to which the retailers turned deaf ears, saying there was nothing doing in the stores. Friday and Saturday things picked up a bit and on Saturday particularly, with lighter shipments and job lots to the street men, the market cleaned up fairly well.

May 8.—The trade generally has taken hold of the Mothers' Day advertising as if to give it a fair trial, something over \$1,200 being in hand today, and it was thought the sum would total \$2,000 by Thursday. Of this \$1,000 was to be spent in advertising the American Legion's card and the balance is to be used for simply worded ads, with plenty of white space calling attention to the day and the use of flowers in its observance. Gold star war mothers are also to be remembered with plants, each

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, May 10.		Per 100
Roses, American Beauty.	\$ 8.00@	\$100.00
" Russell	6.00@	16.00
" Dunlop	4.00@	12.00
" Pilgrim	6.00@	16.00
" Crusader	6.00@	20.00
" White Killarney	6.00@	16.00
" Ward	4.00@	12.00
" Maryland	4.00@	12.00
" Hoosier Beauty	6.00@	16.00
" Columbia	6.00@	16.00
" Hadley	6.00@	25.00
" Premier	6.00@	16.00
" Ophelia	6.00@	16.00
" Butterfly	6.00@	16.00
" Cecile Brunner		3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Carnations, fancy	8.00@	12.00
Carnations, ordinary	6.00@	10.00
Cattleyas, per doz.	12.00	
Callas	1.00@	2.00
Easter Lilies	25.00	
Lily of the Valley		16.00
Smilax, per dozen		6.00
Cypripediums, dozen	4.00@	
Sweet Peas	2.00@	3.00
Jonquils	6.00	
Myosotis, per bch.	.50@	.75
Poeticus		3.00
Marguerites	3.00@	5.00
Snapdragons	1.50@	2.50
Valley	8.00	
Pansies	1.50@	2.50

BUFFALO, May 10.		Per 100
Roses, White Killarney.	\$ 6.00@	\$ 12.00
" Dbl. Wht. Killarney	6.00@	12.00
" Milady	6.00@	18.00
" Maryland	3.00@	10.00
" Sunburst	5.00@	12.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	12.00
" Russell	8.00@	15.00
" Premier	6.00@	18.00
" Cecile Brunner	4.00@	5.00
Calendulas	4.00@	6.00
Carnations	6.00@	8.00
Easter Lilies	20.00@	25.00
Mignonette	3.00@	5.00
Narcissus, Paper White	3.00@	4.00
Rubrum Lilies	8.00@	10.00
Snapdragons	6.00@	15.00
Sweet Peas	1.00@	4.00
Violets	.75@	1.25
Freesias	3.00@	6.00
Daisies	2.00@	3.00
Golden Spur	3.00@	5.00
Tulips	4.00@	6.00
Calla Lilies	15.00@	25.00

PHILADELPHIA, May 10.		Per 100
Roses, Beauty, special.	\$50.00@	\$75.00
" Butterfly	6.00@	10.00
" Ophelia	6.00@	10.00
" Columbia	6.00@	15.00
" Mrs. Chas. Russell	6.00@	20.00
" Dbl. Wt. Killarney	4.00@	10.00
" Hadley	10.00@	20.00
" Sunburst	6.00@	10.00
" Wards	3.00@	6.00
" Premier	6.00@	20.00
Adiantum	1.00@	1.50
Asparagus, bunches.	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	1.00@	3.00
Carnations	6.00@	15.00
Cattleyas	75.00@	100.00
Easter Lilies	10.00@	15.00
Sweet Peas	.50@	2.00
Callas	8.00@	12.00
Snapdragons, per doz.	8.00@	15.00
Smilax		.35
Lily of the Valley	5.00@	€ 00
Tulips, Darwin	3.00@	6.00

to receive one or more. Three thousand American Legion posters have been distributed, and these with the advertising and press notices which have been arranged for, will furnish data for future campaigns that are almost sure to follow. The market opened with large shipments, but demand was very light. The weather is cool but bright, and all indications are for large crops of flowers.

SKIP THE
MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

No. 7 South Mole Street.

WM. C. LYNCH, Manager

PHILADELPHIA, - - PA.

This Week High Grade

Roses, Sweet Peas, Violets and Carnations

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

MOTHERS' DAY.

That Mothers' Day is coming was quite apparent in the price of white carnations. On Saturday for good high grade flowers \$10 was asked, while ordinary stock was going slow at from \$4 to \$6. One dealer said it was astonishing what a lot of white carnations were wanted for early Sunday and Monday morning work, while on the other hand, one grower whose daily shipments averaged four boxes of carnations a day sent but one, saying the cool nights was holding them back. Another dealer said good fresh Matchless would, with the proper facilities, easily keep for a week and he believed some growers took chances on 14 days. It is estimated that there will be about the same quantity of carnations as last year, with the whites bringing \$10 to \$12, while a few fancy may reach \$15. As the day bids fair to be more generally observed there is likely to be an increased demand with slightly higher prices for all stocks. Very little has apparently been done to further the sale of plants, in fact outside of bedding stock, there is little in flowerers save calceolarias, baby rambler roses and a few left over hydrangeas. For the first time since the day has been celebrated the craft of this city is taking a hand in its publicity. In answer to the circular letter of the national publicity committee which was read and discussed at the last meeting of the Florists' Club, Edward Reid was appointed chairman of a committee consisting of A. A. Niessen, James Heacock, Mark Mills, W. K. Harris, Ralph Faust, Charles H. Grakelow, Charles Henry Fox, with Robert Kift secretary. A meeting was held at Mr. Fox's store May 5, when about \$500 was in hand almost without solicitation. It was proposed to raise \$2,000 to be spent entirely in running the Mothers' Day advertisement of the American Legion. Several novel publicity methods of fea-

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

C.C. POLLWORTH CO.

CUT FLOWERS
PLANTS, BULBS
FLORISTS'
SUPPLIES
MILWAUKEE, - WIS.

Write For Our
Price List
On Cut Flowers
H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,
PITTSBURGH, - PA.

turing the day were discussed and plans are being laid for putting the event over as never before.

CANDY MEN WAKE UP.

The Confectioners' Association of this city has started an effective campaign to turn Mothers' Day to account in the sale of candy. Pound and larger boxes are seen decorated with two white carnations on a green background. There is also printed on the box a tribute to mother. A well gotten up poster reads, "Do not forget Mother on Mothers' Day." In the center of the poster is a good sized figure of an elderly lady seated in a large cane chair at a table with a vase of flowers and an open box of candy in her lap. Beneath in quite large letters are the words, "Send her a box of candy." The whole poster, 10x24 inches, is well printed and is seen in all shops where candy is sold. This publicity will certainly help to popularize the day and is not likely to interfere with the sale of flowers.

BAYERSDORFER IN NEW YORK.

H. Bayersdorfer & Co. have opened a new florists' supply house at 146 West Eighteenth street, New York, in the heart of the wholesale cut flower district. The constantly growing business of this house in the metropolis has necessitated the opening of a branch store that will be first class in every way and capable of catering to and supplying the most exclusive trade. The store opened for business May 8.

NOTES.

The republication in last week's issue, page 780, of the account of the first celebration of Mothers' Day copied from our news letter in the May 16, 1908, issue of THE AMERICAN FLORIST, was read with much interest. It was

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676
444-446 Milwaukee Street

MILWAUKEE, WIS.

Wholesale Flower Markets

PITTSBURGH, May 10.		Per 100
Roses, Beauty, spl., doz...		\$ 9.00
" " fcy., doz...		7.50
" " ex., doz...		6.00
" " No. 1, doz...		4.00
" American Legion...	8.00@	25.00
" Killarney	8.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward...	6.00@	15.00
" Russell	10.00@	30.00
" Columba	8.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	6.00@	15.00
" Premier	8.00@	30.00
" Madam Butterfly...	6.00@	25.00
Carnations	5.00@	6.00
Calendulas	2.00@	3.00
Calla Lilies, per doz...	2.50@	3.00
Daisies, Yellow	2.00@	4.00
Lilies	15.00@	20.00
Valley		5.00
Ferns, per 1,000		2.00
Galax, per 1,000		2.00
Plumosa, per bunch...		.50
Sprengerl, per bunch...		.60
Sweet Peas	1.00@	3.00
Snapdragons, per doz...	.75@	2.00

CINCINNATI, May 10.		Per 100
Roses, Premier	\$6.00@	\$20.00
" Russell	6.00@	20.00
" Columbia	6.00@	20.00
" Butterfly	6.00@	20.00
" Pink Killarney	6.00@	20.00
" White Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	20.00
" Ophelia	6.00@	20.00
" Baby Doll	3.00@	4.00
Daffodils	4.00@	6.00
Rubrum	4.00@	8.00
Calla	12.50@	15.00
Easter Lilies		15.00
Yellow Daisies		1.50
Primulas		1.00
Violets	1.00@	1.50
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Leucothee		5.00
Plumosa (south) per bch...		.25
Smilax, per string	.15@	.25
Hyacinths	4.00@	6.00
Coontie Leaves		2.00
Mahonia Leaves		1.00

the first and only notice of the year by a trade paper of the event that has become of so much importance to the flower business.

It is hoped by all interests the weather will be such that there will be a capacity production of flowers so that prices may be kept at as low a level as possible or at least near to the ordinary prices of this

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing.

MINNEAPOLIS, MINN.
RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

ST. LOUIS, May 10.		Per 100
Roses, Premier	\$2.00@	\$12.50
" White Killarney	2.00@	8.00
" Columbia	2.00@	10.00
" Crusader	2.00@	8.00
" Ophelia	2.00@	12.50
" Russell	2.00@	12.50
" Ward	2.00@	4.00
" Butterfly	2.00@	10.00
" Sunburst	2.00@	12.50
Carnations	1.50@	5.00
Valley	6.00@	10.00
Mignonette	8.00@	10.00
Sweet Peas	.30@	1.50
Callas, per doz.	10.00@	12.50
Lilies, per doz.		.75
Leucothee		1.50
Galax, green, per 1,000...		1.50
Galax, bronze, per 1,000...		1.50
Ferns, per 1,000		4.50

MILWAUKEE, May 10.		Per 100
Roses, Killarney, W. K'ty.	\$10.00@	\$20.00
" Premier	12.00@	35.00
" Ophelia	10.00@	25.00
" Columbia	10.00@	35.00
" Ward	8.00@	15.00
" Butterfly	10.00@	25.00
Carnations	12.00@	14.00
Orchids, Cattleyas, doz...	15.00@	18.00
Sweet Peas	1.50@	4.00
Calendulas	4.00@	8.00
Tulips	6.00@	12.00
Valley		8.00
Callas, per doz.	2.00@	3.00
Snapdragons, per doz.	1.00@	2.00
Forget-Me-Not, bunch ...	.35@	2.50
Fancy Ferns, per 1,000...		5.00
Galax, per 1,000		2.00
Asparagus, per bunch...	.50@	.75
Daisies, Yellow	3.00@	5.00
Daisies, White	1.00@	2.00

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

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WHOLESALE
FLORIST

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

period, in order to combat the cries of profiteering that have by designing persons become connected with Mothers' Day.

The baseball situation of the wholesale cut flower houses is daily receiving more attention. It is reported the S. S. Pennock Co. team will make its first appearance in uniforms, which the Mole street team declare will have no terrors for them. The opening games of this Florists' League will be watched with interest.

The Leo Niessen Co. hopes to have its usual large stock of flowers for Mothers' Day. From advance orders they are assured of a strong demand and hope the weather will bring along a record supply. Mrs. Chas. Russell roses, gladioli, yellow daisies and fine snapdragons are this week's features.

Edw. Reid is much pleased with the way the financial support is coming to back up his committee in the Mothers' Day advertising campaign. He thinks this will put all flowers, not just carnations, in the running and greatly widen the demand.

S. S. Pennock gave a dinner to his office staff and employees May 1 in the large second floor show room. This was followed by his illustrated lecture of the work of the Friends' Relief Association in Germany, in which he took such a prominent part.

William Dunning or "Billy," as the boys call him, has opened a flower shop in his own name on Columbia avenue at Carlisle street. William is an old hand at the business and ought to make it a go. His many friends wish him every success.

Miss Margaret Fare has purchased the business of the Durant Flower Shop, 1410 Susquehanna avenue. This business was conducted successfully by Anna E. Biester for a number of years, but has changed hands twice recently.

The Jos. Heacock Co. has discontinued Dunlop and Crusader roses, which are being replaced with Double White Killarney and Pilgrim. There is prospect of a very good supply of roses for next week.

Jos. G. Niedenger is expected back from his quick trip to Europe in time for Mothers' Day and to direct his immense Memorial Day business. His ship is due in New York May 12.

John Berger reports the past week as a struggle, but they managed to wind up in pretty good shape. Mr. Berger expects a record Mothers' Day business and a fine supply of stock.

Samuel Sproul has opened store No. 4 at 63rd and Race streets. He feels sure these will all be permanent and become quite a factor in the retail business.

The Philadelphia Growers' Cut Flower Market is handling a full stock of roses and carnations. Outdoor lily of the valley is also a feature.

There was an immediate call for the American Legion poster, all florists being anxious to get it for display in their windows at once. K.

SUSANVILLE, CALIF.—Fuller & Mason are increasing their glass area and installing a pumping plant.

GRIDLEY, CALIF.—The Silva & Bergtholdt Co., Newcastle, Calif., has purchased 160 acres of land near here.

CEDAR RAPIDS, IA.—J. P. Duffy formally opened his redecorated establishment April 29, giving away over 5,000 roses.

Gold Letters and Scripts

Best and cheapest on the market .
Write for samples and prices.

J. LICHTENBERGER
1560 Avenue A. NEW YORK CITY

New York.

VERY POOR TRADE REPORTED.

Business was extremely slow during the past week. An out and out optimist, such a one for instance who believes he can buy something from a Jew and sell it to a Scotchman at a profit, might argue from precedents that the dullness of the past week was a logical precursor to a great Mothers' Day trade. We will acknowledge that there are some grounds for hopefulness. In this market business has always been quiet for about two weeks before the Christmas or Easter trade began. In past years the retail trade in this city for Mothers' Day has been light, particularly so in what are generally spoken of as the leading shops. From the fact that many of the patrons of such stores have already sailed for Europe or other points there is little reason to believe there will be much improvement over former years. If there is to be good business for the day in the retail line it must come from the great body of plain people, that in the final analysis, are depended to act the part of good citizenship, and it has been noted that the retailers in the plain residential sections are the most hopeful. The wholesalers, like Mr. Micawber, we believe it was, "are waiting for something to turn up." In some quarters great expectations are based on large orders from other cities and towns. It remains to be seen to what extent the expectations will be realized. Reports from various sections indicate that the whole country is fairly well supplied with flowers, and only a heavy demand can bring about a cleanup. This is based on the presumption that there will be a good demand for all flowers and not for carnations alone. It is unnecessary to go into a detailed account of the wholesale transactions of the past week, enough to state that compared with the past few months there was no life in the market and all kinds of low prices. The number of growers and dealers in American Beauty roses is smaller than in any other greenhouse product, and even that rose became a drug. While there was necessarily a greater call for tea roses, they too kept piling up and fading away. Carnations, sweet peas, gardenias, yellow daisies, calendulas and snapdragons were all most plentiful and cheap. Lilacs seemed to sell about as well as anything. Cool and dark weather has given the bulbous stock a long lease of life, tulips and narcissi being yet noted.

May 8.—The arrivals are light this morning, but with clear weather there is likely to be a continued heavy supply throughout the week. May 10.—The best carnations are bringing \$12 per 100, common grades at \$8 to \$10 per 100, with Laddie selling at \$12 to \$15.

VIDAL, MACKINTOSH, INC.

Wm. F. Vidal has taken D. J. Mackintosh into partnership, the firm name



Mention the American Florist when writing.



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1921—Established 1887

J. K. ALLEN, 43 W. 18th St. N. Y. CITY

Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street.

Solicits Roses, Carnations, Valley, Orchids. Best facilities for handling. Highest prices. Quick returns. Prompt payments.

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and address being Vidal, Mackintosh, Inc., 342 Madison avenue, the store being in the new Canadian building and well located. Mr. Vidal grows a large amount of stock at his greenhouses in Stamford, Conn. D. J. Mackintosh has been connected with the florist business here for 30 years and is an expert designer and decorator.

NOTES.

J. W. Hauser, Madison avenue at Fifty-sixth street, is featuring English ivy in tubs and trained in frames in various attractive shapes. A display of ivy is appropriate in almost any location.

Leo Klein, Lexington avenue and Sixteenth street, recently arranged a fine wedding decoration in St. Patrick's cathedral.

George Stathes, retailer, of Columbus avenue and 104th street, states that he expects a good Mothers' Day trade.

Geo. M. Stumpp, father of G. E. M. Stumpp, sailed for Europe May 2, accompanied by his wife. A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26th STREET

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Telephones:
3864 and 3158 Watkins**William Mackie**

Wholesale Florist

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Telephone: 2046 Watkins

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Wholesale Flower Markets

	NEW YORK, May 10.	Per 100
Roses, Beauty	4.00 @	\$ 40.00
" Premier	3.00 @	15.00
" American Legion ..	2.00 @	15.00
" Crusader	4.00 @	25.00
" Golden Ophelia ..	3.00 @	12.00
" Columbia	2.00 @	12.00
" Pilgrim	2.00 @	12.00
" Hadley	4.00 @	25.00
" White Killarney ..	2.00 @	6.00
" Dbl. Wt. Killarney ..	2.00 @	12.00
" Dunlop	2.00 @	12.00
" Aaron Ward	4.00 @	10.00
" Ophelia	2.00 @	12.00
" Scott Key	4.00 @	50.00
" Sunburst	2.00 @	12.00
" Mdm. Butterfly ..	2.00 @	12.00
" Ulrich Brunner ..	4.00 @	20.00
Adiantum Croweanum and		
Hybrid	1.00 @	1.50
Carnations	5.00 @	8.00
Carnation Laddie	8.00 @	10.00
Cattleyas	50.00 @	100.00
Daisies, Yellow	.50 @	1.50
Gardenias, per doz.	.50 @	4.00
Gladiolus, per doz.	1.50 @	2.00
Iris, per doz.	.75 @	1.00
L. Rubrum	6.00 @	10.00
Leucothoe, per 1,000.	5.00 @	7.00
Lilies, White	6.00 @	10.00
Lily of the Valley	4.00 @	6.00
Mignonette, per doz.	.50 @	.75
Snapdragons, per doz.	.50 @	1.00
Smilax, doz. strings.	2.00 @	3.00
Galax, green and bronze,		
per 1,000.	1.50 @	2.50
Ferns, per 1,000.	2.00 @	2.50
Sweet Peas	.50 @	1.50
Callas, per doz.	1.50 @	2.50
Lilac, per bunch	.25 @	.50
Asp. Plumosus, per bunch,	.50 @	1.00
southern	.15 @	.50

Frank H. Traendly

Charles Schenck

Traendly & SchenckWholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK

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Flower Co., Inc.**

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Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-

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Special Attention to Mothers' Day Orders

FOR CHICAGO
SCHILLER'S

4509 Broadway and
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Manager

Member of F. T. D. A.

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Morris Goldenson**

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We solicit telegraph orders. Regular trade discount.

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EXPERTS TO ARRANGE THEM.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

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—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

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The Palmer House Florist
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OUR MOTTO:
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AROUND**

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Flowers and Service THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

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Broad St., at Cumberland

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The Largest Grower
of Cut Flowers in the South

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Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
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Members of Florists' Telegraph Delivery.

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Fresh Flowers

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Right in the Hospital District.

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the
Best

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We deliver anywhere in Canada and
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Good Stock and Good Service.

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Write or wire headquarters for flowers for
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No orders too large, none too small.

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23 No. Second St., Harrisburg, Pa.
Night and day service in all Central
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FROM NEW YORK EXCEPT AS NOTED.

May 15

Thordis, Belgian Line (Spain-Italy).
FROM HAMPTON ROADS, Bristol City, I.
M. M. Lines (Bristol).
FROM BOSTON, Meltonian, I. M. M. Lines
(Liverpool).

May 16

Mauretania, Cunard - Anchor Line (Cher-
bourg-Southampton).

May 17

Carmania, Cunard-Anchor Line (Liverpool).

May 18

Falso, Swedish-America Line (Gothenburg-
Malmö - Stockholm - Norrköping - Helsing-
fors).
Colombo, Navigazione Generale Italiana
(Parma-Naples-Genoa).
FROM BALTIMORE, Tarantia, Cunard-An-
chor Line (London).
FROM BALTIMORE, Blydendyk, Holland-
America Line (Rotterdam).

May 20

Ryndam, Holland-America Line (Rotter-
dam).
La Bourdonnaix, French Line (Havre).
La Fayette, French Line (Havre).
Hudson, French Line (Bordeaux-Havre).
Cedric, I. M. M. Lines (Liverpool).
Montana, I. M. M. Lines (London).
Gothland, I. M. M. Lines (Antwerp).
Vardulia, Cunard-Anchor Line (London).
FROM NEWPORT NEWS, Blydendyk, Hol-
land-America Line (Rotterdam).
FROM MONTREAL, Megantic, I. M. M.
Lines (Liverpool).
FROM BOSTON, Mackinaw, I. M. M. Lines
(London-Antwerp).
FROM BALTIMORE, Scythian, I. M. M.
Lines (London-Antwerp).

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You can "Say It
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to anyone in
the British Isles
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Flower Service.



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Steamers arriv-
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Flick Floral Co.

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Fresh Cut Flowers and Plants
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Personal Attention to all orders.

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Quality and Service Assured

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Freeport, Illinois

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FOR MOTHERS' DAY.

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Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
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El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
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Nashville Tenn.—Joy Floral Co.
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Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
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New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Myer, Madison Ave., at 58th St.
New York—Olympia Florist.
New York—Vidal, Mackintosh, Inc.
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Omaha, Neb.—Hess & Swoboda, Farnum St.
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Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
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Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosalia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

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Oldest Florist South

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WIRE

Grimm & Gorly

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LITTLEFIELD, Florist WORCESTER, MASS.

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TACOMA, WASH.

California Florists

will take care of all telegraph orders.

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GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Summer Season.

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Hession

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NEW YORK

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VANDERBILT
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Austin Floral
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9000 feet glass, 7 acres flowers.
Largest plant in city.

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Quality and
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Telegraph orders receive our usual good
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Largest plant in city.

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Send Telegraph, Telephone or Mail Orders
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Every order receives prompt and careful
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Deliveries: Mont-
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Mail or telegraphic orders promptly and
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Also Store at New Britain, Conn.

Established 1885

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GUDE BROS. CO.
FLORISTS
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Flowers delivered in City and State on Short Notice.

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Finest floral studio
in Northwest.

Member F.T.D.

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EDWARD SCEERY

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F. T. D.

Paterson, N. J.

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ROANOKE, VA.

FALLON, Florist.

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GEO. H. COOKE
FLORIST

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EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city
within 150 miles of Newark.Telephone
Market 494

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Get in touch with

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Flowers Delivered Anywhere. Personal Attention.

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"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

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The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

The next annual meeting will be held at Chicago, June 19-20, 1922.

BLOOMINGTON, ILL.—Lyle W. Funk has a baby chick farm.

HOLLAND reports of April 25 tell of cold and rainy weather.

FRED C. HUNTER, of the Hunter Seed Co., San Francisco, Calif., died May 3.

FRENCH exchange touched 9.05 at Chicago May 8, the lowest in recent months.

THE estimated winter wheat crop is 585,000,000 bushels against 696,000,000 bushels in May last year.

WICHITA, KANS.—The adjustment of the affairs of the Ross Bros., Seed Co., is being delayed by litigation.

ACTIVE demand for red and alsike clover seed is past, seedsmen now turning their attention to late forage-crop seeds.

THE annual meeting of the Wholesale Grass Seed Dealers' Association will be held at the Hotel La Salle, Chicago, June 19-20.

PRICES of bags at Chicago, May 10: Anchor, 16 oz., \$30 per bale in bale lots or over; Royal River, 16 oz., \$30; National, 16 oz., \$30.

FRANK C. SLOAN, of the Pacific Seed Growers Co., Stockton, Calif., is planning to greatly increase the firm's acreage in garden seeds.

VISITED CHICAGO: A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich., enroute to Tulsa, Okla.; J. B. Agnew, of the Pacific Seed Growers Co., Stockton, Calif.

LEM W. BOWEN and Kirby B. White, of D. M. Ferry & Co., Detroit, Mich., sailed from New York on the S. S. Homeric, May 6, for a two months' European tour.

MARSHALL, MO.—The Marshall Seed Co. was recently incorporated with a capital of \$25,000 to conduct a wholesale and retail business. The directors are T. C. Marshall, Henry Lowenstein, W. F. Fisher, J. P. Huston and J. C. Havnie.

ONION SETS in the Chicago district reached the highest price of the season this week, selling at \$10. There appears to be few, if any, left, except for retail business. It is estimated that 80 per cent of the seed to be sown for sets this season is now in the ground.

NEWARK, N. J.—Alex. Forbes recently stated that he believed the spring business would be as good as last year.—At the store of the Wilson Seed Co., it was stated that business was good.—John H. Ferdinand has just opened a new seed store at East Park and Mulberry streets.

CLEVELAND, O.—The Templin-Crockett-Bradley Co., say its best mail day of the season was April 1.—Kendel's Seed Store reports the season very backward, too wet and cold. The latter part of the first week of May was better, with Saturday the best day of the year.

C. C. MASSIE, of Northrup, King & Co., Minneapolis, Minn., is at Long Beach, Calif., with his family, enjoying his first vacation since 1915. Mr. Massie says the growing crops in southern California look fine, and he expects to be in Chicago for the seed trade convention next month.

A SECRET process for making cheaper fertilizers has been discovered and is intended for commercial use at Muscle Shoals, Ala., W. B. Mayo, chief engineer for Henry Ford, told the senate agriculture committee, "We believe we can make fertilizers at one-half their present cost of production."

Western Seedsmen's Association.

THE twenty-second annual meeting of the Western Seedsmen's Association was held at the Hotel Fontenelle, Omaha, Neb., April 29, President Fred W. Mangelsdorf, Atchinson, Kans., in the chair. About 35 members were present. The principal topics discussed were garden seeds and the future prospects of the industry.

THE present officers and the board of directors were re-elected for the coming year, the officers being as follows: Fred W. Mangelsdorf, president; Carl Chesmore, St. Joseph, Mo., vice-president; Max F. Wilhelm, Lawrence, Kans., secretary, and Henry Windheim, Omaha, Neb., treasurer.

AFTER adjournment the delegates were served a delightful luncheon in the main dining room of the Hotel Fontenelle and the afternoon was enjoyably spent in witnessing a baseball game between Omaha and Oklahoma City, Okla., teams. The concluding feature of the day was a banquet at the Omaha Athletic Club, with the Nebraska seedsmen as hosts.

MAX F. WILHELM, Sec'y.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

LATEST CENSUS FIGURES OF
The Seed Industry
will be found in the new edition of the
Trade Directory
\$5.00 PER COPY, POSTPAID.

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440 S. Dearborn St., CHICAGO

Southern Seedsmen's Association.

NEW ORLEANS CONVENTION, MAY 29-31.

THE annual convention of the Southern Seedsmen's Association will be held at the St. Charles hotel, New Orleans, La., May 29-31, and an excellent programme has been prepared for the occasion. Mayor McShane will welcome the visitors to the city, at the opening session, Monday morning at 10 o'clock. D. R. Mayo, of Knoxville, Tenn., responding. President Jos. Steckler, of the convention city, will read the president's address followed by the report of the secretary-treasurer. H. W. Newman, president of the New Orleans Association of Commerce, will tell of "New Orleans and the Mississippi Valley." At the afternoon session the visitors will be the guests of the city on a boat trip on the Mississippi river. Announcement will be made at each morning session of the several forms of entertainment in the city.

THE Tuesday morning, May 30 session, commencing at 9:30 o'clock, will be taken up by the presentation of many instructive papers, including: "Resources of Louisiana and the Value of Good Seed from the Farmer's Standpoint," by Hon. Harry D. Wilson, commissioner of agriculture; "Relation of the Seed Laboratory to the Seedsmen," by J. L. Burgess, of the state department of agriculture, North Carolina; "The Essentials in Building a Mail Order Seed Business," by H. G. Hastings, Atlanta, Ga., and "Advertising," by Fred I. Meyer, New Orleans.

AFTER adjournment at noon the members will be taken by automobiles, leaving the St. Charles hotel at 12:30 p. m., to the Southern Yacht Club, on Lake Ponchartrain, where luncheon will be served at 1:30 o'clock. A very enjoyable trip through the French quarter of New Orleans has been arranged for the ladies the same day, at 9:30 a. m., a competent guide being provided for the occasion.

THE afternoon session will consist of a general discussion of the seed business, election of new members and committee reports. The concluding feature, Tuesday, will be a banquet at the famous Louisiane restaurant, at 8 p. m.

Alfred J. Brown Seed Co.

Growers of

**Peas and
Beans**

Grand Rapids,

Mich.

Mention the American Florist when writing.

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Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

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Henry Berrien Fish
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Carpinteria, California
QUALITY—SERVICE
SPECIALTY
Seed Beans

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LANDRETH
Seeds Which Succeed
Bloomsdale Farm
BRISTOL, PA.
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JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 73 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City
Mention the American Florist when writing.

The final session will be held Wednesday morning, at 9:30 o'clock, and will be an executive session, when the election of officers for the coming year will take place. After a discussion of general association business, the convention will adjourn at 12:30 p. m.

The officers urge the attendance of all the members as they feel sure that certain matters to be discussed are of great importance, not only to individuals but the trade as a whole. Secretary-Treasurer F. S. Love, P. O. Box 27, Montgomery, Ala., has sent post cards to the membership, which, if filled out and returned to him at an early date, will enable the local committee at New Orleans to make arrangements to entertain the delegates and have badges properly printed for them.

Grass Seeds.

During the week ending April 22, timothy was 10 cents lower in several markets and about 10 cents higher in one or two other markets. The price trend in general was downward because the big demand for this seed has been satisfied. Redtop and orchard grass seed prices were mostly unchanged, but Kentucky bluegrass and Canada bluegrass were higher. Mostly all dealers are sold out of 21-pound Kentucky bluegrass seed and stocks of light-weight seed are nearly exhausted. The carryover of this seed probably will be the smallest on record, and growers already are reported to be showing some disposition to take advantage of this situation by forming pools for the purpose of selling their prospective 1922 crop. During the week about 48,000 pounds of grass seed (kind not specified) was exported from New York to Russia.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

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C. C. MORSE & CO.
WHOLESALE SEED GROWERS
SAN FRANCISCO, CALIFORNIA
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SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
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Catalogue Envelopes
Seed Packets**
Brown Bag Filling Machine Co.
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VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.
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—THE—
J.C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
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EDGAR F. HURFF
SWEDESBORO, N. J.
Growers of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

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**FLOWER AND GARDEN
SEEDS**
Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
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VALLEY

For Memorial Day and
Spring Weddings

Choice Cold Storage Pips

Per 1000....\$30.00

Per 500.... 16.00

Per 250.... 8.00

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3032-42 W. Madison St., Chicago, Ill.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

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The L. D. Waller Seed Co.

WHOLESALE GROWERS

Select Stocks of Flower Seeds.

Sweet Pea and Nasturtium in Variety.

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at your disposal. Contract growers for the
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list for both SPOT and FUTURE require-
ments.

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Orange, Conn., and New York City

Soy Bean Milk.

Milk from the soy bean is now being
made in Vienna at one-sixth the cost
of fresh milk. It closely resembles
cow's milk in proteid, carbo-hydrate
and fat content, and in color. Cheese
and butter can also be made from the
soy bean and a flour, one part of which
equals in nutritive value two parts of
meat and one-third part of wheat flour.

Grass and Clover Seed Prices.

The following were the wholesale
prices in dollars per 100 pounds on tim-
othy, Kentucky blue grass, red top and
red clover at principal points of dis-
tribution April 22, 1922, as given by the
government market reporter of April
29, 1922:

	Tim- othy	Ky. Blue Grass	Red Top	Red Clover
New York	\$7.25	\$60.00	\$23.50	\$23.00
Baltimore	6.70	55.00	21.50	23.00
Richmond	7.25		24.00	25.00
Buffalo	6.75	54.00	24.50	23.50
Toledo	6.65	56.00	26.50	22.10
Louisville	6.75	55.00	23.00	23.50
Chicago	6.50	60.00	22.00	22.25
Minneapolis	6.15	56.00	23.00	25.00
St. Louis	6.25		23.00	23.00
Kansas City	6.50	55.00	23.00	24.00
Denver	7.25	51.00	25.00	24.00
Salt Lake City	6.90			24.00
Average for the United States same date:				
1921	\$7.05	\$31.90	\$15.30	\$19.70

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recommend their pedigree
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CHOICE FLORISTS' FLOWER SEEDS

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KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

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Wholesale Seed Growers

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WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

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Grown for the Wholesale Seed Trade

HAVEN SEED CO.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

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Garden, Field and Flower Seeds
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Offers for the first time in the United
States seeds of his well known

GIANT FLOWERING AND
STRONG GROWING CYCLAMEN

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Prices on application

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ASTERS, ZINNIAS AND SWEET PEAS, NAS-
TURTIIUMS, STOCKS, VERBENAS AND OTHER
LOWER SEEDS. ALSO VEGETABLE SEEDS.

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The City of Sunshine and Flowers.

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Sweet Pea and Nasturtium Specialists.

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GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

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RAFFIA, natural or colored, dependable brands, 25 lbs. up.

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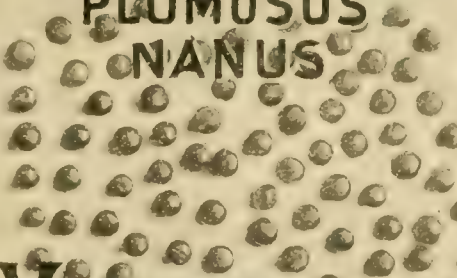
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Box 543, San Jose, Calif.

Corn Acreage Reduction.

"It would seem that a policy of sharp reduction of South Dakota corn acreage would be of doubtful advantage to the farmer this year," says M. R. Benedict, in charge of agricultural cost production and price investigational work in South Dakota. As a basis for this opinion, Mr. Benedict, quotes the following facts and figures: "The corn carry-over on farms March 1, 1922, is estimated by the United States department of agriculture at 1,300,000,000 bushels, compared to a surplus March 1, 1921, of 1,600,000,000 bushels. The average carry-over from 1907 to 1916, inclusive, was 1,000,404,000 bushels. Thus the country has on hand this year about 30 per cent above the prewar normal carry-over, but 300,000,000 bushels less than last year's surplus. The 10-year average production is 2,799,000,000 bushels, which added to the present carry-over and counting a normal surplus next spring would amount to about 3,099,000 bushels for use during the year, whereas we apparently used and sold last year 3,380,000,000 bushels. Whether we raise a normal crop or not this year, is of course, anybody's guess. But the fact that our crop has averaged 10 per cent above the 10-year average for the last four years would indicate quite a possibility of lower yields in the next year or two. The fact that South Dakota acre corn yields vary less than those of the United States, should cause us to profit in case of a low acreage yield for the United States. Suggestion for acreage reductions in corn should be for those sections and farms where costs per bushel are exceptionally high as a rule."

ASPARAGUS
PLUMOSUS
NANUS



VAUGHAN'S
SEED STORE
CHICAGO NEW YORK

Asparagus Plumosus
Nanus
NEW CROP SEED

Price Per 1000 Seeds.....\$2.50
10,000 lots ... @ \$2.25 per 1000
50,000 lots..... @ 2.00 per 1000

GIVE BOTTOM HEAT.

Vaughan's Seed Store
CHICAGO NEW YORK

Mention the American Florist when writing.

BULBS

HOLLAND

BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

R. A. Vanderschoot's bulbs will increase your friends and your profits.

Address all correspondence
Care of J. W. HAMPTON, JR. CO.
17 BATTERY PLACE
NEW YORK

BULBS

BULBS

Mention the American Florist when writing.

SUPERIOR BULBS

FRYNVELD



& SONS

61 VESEY ST., N.Y. CITY.
Hillegom, Holland. Ollioules, France.

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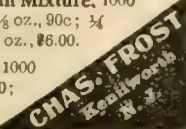
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NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds



KENILWORTH
GIANT PANSY SEED

Kenilworth Mixture, 1000
seeds, 35c; 1/2 oz., 90c; 1/4
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.



Henry Fish Seed Co.

Carpinteria, Calif.

Contract Growers of

Seed Beans

Mention the American Florist when writing.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

VISITED CHICAGO: Otto Speidel, City Forester, Milwaukee, Wis.

THE BROWN BROS. Co., Rochester, N. Y., report a very heavy season, with business still good.

FORSYTHIAS have made an excellent showing by their prolonged season of bloom in many places this spring.

LAKE FOREST, ILL.—William Barnard, landscape gardener here, has been chosen as juror in Governor Small's trial.

CAIRO, ILL.—One hundred acres of land surrounding old Fort Masaac on the Ohio river, near this city, was purchased by the state of Illinois, April 27, for use as a state park.

Nursery Business Satisfactory.

The Storrs & Harrison Co., Painesville, O., writes May 8: "Demand for nursery stock, both fruit and ornamental, again equal to supply. It has been a cleanup of all desirable stock in small fruit plants, shrubbery, roses and fruit trees, any over-supply lay in climbing roses, climbing vines and small evergreens. We can see no reason why anyone supplied with the right items, should not have enjoyed a satisfactory spring season, and with the resumption of home building, we anticipate an increased demand for landscape material for fall."

Quarantine No. 37.

JACKSON & PERKINS' VIEW.

So many have asked for our views on Quarantine No. 37, and, in the trade there has been so much said pro and con on the subject, we have decided to write this letter in order that our position may be entirely clear. We are in favor of Quarantine No. 37:

First—Because it is a protective measure, and prevents the further introduction of dangerous insects, pests and diseases, harmful to horticulture, agriculture and forestry.

Second—Because it has made the nursery and florist businesses in America distinctive American industries. This would not have been possible without the quarantine for, with their cheap labor, Europeans can deliver nursery stock in this country at very much less than the cost of production here. Practically all lines, formerly imported, are now being produced in the United States in sufficient quantity to supply the needs of the trade, or such stocks are in the process of development. It has given the horticulturist in this country a stimulus and incentive to produce. With it he has also reasonable assurance there will be a market for his product at a price which will give him fair remuneration for his investment.

There will be a Hearing on Quarantine No. 37, in Washington, D. C., May 15, next, the results of which vitally affect you and the future of your business. Should the quarantine be rescinded and federal control abolished, we fear there is grave danger that each

state will eventually establish its own quarantines, which, without doubt, would greatly restrict interstate business.

We are informed that the Federal Horticultural Board is working for a uniform inspection law, the intent of which is to make uniform the inspection of interstate shipments throughout the country. Without the protection of Quarantine No. 37 against the introduction from abroad of diseases, pests, etc., the various states would probably not concur in such arrangement.

We have confidence in the Federal Horticultural Board. It is working for real American interests. If you agree with our position, it is important that you make your views known. You should also attend the hearing at Washington, May 15, and get your opinion on record. If it is impossible for you to be there, do not neglect to write or telegraph the Secretary of Agriculture, H. A. Wallace, Washington, D. C., expressing your desire that Quarantine No. 37 be kept in force. Give this your quick attention, as immediate action is necessary.

JACKSON & PERKINS Co.

Nursery and Fruit Growing Industry.

Prof. H. V. Gould, pomologist of the United States Department of Agriculture, who appeared before the interstate commerce commission, Washington, D. C., relative to the recent hearing on nursery freight rates, recorded in our issue of March 11, page 322, presented some very interesting data about the nursery and fruit growing industry taken from the fourteenth (1920) census, as follows:

"I desire to call your attention to the fact that the nurserymen's business is not an end in itself. It is merely a beginning. He produces what may be correctly termed raw material. The consummation of the nurseryman's business, the finished product, is the fruit that was on the breakfast table this morning, or that which goes into the apple pie awaiting consumption at dinner time tonight; or it may be the ornamental trees and shrubs which adorn the street or the park you most admire; and it is because of the beauty of that adornment that you admire it.

"Very briefly I want to indicate the vastness of the fruit industry which is dependent on the nurseries for its nor-

mal expansion and for its perpetuation. The figures of the fourteenth census and certain crop estimate figures are a means to this end. Of the deciduous fruits—apples, peaches, pears and plums and prunes, there were on January 1, 1920, about 216,000,000 trees in bearing and about 73,000,000 trees not of bearing age. Of the citrus fruits—oranges, grapefruit, and lemons, there were more than 17,000,000 trees of bearing age, January 1, 1920, and nearly 7,000,000 not of bearing age.

Of our two leading deciduous fruits—apples and peaches—the fourteenth census showed a decrease of about 36,000,000 bearing apple trees during the decade of 1909-1919; and nearly 30,000,000 in the number of trees not of bearing age; a decrease of about 29,000,000 peach trees of bearing age and more than 20,000,000 in peach trees not of bearing age, as compared with the corresponding figures of the thirteenth census.

"I hasten to say, however, that these very material decreases in both bearing and non-bearing apple and peach trees may not have as much significance as might appear from a purely statistical standpoint. For instance the decrease of a few millions of trees in home orchards, farm orchards, and other places where they are not cared for, has no very material effect on actual crop production; and it is assumed that a very considerable part of the large reduction in the number of bearing apple and peach trees during the census decade consists of such trees; including also the going out of many thousands of trees in commercially but unwisely planted orchards.

"When we attempt to show the magnitude of the fruit industry large num-

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.



Dignified, Exclusive Profession not over-run with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 17-J, Newark, New York

FERNS

Runners from our new Boston Nep. Schubert! Compacta, at \$80.00 per 1000.

Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

Geo. and Joseph Schubert
FERNERY

303 Paterson Plankroad

NORTH BERGEN,

-:-

N. J.

STILL SHIPPING EVERGREENS

Hill's Evergreens can still be safely handled for several weeks. Plenty of fine lining out stock left—also choice specimens for landscape work. Telegraph orders given prompt attention.

The D. Hill Nursery Co., Inc., ^{BOX} 404 Dundee, Ill.

EVERGREEN SPECIALISTS — LARGEST GROWERS IN AMERICA.

BOXWOODS

Choice American grown Pyramida, Balls and Standards. Good color, well formed specimens that will please your customers. This stock is supplied balled and burlapped, carefully packed.

BOXWOOD:—	Each
Ball Shaped, 14x14 inches, B.&B.....	\$3.50
Ball Shaped, 16x16 inches, B.&B.....	4.25
Ball Shaped, 18x18 inches, B.&B.....	5.50
Pyramid Shaped, 2½ feet, B.&B.....	4.50
Pyramid Shaped, 3 feet, B.&B.....	6.50
Standards—Stem, 14 inch, Crown 16 inch, B.&B.....	6.50

B&B signifies balled and burlapped.

THE D. HILL NURSERY CO., INC.

BOX 404	DUNDEE, ILL.
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EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

bers must be used. For instance, as nearly as I can estimate it the fruit crop is annually worth to the farmers of the country a half billion dollars. Something like 5,000,000 acres or nearly 8,000 square miles of land are devoted to fruits in bearing. This does not include the fruit trees not of bearing age. The crop requires something like 400,000 to 500,000 cars to move it to market.

"A crop of 26,000,000 barrels of apples (the estimate approximate average annual commercial apple crop, not the total farm crop, for the past five years) if actually packed in barrels and the barrels placed end to end would extend for a distance of more than 10,000 miles. To expand the industry, to maintain it even at a parity, the nurseryman is an essential factor; and if he plays the game fairly, as of course he does, whatever concerns the nursery industry is thereby a concern to the fruit industry.

"This is illustrated in part by the large decrease in the number of apple and peach trees not of bearing age reported in the fourteenth, as compared with the thirteenth census. The nursery business was affected by war conditions as was every other business. Material, labor, everything was high and the prices of nursery stock have been correspondingly high. Then, too, they had frosts and freezes over in France where the most of the seeds are grown from which the French and the American nurserymen as well, grows seedling apple stocks used in propagation; they also had frosts and freezes in the mountains of western North Carolina and adjacent regions where most of the peach pits come from that that are used by nurserymen in growing peach seedlings used in propagation. As a result of killing frosts in France and in North Carolina for several seasons the nurserymen have had short supplies of very essential materials. This has had its influence on the price of apple and peach trees. The prices have been more than many prospective or would-be planters could or would pay.

"In the present connection the trees not of bearing age are of particular interest. For instance, as nearly as I can estimate, there are planted annually: Apple trees, 5,000,000 to 8,000,000; peach, 5,400,000 to 10,000,000; pear, 1,000,000; plum and pears, 1,800,000; citrus trees, 1,800,000; grape vines, 8,000,000. Here are an estimated 15,000,000 to 22,600,000 trees and perhaps 8,000,000 grape vines planted annually not to mention the lesser fruits and nuts such as cherries, figs, apricots, walnuts, almonds, pecans, and others and all the tens of thousands of berry plants that are handled each year.

"The point I would make is that the nursery is the fountain source of all this stream of 15 to 20 or 25 millions

Seasonable Stock

READY NOW

Asparagus Plumosus, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Asparagus Sprengeri, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Gracilis Luminosa, **Prima Donna**, **Erfordia**, **Superba** and **Mignon**, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, **Argentea**, **Guttata**, **Sandersoni** and **Alba Picta**, 2¼ inch, \$8.00 per 100.

Boston Fern and **Teddy, Jr.**, 2¼ inch, \$6.50 per 100, \$60.00 per 1000.

Buddelia Asiatica, 2½ inch, \$5.00 per 100.

Coleus, standard varieties, 2¼ inch, \$4.00 per 100 \$35.00 per 1000. **Brillancy**, 2¼ inch, \$7.00 per 100.

Fuchias. **Avalanche**, **Black Prince**, **Mrs. E. G. Hill**, **Speciosa**, 2½ inch, \$5.00 per 100; 3 inch, \$10.00 per 100; 4 inch, \$20.00 per 100.

Geranium, **Mad. Sallerol**, 2½ inch, \$5.00 per 100.

Heliotrope, **Jersey Beauty** and **Florence Nightingale**, good purples, 2¼ inch, at \$5.00 per 100, \$45.00 per 1000.

Petunia, **Single Giant Ruffled** and **Rosy Morn**, 2 inch, \$5.00 per 100, \$40.00 per 1000.

Plumbago Capensis and **Capensis Alba**, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.

Santolina Incana, 2 inch, grand for carpet bedding, \$5.00, per 100, \$45.00 per 1000.

Snapdragon, 2 inch, **Giant Flowered**, separate colors, \$5.00 per 100, \$45.00 per 1000.

The Storrs & Harrison Co., Painesville, Ohio

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease. Write for prices to the home address, **OVERVEEN, HOLLAND**, or to

Care of F. B. VANDERGRIFT & CO., 44 Whitehall St., NEW YORK CITY

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Some Excellent Stock

50,000 2-in., Geraniums, Elcard	Per 100	1,000
Foltevino, Nutt, Montmort,		
Perkins, Vland, Buchner, etc.	\$5.25	\$50.00
2¼-in., Heliotropes, 3 varieties.	4.00	38.00
2¼-in., Marguerites, 3 varieties.	5.00	45.00
2¼-in., Stocks, 2 varieties.	3.25	30.00
2¼-in., Calendula Orange King.	3.00	28.00

Also abundance of other stock.
Liberal extras for early orders.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

of fruit trees and unnumbered other fruit-producing plants. The fruit grower rarely produces trees for his own planting, but depends almost entirely on the nurseryman for them. Without the nurseryman's products the fruit-grower stops planting. All these factors are inter-related and suggest how the nurseryman's interests are likewise fruit grower's interests."

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on **CONTRACT**

MANETTI and Other Stocks for the American Trade.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

DEMAND is active for fancy canned peas for immediate shipment. Wisconsin pea canners state that planting of peas is at least three weeks late and that this means that fancy grades will be scarce and higher and lower or standard grades abundant and cheap.

"BETTER Methods of Tomato Production," is the title of Bulletin 194, recently issued by the Missouri Agricultural Experiment station, Columbia. The bulletin has many fine illustrations and treats of the subject both from the cannery grower's and home gardener's viewpoint.

Prices of Indoor Fruits and Vegetables.

Chicago, May 9.—Cucumbers, per crate, \$2 to \$3.50; lettuce, per crate, \$2 to \$3; carrots, \$4 to \$5 per barrel; cabbage, \$2.25 to \$2.75 per crate; cauliflower, per crate, \$1.50 to \$3.

New York, May 5.—Cucumbers, \$1.25 per dozen; radishes, per bunch, three to four cents; tomatoes, per pound, 35 cents; lettuce, per barrel, \$4 to \$4.50; mushrooms, \$1 to \$1.25 per three-pound basket; cauliflower, \$1.50 to \$3.50 per dozen.

Vegetable Movement.

WEEK OF MAY 1-6.

Receipts of all vegetables were heavier with lower prices. Old potatoes continue to arrive in the consuming markets in large quantities and shipments of strawberries are heavier than a year ago at this time, values declining one-third to one-half over the previous week. General declines throughout the country were noted on sweet potatoes, tomatoes and asparagus. Spinach, cucumbers, cauliflowers and onions, however, remained firm in price.

Lettuce Mildew.

An illustrated bulletin (No. 196) recently issued by the Agricultural Experiment station, Iowa State college, Ames, entitled "Controlling the Downy Mildew of Lettuce," is by Prof. A. T. Erwin, well known to the trade. The bulletin is summarized as follows:

1. Lettuce, the most important vegetable forcing crop grown in Iowa, is in some seasons seriously damaged by a disease known as downy mildew.

2. Continued periods of cloudy weather, which often prevail during the forcing season in this section, are highly conducive to the growth and development of the mildew.

3. Wild lettuce plants often afford a breeding ground for the disease. They are, therefore, likely to prove a source of infection and should be destroyed in the vicinity of forcing houses.

4. This downy mildew is primarily a seedling disease. Control measures, to be effective, must be focused upon the seedling stage of the plant.

5. Bordeaux mixture of the standard formula, 4-4-50, is recommended for its control. The first application should be made as soon as the plants are up;

a second application should be made a day or two before they are "pricked off." In some instances a third spraying before the plants go into permanent beds may prove advantageous.

6. Proper ventilation and a dry foliage in periods of dark, cloudy weather are important in preventing the growth and spread of the disease. These operations must be co-ordinated with the control measures indicated above.

Montclair, N. J.

F. W. Massmann, Inc., has a strictly up-to-date retail store with a conservatory attached. Mr. Massmann and wife recently sailed for Europe, where they will stay for several months, and the shop is now being conducted by their son, W. H. Massmann, an active and energetic young man. The firm has issued a Mothers' Day card, in part as follows: "Special Mothers' Day baskets and boxes of choicest cut flowers. Mother's favorite ornamental or blooming plant. Boutonnieres for Mothers' Day wear." That seems to us to be the proper way to encourage buying for the occasion.

This city, according to population, is reputed to be one of the wealthiest in the United States. When one views its public buildings, many fine homes and business enterprises there are sound reasons for such a belief. Many wealthy men who do business in New York have homes here. It may, therefore, be supposed that its florists are prosperous and such seems to be the case.

A. S. Wallace is a veteran florist and nurseryman, being about 70 years old, but his friends say that he does not look more than 50. He produces a variety of stock, has a supply department and a good retail business.

The Rosery, Miss Rose, proprietor, has a considerable glass area, grows numerous kinds of plants, and does a good retail business. A. F. F.

Nashville, Tenn.

STOCK CONTINUES IN GOOD DEMAND.

Trade continues good and prices rule at about the same levels, roses and carnations being quoted at \$3 per dozen, retail. Plants sales are becoming an increasing factor, the stock being held back somewhat because of the rainy weather. Hydrangeas, in pots, move well, as do dormant roses. A considerable demand has developed for birch boxes and hanging baskets.

SUNDAY CLOSING.

In order to give their employees a little time to themselves the following notice has been inserted in the daily newspapers: "We, the undersigned, florists and nurserymen, agree to close our greenhouses and nurseries every Sunday, beginning April 30. Signed, Joy Floral Co., Geny Bros., C. H. Trichter, McIntyre Bros., L. Haury & Sons, Chas. O. Green, Ernest Sawyer, Campbell Bros., and J. F. Corbitt." The Sunday closing applies only to greenhouses and nurseries, as it is not possible nor desirable to close the stores all day, which keep open until 1 p. m. The habit of local automobilists driving out to the greenhouses has grown to such an extent that it was quite a tax on the employees and, since relief was necessary, the ruling was put in force.

NOTES.

The ladies comprising the City Beautiful organization recently staged an iris show, consisting of all the newest and finest kinds.

A department store that recently added flowers to its stock is selling roses at \$1 per dozen.

Miss Lillian Joy has returned from a visit to Atlanta, Ga., where she attended the opera. M. C. D.

"Market Gardening"

An elementary text book containing 102 pages, 6x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, \$1.00.

American Florist Co.

440 S. Dearborn St.,

Chicago.

GERANIUMS

Our selection at this time.

From 2-in. pots \$3.50 per 100, \$35 per 1000
DRACAENAS, Strong, 2-in. \$4 per 100
SMILAX, 2-inch, \$3.00 per 100
Also Coleus and Rex Begonias

Elmer Rawlings, Wholesale Grower, ALLEGANY, N.Y.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

Adrian, ' ' MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosa, \$1.25 per 100; \$10.00 per 1000.
Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

HARDY ENGLISH IVY

Strong stock.

2-inch, \$2.75 per 100, \$25.00 per 1000.

3-inch, 3.75 per 100, 35.00 per 1000.

Strong, bushy plants in 4-inch pots, tied up to 2-foot stakes, \$4.80 per doz., \$25.00 per 100.

BEGONIAS

Luminosa, Prima Donna. Per 100 Per 1000
2-inch \$3.00 \$27.50
3-inch 5.00 45.00

Glorie de Chataine. 3.00 27.50
2-inch 6.00 50.00
3-inch

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA.

Abelia Grandiflora. Strong 2½-in., per 100, \$4.50; per 1000, \$40.00.
Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

ACALYPHA.

Acalpha Sanderil. 2½-in. pots; per 100, \$5.00; per 1000, \$45.00.
Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

ALTERNANTHERAS.

Alternantheras. Brilliantissima and Aurea Nana. 2½-in., bushy and well colored, for 100, \$4.00, per 1,000, \$35.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ASPARAGUS.

Asparagus Sprengeril. 2½-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$25.00; 6-inch, per 100, \$35.00. Plumosus. 2½-inch, per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus. 2½-in., \$6.00; 3-in., \$10.00; 4-in., \$15.00 per 100. Vaughan's Seed Store, Chicago and New York.

Asparagus plumosus and Sprengeril sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

ASTERS

Asters: transplanted. Queen of the Market, Giant Comet and Giant Branching in mixed colors. Prepaid, per 100, 80c; per 500, \$3.50; per 1,000, \$5.00. Cash with order. ALBERT TROTH, Cantril, Ia.

Asters. Vaughan's. For varieties and prices see display advertisements elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BEGONIAS.

Begonias. Coralline Lucerne. 2½-in., per 100, \$10.00; Rosea Picta, Argenta Guttata, Rubra, Thurstonil, Alba Picta, Pres. Carnot, Sandersonil, Alba Perfecta; all 2½-in., per 100, \$6.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., \$3.00 per 100, \$27.50 per 1,000; 3-in., \$6.00 per 100; \$50.00 per 1,000. R. Vincent, Jr. and Sons Co., White Marsh, Md.

Begonias. Five 2½-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana. 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

HILL'S BOXWOOD
Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.

Boxwood	Each
Ball shaped B & B 14x14 in.	\$3.50
" " B & B 16x16 in.	4.25
" " B & B 18x18 in.	5.50
" " B & B 24x24 in.	6.50
Pyramid shaped B & B 2½ ft.	4.50
" " B & B 3 ft.	6.50

Standards, B & B, stem 14 in., crown 16-in. 6.50

THE D. HILL NURSERY CO., INC.
Dundee Box 404 Ill.

BULBS.

Bulbs. Gladiolus, canna, tuberoses, Japanese lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Hyacinths, tulips, irises, daffodils, colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

Bulbs of superior quality. Write for prices. F. Reynold & Sons, 61 Vesey St., New York.

BUDDLEIA.

Buddleia Magnifica, per 100, \$4.50; per 1000, \$40.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Buddleia, white, pink and lilac, 2½-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

Buddleia Asiatica, 2½-in., \$5.00 per 100. The Storrs & Harrison Co., Painesville, O.

CANNAS.

Cannas. Fine 3-in. pot plants. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand.	Now ready.
Matchless 100	1,000
Nebraska 5.00	40.00
Enchantress 4.00	35.00
Ward 5.00	40.00
Harvester 3.00	70.00
White Wonder 5.00	40.00
Bernice 5.00	40.00
Aviator 5.00	40.00

Cash with Order.
PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

CARNATIONS.

HERE'S A BARGAIN!

Fine plants out of soil. Ready for planting.

	100	1,000
White and Pink Enchantress..	\$4.50	\$40.00
Rosette	4.50	40.00
Matchless	4.50	40.00
Ward	4.50	40.00
Nebraska	4.50	40.00

ROOTED CARNATION CUTTINGS.
Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1,000
Mrs. C. W. Ward.....	\$3.50	\$30.00
Matchless	3.50	30.00
White Enchantress	3.00	25.00
Pink Enchantress	3.00	25.00
Rosette	3.50	30.00
Laddie	12.00	110.00

WIETOR BROS.
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Strong, healthy rooted cuttings, ready for immediate delivery.

	100	1,000
Chas. Razor (white).....	\$3.00	\$25.00
Richmond (yellow)	3.00	25.00
Roman Gold (yellow).....	3.00	25.00
Pink Chieftain (pink).....	2.00	25.00
Intensity (maroon).....	3.00	25.00
Marigold (yellow).....	3.00	25.00
Ocotillo (white).....	3.00	25.00
Early Frost (white).....	3.00	25.00
Seidewitz (pink).....	3.00	25.00
Rose Perfection (pink).....	3.00	25.00
Smith's Ideal (white).....	3.00	25.00
Golden Queen (yellow).....	3.00	25.00
White Chieftain (white).....	3.00	25.00
Thanksgiving Pink	5.00	50.00

POMPONS.
L. Doty (light pink).....\$3.00 \$25.00
Buckingham (pink single).... 3.00 25.00
Godfrey (late pink)..... 3.00 25.00
H. Canning (bronze)..... 3.00 25.00
Volunteer (yellow)..... 3.00 25.00
White Gem (white)..... 3.00 25.00

WIETOR BROS.
Wholesale Growers of Quality Cut Flowers.
30 East Randolph St., Chicago

CHRYSANTHEMUM CUTTINGS
Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Ocotillo, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razor, Celebration, Major Bonnaillon, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview White and Golden Chadwick, \$35.00 per 1,000.
December Beauty, \$45.00 per 1,000.
Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.
Vivian Matrin, Mary Pickford, Marguerite Clarke, Billie Burke, \$8.00 per 100.
Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Ben, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.

ELI CROSS.
150 Monroe Ave. Grand Rapids, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Pompons and Singles
Mile High Quality, 2½-in., per 100, \$5.00.
Early Varieties.

Zenobia, yellow double.
Lillian Doty, pink double.
Diana, white double.
Acto, white double.
Chas. Fohn, pink single.
Fine Bronze, bronze single.
Early Bronze, bronze single.
Late Varieties.
Hilda Canning, bronze double.
Beck McLean, bronze double.
Wilcox, bronze double.
Julia La Gravia, red double.
Western Beauty, pink double.
Donald, pink double.
Golden Wedding, yellow double.
Sunshine, late yellow, per 100, \$3.00.
Caprice varieties. Yellow, white, bronze,
lavender and purple. Strong, healthy stock,
2½-in., per 100, \$7.00.

THE PARK FLORAL COMPANY. Colo.
Denver.

Chrysanthemums. Many of your old
favorites; strong 2-in. stock; ready for
benching; per 100, \$4.50; per 1000, \$40.00.

Black Hawk, dark red; Chas. Razer, white;
Diana (white for designs); Excelsior (hardy,
deep yellow); Glory of Pacific, pink (early);
L'Africane, rich purple; Mrs. E. A. Sied-
witz, pink; Mrs. Florence Pullman, white;
Pacific Supreme, pink; Patty, pink; Silver
Wedding, white; Unakas, pink; Bronze
Beauty, bronze; Canary (hardy, light yellow);
Early Snow, white; Estelle, white
(early); Harvard, best red; Louis Boehmer,
(ostrich plume); Oconto, white; Miss Minnie
Bailey, pink; Roman Gold, yellow; Tints of
Gold, pink, and bronze; White Bonaffon.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate;
25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

CHRYSANTHEMUM CUTTINGS.
Clean, healthy stock, ready for immediate
delivery.

	100	1,000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.,
Wholesale Florists.
30 E. Randolph St., Chicago, Ill.

The best chrysanthemums for florists' use.
Clean stocks and high quality. Your re-
quirements for future delivery requested.
ELMER D. SMITH & CO., Adrian, Mich.

CINERARIA.

Cinerarias; 3, 4 and 5-in. stocks; in good
condition. **ADA M. SCHLEYER,** 326 Char-
lotte St., Fredericton, New Brunswick, Can.

CLEMATIS.

Clematis Paniculata. Japanese Virgin's
Bower. One of the most beautiful of our
hardy flowering vines, 2½-in. pots, per doz.,
75c; per 100, \$4.00; field-grown, per 100,
\$8.00; per 1000, \$75.00.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate; 25
and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

COLEUS.

COLEUS. Good choice varieties, including
Trailing Queen and Golden Bedder; mixed
rooted cuttings, \$1.25 per 100; 3-in., \$6.00
per 100. Montgomery Gardens, Sac City, Ia.

Coleus, best bedding kinds, fine stock, per
100, \$2.50. Cash. **JOSEPH BANCROFT &
SON,** Cedar Falls, Ia.

CYCLAMEN.

Cyclamen plants grown from L. & W.
and other best strains of American grown
seed in the following colors: Dark Christ-
mas red, bright red, Rose dark-eye, White
carmine eye, Rose Marienthal, (pink), pure
white, American Beauty, Salmon Glory of
Wandsbek.

	100	1000
2½-in. pots	\$12.00	\$110.00
2½-in. pots	15.00	140.00
3-in. pots	18.00	
3-in. pots, selected	22.00	

	100
3½-in. pots, selected	\$35.00
4-in. pots, June 1	40.00
4-in. pots, extra sel., June 1	50.00

Add 5 per cent for packing. If Salmon
alone is ordered add 10 per cent to the
above prices.

ROMAN J. IRWIN
43 West 18th St. New York

CYCLAMEN.

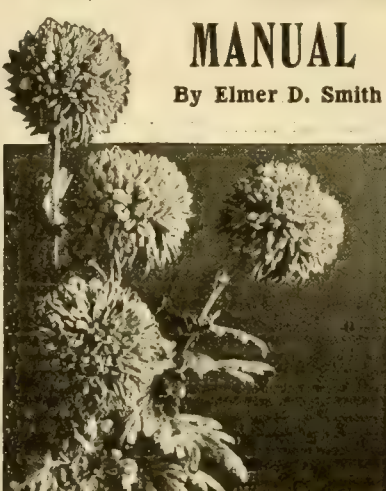
Cyclamen, for one week only. 2½-in.,
\$10.00 per 100; \$90.00 per 1,000; 3-in., \$20.09
and \$25.00; 4-in., \$40.00 per 100. **Geo. A.
Kuhl,** Pekin, Ill.

Cyclamen; 4, 5 and 6-in. stock; in good
condition. **ADA M. SCHLEYER,** 326 Char-
lotte St., Fredericton, New Brunswick, Can.

DAHLIAS.

Dahlias. Best for cut flowers, strong di-
visions. Sylvia, Lyndhurst, Yellow Duke,
Jack Rose, Perihuhn, Miss McCullough, etc.,
per 100, \$4.00. Le Grand Manitou, Mina
Burgie, Golden Gate, Dorothy Peacock,
Dream, White Jack's Discovery, P. Bonyon,
salmon pink; Princ. Juliana, white; Prog-
ress, lavender, etc., per 100, \$10.00. Mix-
ture, per 100, \$3.50; 25 at 100 rate. Cash,
please. **SHELLROAD GREENHOUSES,** Col-
gate, Baltimore, Md.

THE
CHRYSANTHEMUM
MANUAL
By Elmer D. Smith



FOURTH EDITION
Price 60c. Cash with Order.
American Florist Co.
440 S. Dearborn St., Chicago

DAHLIAS.

Dahlias. 18, all different, labeled, several
classes and colors, \$2.00—retail value about
\$5.00; 6 sets (108 dahlias), \$10.00. 18 mixed,
unlabeled, \$1.00—\$5.00 per 100. Hybrid
dahlia seed, \$1.00 per packet. Named cut-
flower sorts, double red, pink, yellow or
white, \$9.00 per 100. Everything **PREPAID.**
Catalogue **FREE.** **ALT F. CLARK,** "The
Dahliast," Netcong, N. J.

DELPHINIUMS.

Delphiniums. 2½-in. from cold frames,
in prime condition. Bella Donna and For-
mosum, per 100, \$5.00; per 1000, \$45.00.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate; 25
and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

DRACAENAS.

Dracaenas; 6-in.; extra fine stock. Per
doz., \$6.00; per 100, \$45.00. No charge for
packing. Cash with order. **MATTHEW-
SON'S,** Sheboygan, Wis.

FERNS.**TABLE FERN SEEDLINGS.**

Ready June and later.

Per flat, \$3.00; 5 flats, each, \$2.75; 10
flats, each, \$2.50.

In all best varieties as follows: Pteris
Wilsonii, Pteris Victoria, Pteris Mayil, Pteris
Serrulata, Pteris Wimsettii, Pteris Tremula,
Pteris Argyrea, Aspidium Taussemense,
Cyrtomium Flacatum, Cyrtomium Roch-
fordianum, Albo-Lineata.

2½-in. pots, per 100, \$6.50; per 1000, \$55.00.
Boston, Roosevelt, Whitmanii, Verona,
Teddy Jr., Scotti, Dwarf Boston, 2½-in.
pots, per 100, \$8.00; per 1000, \$75.00.
Macawii, 2½-in. pots, per 100, \$7.00; per
1000, \$65.00. Bird's Nest Ferns, 2½-in. pots,
per 100, \$25.00.

ROMAN J. IRWIN
43 West 18th St. New York

Ferns. Boston, Teddy Junior, Roosevelt
and Whitmanii; all 2½-in., per 100, \$6.50;
per 1000, \$60.00.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate; 25
and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

BOSTON FERNS

Good; strong bushy stock.

5-inch	\$0.40
6-inch	.75
7-inch	.90
10-inch	2.00

Packing charges free

DAVIS FLORAL CO., Iowa.
Davenport.

Dish Ferns. Holly, Wimsettii and Aspe-
dium, per 100, \$4.00.

Not less than six of any variety of plants
supplied in our wholesale department; under
25 of a variety are billed at dozen rate; 25
and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Ferns: Boston's and Scotti. Exceptionally
strong, clean, pot grown stock for immedi-
ate shipment. For sizes and prices see ad-
vertisement elsewhere in this issue. **R.
Vincent, Jr. & Sons Co.,** White Marsh, Md.

Table ferns, standard varieties, 2½-inch,
\$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Ferns of fine quality. For varieties and
prices see advertisement on front cover page
of this issue. **F. R. Pierson, Inc.,** Tarry-
town, N. Y.

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00;
5-in., \$50.00 per 100. **Vaughan's Seed Store,**
Chicago and New York.

FEVERFEW.

Feverfew, 3-in., per 100, \$4.00; 4-in., per
100, \$8.00. Cash. **JOSEPH BANCROFT &
SON,** Cedar Falls, Ia.

FUCHSIAS.

Fuchsia. Avalanche, Black Prince, Mrs.
E. G. Hill, Speciosa, 2½-in., per 100, \$5.00;
4-in., per 100, \$10.00; 4-in., per 100, \$20.00.
The Storrs & Harrison Co., Painesville, O.

GLADIOLUS.

Gladiolus Bulbs. Clean, healthy stock;
best we have ever had. For varieties and
prices see advertisement on front cover page
of this issue. **A. Henderson & Co.,** 166 N.
Wabash Ave., Chicago.

Gladioli. Grown on our own farm from
true planting stock. For varieties and prices,
see display advertisement elsewhere in this
issue. **Vaughan's Seed Store,** Chicago and
New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GLADIOLI.

HALLEY
Earliest Salmon Pink

Always the best for wholesale as well as retail florists; most profitable cut flower variety.

SPECIAL OFFER

1st. Size	2nd. Size
HALLEY	\$30.00 \$27.00

5 per cent cash with order, 2 per cent ten days, 60 days, net.

WELLER NURSERIES COMPANY, INC.
Gladiolus, Specialists—Perennial Specialists.
Holland, Mich.

Gladioli. America, Principine, Primulinus Hybrids and good mixed, 1-in. and up, all blooming size, \$10.00 per 1000. H. HILLS, Bristol, Ind.

GERANIUMS.

We have something like 30,000 2-in. geraniums, S. A. Nutt and Beaute Poitevine per 100, \$5.00; per 1000, \$45.00. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, Nutt Buckner, Ricard, Poitevine and Vland. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kingston, Ala.

Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

HARDY PERENNIALS.

Hardy perennials. Dreer's pot-grown stock. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

HYDRANGEAS.

FRENCH HYDRANGEAS.

2 1/4-in. pot plants. Late summer propagation. Per 100, \$7.00; per 1000, \$60.00.

Avalanche, Baby Bimblet, Gen. Vibraye, Souv. de Mad. Chautard, La Lorraine, Lillie Mouillere, Mme. E. Mouillere, Bouquet Rose, Radiant, E. G. Hill, Mousseline, Mme. A. Nonin.

The following newer sorts, per 100; \$12.00; Satinette and Trophee.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

IRISES.

IRISES.

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in.. \$2.75 per 100; \$25.00 per 1,000; 3-in.. \$3.75 per 100; \$35.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LANTANAS.

Lantanas. Comte de Biencourt, pink; Alba Perfecta, white; Michael Schmidt and Leo Dex, orange scarlet; Jacob Schultz, crimson; Radiation, orange red, per 100, \$5.00; per 1000, \$45.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

LEMONS.

Lemon Ponderosa. 2 1/4-in., per 100, \$7.00; per 1000, \$65.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

MARGUERITES

Marguerites, 3-in., fine bushy stock, per 100, \$6.00; 4-in., per 100, \$10.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas, Laello-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Orange Otaheite. 2 1/4-in., per 100, \$6.50; per 1000, \$60.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

PANSIES.

200,000 PANSIES, FALL TRANSPLANTED. Superb strain raised from seed of my own saving; the result of twenty-five years' selection.

\$1.75 per 100;	\$15.00 per 1,000
3.00 per 100;	25.00 per 1,000
2.25 per 100;	20.00 per 1,000

April delivery. Express only.
Cash please.

LEONARD COUSINS, JR.

Concord Junction Mass.

200,000 large, stocky, Sept. transplanted, field-grown, blooming pansy plants. Steele's Greenhouse Special and Private Stock; also Vaughan's International mixed. All salable stock, "none better." Per 100, \$1.70; per 1000, \$15.00. Cash. Satisfaction guaranteed. Orders shipped promptly. Brill Celery Gardens, Kalamazoo, Mich.

Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. HILL-CREST GARDENS, Albert Lea, Minn.

Pansy plants, Giant Trimadeau, mixed, per 1000, \$4.00. S. T. DANLEY & SON, Macomb, Ill.

PEONIES.

Cut peonies for Mothers' Day, per 100, \$3.00 to \$15.00. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

PINKS.

Hardy Scotch Pinks. Five named sorts, 2 1/4-in. pots; per 100, \$4.50; per 1000, \$40.00. Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY

The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

PRIMULAS.

Primula Obconica Gigantea. Mile High Strain. This strain cannot be surpassed. Flowers will average over the size of a dollar. Ready May and June. 2 1/4-in., per 100, \$7.00.

THE PARK FLORAL COMPANY,

Denver, Colo.

PRIMULAS.

Primula obconica, 2 1/4-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2 1/4-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.

Grand Rapids, Mich.

Primula obconica; 4, 5 and 6-in. stock; In good condition. ADA M. SCHLEYER, 326 Charlotte St., Fredericton, New Brunswick, Can.

ROSES.

HEADQUARTERS FOR ROSES.

2 1/4-inch

Look over the list. It may contain sorts you are "short on." Prices low—considering quality. Our guarantee of thirty years "Satisfaction Guaranteed" still stands.

BABY ROSES.

Per 100, \$7.00

Anna Mueller	Baby Rambler
Baby Echo	Geo. Elger
Ellen Poulsen	Orleans
Etoile Luisante	Baby Dorothy
(Baby Herriott)	Catherine Zeimet
Le Ponceau	Lernarne
Mrs. Wm. H. Cutbush	Mdlle. F. Favre
Baby Doll	Gruss an Aachen

(Tip Top)
Edith Cavel, per 100, \$8.00.

HYBRID PERPETUALS.

Per 100, \$8.00

Anne de Diesbach	Gen. Jacqueminot
Conrad F. Myer	Hugh Dickson
His Majestv	Paul Neyron
Magna Charta	Champion Christy
Prince C. de Rohan	J. B. Clark
Boule de Neige	Geo. Dickson
Duc de Rohan	Jubilee
Frau Karl Druschki	per 100, \$10.00.

TEAS AND HYBRID TEAS.

Per 100, \$6.00

Bridesmaid	Souv. de P. Notting
Mdlle. F. Kruger	Crimson Queen
Burbank	Catherine Mermet
Mrs. Benj. R. Cant	F. R. Patzer
Yvonne Vacherot	The Queen
Champion of the World	Louis Philippe Wellesley

Per 100, \$6.50

Countess of Gosford	Rhea Reid
Helen Gould	Florence Forrester
Helen Good	Marie Guillot
Meteor	White M. Cochet
Clothilde Soupert	Florence Pemberton
Mad. A. Chatenay	Papa Gontier
Safrano	Maman Cochet
Duchess de Brabant	Bluemenschmidt
Marie Van Houtte	Gruss an Teplitz
Lady Hillingdon	Miss Cynthia Forde

Per 100, \$7.00

Etoile de France	President Taft
Mrs. Geo. Sawyer	Edward Mawley
Eugene E. Marlitt	Laurent Carle
Mad. Paul Euler	Sunburst
Souv. de Pres. Carnot	Mad. Lombard
Kaiserin A. Victoria	Duchess of Albany
Radiance	Hermosa
Hadley	White La France
Red Radiance	Francis Scott Key
Gen. McArthur	Mad. J. Guillemot

Per 100, \$8.00

Antoine Rivroire	Winnie Davis
(Mrs. Taft)	Mad. Segmond Weber
Mrs. A. R. Waddell	Ophelia
My Maryland	Mad. C. Testout
Arthur R. Goodwin	Mrs. Chas. Bell

(Pernetiana)

Per 100, \$7.50

Killarney
Legion, per 100, \$15.00.
Frank W. Dunlop, per 100, \$10.00.
Chas. K. Douglas, per 100, \$25.00.
Mad. Butterfly, per 100, \$15.00.
Crusader, per 100, \$12.00.
Col. Oswald Fitzgerald, per 100, \$25.00.

HARDY AND TENDER CLIMBERS.

Per 100, \$6.00

Cl. American Beauty	Dorothy Perkins
Cl. Gruss an Teplitz	Cloth of Gold
Red Dorothy Perkins	White Dorothy Perkins
(Excelsa)	
Gardenia	William Allen Rich-
(Hardy Marechal	ardson
Neil)	
Tausendschon	Aviateur Bleriot
Pink Tausendschon	Crimson Rambler
(Rosarie)	Hiawatha
Velchenblau	Lady Gay
(Blue Rambler)	Silver Moon

Per 100, \$6.50

American Pillar	Cl. Mad. C. Testout
Cl. White M. Cochet	Bess Lovett
Dr. W. Van Fleet	Paul's Carmine Pillar
Cl. Kaiserin A. Vic-	Cl. Marie Guillot
toria	Cl. Papa Gontier
Cl. Lady Ashtown	Cl. Maman Cochet
Climbing Ophelia,	per 100, \$10.00
Paul's Scarlet Climber,	per 100, \$3.00

THE GOOD & REESE CO.

The Largest Rose Growers in the World.
Springfield, Dept. C. Ohio.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

Roses. Two Million Plants. Forcing, bedding and outdoor varieties, both 2½-in. and 4-in. own root. Write for descriptive catalogue and prices; and send us a list of your wants.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

ANGELUS.

The Sensational White for 1922. Order now for March delivery.

Prices will be:

Grafted.	Own Root.
100.....\$ 42.50	100.....\$ 35.00
1,000..... 375.00	1,000..... 300.00
2,500..... 912.50	2,500..... 725.00
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See ad Mch. 4. Send for list 350 best sorts. Leedle Co., Expert Rose Grow, Springfield, O.

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Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

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Springfield, Dept. C. Ohio

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Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

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Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

SEEDS.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

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Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

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Cabbage; strong plants from hot-bed. E. J. Wakefield, allhead early. Prepaid, per 100, 50c; per 500, \$2.00; per 1000, \$3.00. Tomato Earliana, transplanted. Per 100, \$1.00; per 500, \$3.50; per 1000, \$6.00. Tomato Seedlings, strong Earliana. Per 500, \$2.00; per 1000, \$3.50. Mammoth Zinnia, transplanted; dark red, orange sarinda. Per 100, \$2.00; per 500, \$3.50; per 1000, \$6.00.

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Springfield, Dept. C. Ohio

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Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

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Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Bauer Window glass Co., Eaton, Ind.

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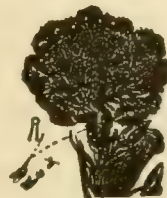
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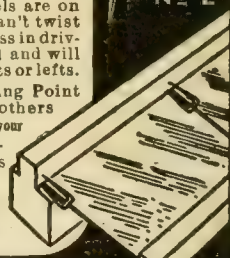
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Vol. LVIII.

CHICAGO AND NEW YORK, MAY 20, 1922.

No. 1772

THE AMERICAN FLORIST

ESTABLISHED 1885

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OFFICERS: PHILIP BREITMEYER, Detroit, Mich.
President; CHAS. F. FEAST, Baltimore, Md., Vice
President; ALBERT POCHOLON, Detroit, Mich.
Secretary; WM. L. ROCK, Kansas City, Mo.
Treasurer.

FLORISTS' HAIL ASSOCIATION.

Next annual meeting will be held at Kansas
City, Mo. Aug., 1922. **OFFICERS**: J. F. AMMANN,
Edwardsville, Ill., President; JOHN G. ESLER,
Saddle River, N. J., Secretary; JAMES HEACOCK,
Wyncote, Pa., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel
Pennsylvania, New York, September 26-29, 1922:
OFFICERS: RICHARD VINCENT, Jr., White Marsh,
Md., President; WM. J. RATHGEBER, 198 Norton
St., New Haven, Conn., Secretary-Treasurer.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, will be
held at London Ont., June 1922. **OFFICERS**: A. H.
FEWKEE, Newton, Mass., President; A. P.
SAUNDERS, Clinton, N. Y., Sec'y; A. H. SCOTT,
Chester, Pa., Treas.

AMERICAN SWEET PEA SOCIETY.

Next annual exhibition and convention, Horti-
cultural Hall, Boston, Mass., June 24-25, 1922.
OFFICERS: W. A. SPENGLING, New York, President;
WM. GRAY, Bellevue Ave., Newport, R. I., Sec'y.

Plant Quarantine Conference.

Washington, D. C., May 15-16.

Serious Problems Ably Discussed.

The hearing of the Federal Horticultural Board, held in the auditorium of the National museum, Washington, D. C., May 15, was undoubtedly the largest of all the conferences held in connection with Plant Quarantine No. 37, embracing as it did the leading craftsmen of the country, and special delegates from England, Belgium and Holland, who were present to ask that the quarantine be so modified that the plants and bulbs of their different countries may be given entry. The auditorium of the Museum building, in which the meeting was held, was admirably adapted to the purposes of the assemblage. The rear of the platform was decorated with a number of charts or maps of the states to show with colored markings the quantities of the various plants imported under permits last year, peonies, rhododendrons, gladioli, spireas, irises, dahlias and orchids, as cited and described by Prof. Beattie at the evening session, gave very interesting information. The meeting was called for 10 a. m., standard time, when there were over 250 present at the opening, a splendidly representative gathering of the trade. On the platform were seated all the members of the Federal Horticultural Board, Hon. Henry W. Wallace, secretary of agriculture, and a committee of three judges consisting of Prof. Whitten, horticulturist of the University of California; Prof. A. F. Woods, of the University of Maryland, and President M. R. Cashman, of the American Association of Nurserymen, which Secretary Wallace had appointed to make a separate report of the meeting.

Secretary Wallace opened the meeting by saying that ever since he had come to Washington he had heard again and again of Plant Quarantine

No. 37 and this gathering at which he was asked to preside had been called to give every interested person a chance to be heard. In order to conserve time, leaders of groups, such as nurserymen, florists, importers, horticulture bodies, garden officials, etc., would be first heard through their various spokesmen.

Dr. C. L. Marlatt as chief of the board, was asked to give reasons for the call of the meeting, which he did, reviewing the transactions of the board, referring frequently to a pamphlet which described the proposed work of the conference in detail. The board and the quarantine were up for discussion and criticism, which he welcomed, and hoped some of it would be of a constructive character. He assured his hearers that all would receive courteous treatment from the board in the future no matter what their criticism was. Describing the large list of dangerous pests with which the country is afflicted, he said that Plant Quarantine No. 37 was absolutely necessary, but that if in the discussion by the many interests involved it could be changed in any way to advantage this is the time to do it and arrange for several years ahead. He declared no important insect pests or diseases have come into the country since the quarantine was put in force. He hoped that through special permits new and scarce varieties of plants could be brought in and propagated in such numbers as to be sufficient for our needs without further importations. The various requests for permits for importations were passed on by the Bureau of Plant Industry, the Federal Horticultural Board having no jurisdiction in this matter. The secretary of agriculture had in his department the largest group of capable plant specialists in the world and all who applied would be assured impartial treatment. Amateur importers were

shown to be divided into two classes, those who made a semi-public display of their plants and flowers and others whose use was purely personal, the first being favored. New varieties of plants which show merit are now admitted where before they had to have a show or newspaper record. Owing to underhand methods of some dishonest importers a bond had to be imposed so that importers could be held responsible. The name horticultural board did not imply a strict board of horticulture, 90 per cent of its work covering subjects other than horticulture. A better name would be Plant Quarantine Board. The different groups of horticulture should appoint various committees to represent them before the board and in this way much of the trouble and misunderstanding now existing would be eliminated.

Secretary Wallace in answer to a question as to the length of the conference by S. A. Anderson, said it rested with those in attendance.

J. C. Vaughan asked whether questions of protests filed would be taken up by the board. The secretary assured the audience he would continue to preside so as to hear all angles presented, which was loudly applauded.

The question of the legality of the action of the board in some of its rulings then came up, J. Horace McFarland claiming the board is without this authority to be found anywhere in the act passed by congress, and F. R. Pierson said the board's rulings were away beyond the letter and spirit of the law. How does Dr. Marlatt find his authority?

In answer, Dr. Marlatt said in sections two and seven of the law as passed on by the legal force of the department, all such points were determined by counsel.

Mr. McFarland asked whether he could have assurance that this legal matter will be discussed before a committee and Secretary Wallace said it would be provided for.

The secretary then suggested adjournment and renewal of the discussion in the afternoon.

Monday Afternoon Session.

On the opening of the Monday afternoon session J. Horace McFarland, as a representative of over 40 garden clubs and other amateur plant and horticultural organizations, made a special plea in their interest. He wanted it distinctly understood that all were heartily in accord with the efforts of the board in keeping out all kinds of injurious pests and diseases, but in other rulings especially relating to minor regulations, the arbitrary prohibition of certain plants and selection of those which may or may not be imported, the board was not in accord with Quarantine No. 37, which in no way gives it the power to discriminate against the little man with a 10-foot yard as against the owner of 100 acres. The small amateurs import plants that are of great value, Mr. McFarland continued, but which it does not pay the commercial grower to handle in that way. Such imports have been going on for 150 years without injury to anyone. He added that if his ancestors had been properly inspected he would likely not have been here. Mr. McFarland read excerpts from letters of prominent amateur societies asking relief from the rulings of the board against them. Less red tape in inspection and additional ports of entry were desired. The bond required by the board was onerous and not a word could be found in the act to authorize it. He told of the Missouri

Botanic garden having imported plants for over 100 years without injurious results and said that E. H. Wilson of the Arnold arboretum had imported more than 500 new species from China and never brought any pests. Acorns that had been treated by the department had all died, while others of the same lot which had been smuggled into the country, lived. Mr. McFarland believed that if the garden clubs of America were not able to obtain the plants they desired from other countries the interest in them would eventually die out. It was a fact that the cities with the most gardens required the least policing. High tariff and prohibition means isolation and the speaker hoped that in the matters of immigration and business intercourse the time would never come when the people of America felt they could get along without the



Dr. C. L. Marlatt, Washington, D. C.

rest of the world and that that prediction would never come to pass.

James McHutchison, chairman of the committee on tariff and legislation of the Society of American Florists, presented the views of over 10,000 men in the florist business in a carefully prepared statement that particularly desired that the florist business be handled entirely separate from that of the nurserymen and earnestly urged modifications of the board's rulings.

Orlando Harrison, chairman of the committee on tariff and legislation of the American Association of Nurserymen, approved Sections 2, 3, 4 and 5 of Regulation No. 3 of Quarantine No. 37 as now in force, except that Norway and Schwedleri maples and four to eight-foot whips for transplanting and not for sale be admitted for a period of three years.

Prof. Jones spoke of rose stocks claiming that outdoor stocks were different from those used for greenhouse culture, certain kinds doing best in parts of the country where the climate was more suitable. Florida had greatly benefited from the quarantine. At great expense the state had rid itself of the citrus canker, about 235,000 orchard trees being burned to bring it about. Prof. Jones said he did not favor giving privileges to amateurs to import stock, as they had nothing at stake, while larger interests should be protected.

F. L. Atkins said there were now more roses in the country than required or the demand called for and that thousands of unsold plants were rotting in the cellars of some of the growers.

E. G. Hill gave his experiences with manetti stocks, which he claimed were the only kind fit for the grafting of greenhouse roses. Gloriosa did not meet the requirements of the trade, while multiflora drooped in the winter months. His firm had used more than 600,000 manetti stocks this season. Mr. Hill was pleased to learn that other stocks were found reliable for outdoor roses and he declared that the quarantine had accomplished wonders for the florists, causing them to look around and grow more of their own stock. There had never been so much prosperity in the trade as was the case the past five years and he felt sure that the western florists were all favorable to Quarantine No. 37.

R. F. Elliott approved of the quarantine in principle, but desired the privilege of importing certain stocks not available in the United States.

A representative of the California state department of horticulture stated that all horticultural interests there were heartily in favor of the quarantine. The legislature, recognizing the efficiency of the state department in handling plant diseases, doubled the appropriation last year for quarantine regulations, which are now the strictest of any state in the union and has greatly benefited all fruit and bulb growers.

W. A. Sperling wanted the board to grant entry to foreign bulbs not available here.

A. H. Gardner, representing the Alabama state board of horticulture, described citrus fruit growing as an important and growing industry in that state, wherein 435 growers with an investment of over \$6,000,000 were interested.

The Mississippi state horticultural board telegraphed its endorsement of the quarantine.

The Texas state department of agriculture was also in favor of the act and desired all the protection possible, hoping that the quarantine would continue in force.

Albert Ball, representing the National Spring Wheat Association, wanted to know who opened Pandora's box and let out the numerous insects and diseases the wheat men had to contend with. He said the progeny of one aphid in a season amounted to 222 septillions and all the rest of the figures down the line to 13. He claimed that a New England woman had brought a barberry bush with her when she came to the western part of the country and this had eventually brought rust to 20,000,000 acres of wheat.

Prof. J. G. Sanders, representing the Pennsylvania state board of plant industry, believed that the enforcement of the quarantine would not isolate the states, while on the contrary, but for the act and its safeguarding features, each state would at once set up a barrier against adjacent commonwealths.

Thos. A. McBeth spoke for growers of young rose stocks representing over 1,000,000 square feet of glass, and in answer to a previous speaker, he said that no one in his neighborhood had any roses for sale, in spite of a production of 9,250,000 plants. Bulbs and peonies could be grown in his district as good if not better than the imported stock.

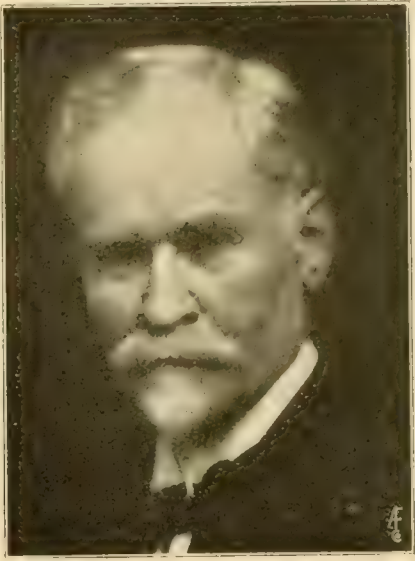
J. C. Vaughan believed that the great and ever increasing body of people were the ones who desired the privilege of having what they desired. Not a new insect had been discovered in five years.



J. D. Eisele, Philadelphia, Pa.



James McHutchison, New York.



J. C. Vaughan, Chicago.



J. Horace McFarland, Harrisburg, Pa.



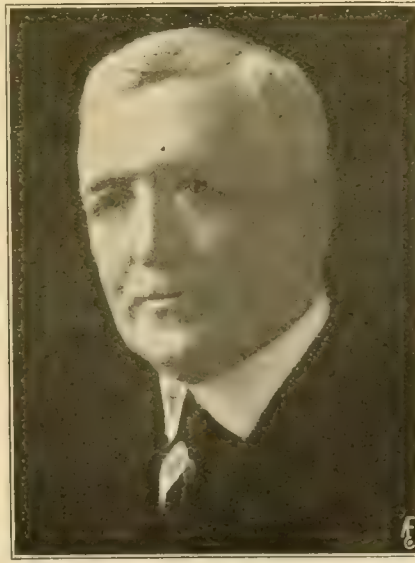
F. R. Pierson, Tarrytown, N. Y.



H. F. Michell, Philadelphia, Pa.



Wm. F. Gude, Washington, D. C.



E. G. Hill, Richmond, Ind.



A. L. Millr, Jamaica, N. Y.

SOME PROMINENT MEN AT THE PLANT QUARANTINE CONFERENCE.

He wished to know where bleeding hearts, gloxinias or the fancy leaved caladiums, the most beautiful of greenhouse plants, could be procured in this country. Fine conservatories desired these plants. There was discrimination, he continued, in the permits that were being issued, one person being allowed to import large quantities while others were put off with small lots. Permits had been taken abroad and bulbs brought in by the bushel, which information he had received by word of mouth. He wanted to know how investigators could go to California and inspect stock. Spireas were allowed to be imported in quantity while other stock was cut down to the minimum.

Albert C. Burrage made one of the most logical and forceful presentations in favor of the amateur that was heard at the conference. The board in calling the conference had asked for criticism, but he had been listening to the remarks of those who set up men of straw. No one had asked for the weakening of the law, the idea of the conference being to perfect the quarantine. He had more respect for the law than for the board itself. As the spokesman for the many thousands of members of the Massachusetts Horticultural Society, of which he is president. Mr. Burrage believed that the acts of the board showed them to be arbitrary. There was nothing in the quarantine that permitted the board to allow the entry of 1,000 plants by one and 100 by another. He was opposed to suggestions about doing away with Quarantine No. 37 entirely. He was for and agreed to its provisions, but he challenged the board as being against the spirit and letter of the act in its present regulations. He had suffered personally from all the various pests, a large part wholly uncalled for. Mr. Burrage desired to know that if the body before which the hearing was being held was a horticultural board why should it discriminate against such institutions as the Arnold arboretum and the Missouri Botanic garden. Why should practical amateurs be prevented from importing and what was the necessity for prohibitions? He wished to know by what right the board had set up restrictions that amounted to a tariff and believed these conditions should be investigated. Mr. Burrage admitted that the board had helped him personally, having permitted him to bring a large orchid (millionia) from Belgium which cost \$600, as well as a lot of 1,000 orchids from Manila, P. I., which were frozen when received, being no fault of the board, however, as they should have come over earlier. He emphasized the need of more ports of entry and liberty to import through the mails and formally asked that the discrimination against amateurs be abolished.

Mrs. Crowninshield, representing the Garden Club of America, desired slight modifications in the board's ruling on bulbs and additional ports of entry.

Mr. McFarland, against speaking for the amateurs, stated that only 10 states had endorsed the quarantine, all of which had self interests, and these endorsements had no relation to the needs of amateurs.

Joseph Manda, spokesman for the orchid industry, said it was greatly opposed to be subject to a bond in order to be able to import, putting the growers in a class with criminals. He also disapproved of the report of the board on the orchid hearing last year, when one-half the growers were reported as in favor of the quarantine, whereas the vote was 20 to 2 against the act. In concluding Mr. Manda asked for the privilege of importing species.

The foreign representatives were then heard, the first being Hon. W. G. Lobjoit, controller of horticulture in England. He said that pests for which Quarantine No. 37 was operating were known before the act went into effect in 1912 and America had the honor of presenting this law. There was an open door on inspection until 1918 when a change of policy amounting practically to exclusion was made, as in the case of allowing no plants with soil attached to the roots to come in. At the request of the United States government, England gave certificates of freedom from dangerous pests, but later the requirements called for freedom from all insects, dangerous or otherwise. Mr. Lobjoit said there were three classes of insects, first, those natural to Great Britain; second, a small number not found in the United States and third, a



M. R. Cashman, Owatonna, Minn.

class distributed by shipping. His country guaranteed the value of its certificates, British entomological authorities being second to none in the world. Their nurserymen asked for voluntary service throughout the country. Great Britain, he said, produced six tons of potatoes to the acre against three in the United States. America has given Great Britain the rhododendron fly, while there were no gipsy moths in the latter country and the brown tail moth has a precarious existence. The American pear blight is badly affecting pears in New Zealand and the apple maggot, fruit fly and San Jose scale from the United States are doing considerable damage in Great Britain. That country imports about 1,500,000 barrels of apples and hundreds of thousands of boxes of pears annually from the United States, the value of all fruits being \$30,000,000. Mr. Lobjoit believed that since the two countries have benefitted from trade intercourse both should protect each other. Rather than raise barriers, his country was willing to do all it possibly could to help the situation, the best method being the common sense way of give and take. It is the duty of the United States to protect itself but absolute safety is impossible, there being too much at stake if the prohibitions are enforced. The intensive development of horticulture is advancing at a great pace in Great Britain and no one knew what the logical outcome could

be unless it might mean the loss to the United States of the large fruit shipments to that country. The speaker received great applause.

Monday Evening Session.

Prof. Beattie at the opening of the evening session, explained the charts on the wall at the rear of the platform, showing the quantity of the various plants imported during the past year under permits. In speaking of the inspection service he said that nearly all delays were due to negligence of custom house brokers and the express companies in New York.

At this session Secretary Wallace, Dr. Marlatt and the three judges were on the platform, other members of the board being absent.

Dr. Van Slagteren, representing Holland, read an interesting statement presenting that nation's view of the quarantine embargo. There was no American truth opposed to European truth and every country would suffer greatly were all to establish such an embargo. Holland stocks were as free from diseases and pests as it is humanly possible to get them, there being hundreds of suspicious diseases that never turn out to be injurious. Scientific, applied pathology can reach its purpose without prohibitions. He took up the subject of the eel worm and illustrated with photographs how it was entirely eradicated. Dr. Van Slagteren claimed that Holland bulbous stocks were 99 per cent free of diseases or pests of any kind and urged that dry bulbs of all classes be admitted to the United States.

Charles Pynaert, Belgium's representative, vividly showed the plight of thousands of growers in that country because of the embargo. He pictured the great care in growing all classes of greenhouse plants, such as the azaleas and bay trees, the latter scarcely carrying any soil on the roots which were dense masses of fibre. The quarantine had been changed from its original aspect to a plant embargo. All Belgium was greatly surprised at the attitude of America. His country had always been extensive buyers of American goods, being particularly large importers of cattle. He urged that Belgium plant stocks be admitted which he would guarantee to be free from pests.

Dr. Van Poeteren also spoke for Holland. Europe, he said, would have to follow the example of America in plant embargo. Netherlands' pathological science was showing a great increase in efficiency, which was evident in their better plant stock.

Louis Sanders, of Bruges, Belgium, asked that gloxinias and tuberous begonias be admitted as they carried no soil on the roots, and suggested that the board not make a sweeping ruling for all plants. He believed that the United States should treat Belgium as she would wish to be treated and he thought there was no real danger in allowing full entry for all plants from Belgium.

Dr. Marlatt said the board was ready to consider the matter of bulbs and had asked for a committee at Detroit, Mich., to consider this subject but was still waiting for the committee. He believed that Quarantine No. 37 was legally correct and emphasized the necessity of the growers getting down to constructive work. He hoped the florists would appoint a committee on bulbs which the board would meet at this conference. Other committees would also further the work.

Chas. H. Totty urged the importance of manetti rose stocks, three firms using more than 2,000,000 a year.



John Watson, Rochester, N. Y.



J. H. Dayton, Painesville, O.



Wallace R. Pierson, Cromwell, Conn.



Chas. H. Totty, Madison, N. J.



C. W. Scott, New York.



A. Henderson, Chicago.



A. Miller, Chicago.



Joseph Manda, West Orange, N. J.



S. A. Anderson, Buffalo, N. Y.

SOME PROMINENT MEN AT THE PLANT QUARANTINE CONFERENCE.

E. G. Hill suggested the open entry of plants at New York city destined for Washington, D. C., such as geraniums, chrysanthemums, carnations and other soft wooded plants which could be imported with soil on the roots, and after inspection in Washington, the soil could be washed from the roots. The roots could then be covered with moss and the plants forwarded to destination.

Dr. Marlatt thought this plan was feasible. New ports of entry depended on money, \$50,000 being required for establishing each additional port, and he suggested that florists should urge their congressmen to pass the necessary appropriations. In answer to an inquiry as to the board's control over a state he said that it had no jurisdiction, although local boards were glad to co-operate with the Federal Horticultural Board.

Mr. Burrage asked for permission to import hybrid orchids from England without limit, which Dr. Marlatt said he would be pleased to consider with the orchid committee. Committees to represent the various groups came up for discussion and the session adjourned until Tuesday morning.

Tuesday Morning Session.

The attendance, Tuesday morning, May 16, had dwindled considerably, but there was great interest shown by the 50 or more present. In a discussion of insect pests, the board was accused in not being sincere in listing all insects as some are necessary as being beneficial.

Dr. Marlatt stated that all insects were listed purely for the benefit of the board's inspectors as showing the flow of life. These lists were at first known only to the Department of Agriculture, but had gradually become public, although not furnished to the press. Many insects, such as the Japanese beetle, which is very destructive here, is not at all dangerous in Japan, and others had developed in the same way because of a different environment.

R. F. Elliott said that he had investigated horticultural encyclopedias and had not been able to find a native citrus and believed that if the quarantine had been in existence this tree would have been kept out.

Dr. Marlatt said that the government had brought this fruit into the United States, proving its good qualities, and the original tree was in the government greenhouses at Washington.

L. F. Carillo told of his opposition to Quarantine No. 37 when it was first enacted. As an orchid grower he was afraid he would be put out of business but he and others had found out how to save their old plants and now he hoped that the act would remain in force permanently. He thought there was too much delay in receiving importations.

Dr. Marlatt, in speaking of the man who introduced the gipsy moth, said he was an amateur professor who thought he could cross the moth with the silk worm and then take silk from the trees.

Mr. Burrage said that the orchid committee had a concrete proposition. The board agreed with the amateurs for ports of entry and would be glad to meet the committee on other matters. As the members of the board were going to California during the week they desired a conference with them as soon as possible.

The nurserymen's committee presented a report asking for Norway and Schwedleri maple whips, four to eight feet in length to grow on, for three years.

Dr. Van Poteren, Holland representative, asked if it would not be possible

to have an international exchange between countries for the exchange of plants.

The suggestion appealed to Dr. Marlatt, who said he would be glad to have the board meet the various foreign delegates, now in Washington, with the judges appointed by Secretary Wallace to consider the question of an international exchange, the time being set for the same day.

James McHutchison made a final plea to have florists' and nurserymen's stocks considered separately.

Dr. Marlatt had placed bulbs in the florist group, but said he would be pleased to hear separate committees.

F. H. Henry promised to form a committee of the bulb importers.

After a discussion of the needs of amateurs not affiliated with societies, which was referred to Mr. McFarland's committee, the conference adjourned.

The S. A. F. Statement.

This committee speaks for the Society of American Florists, the national organization of florists, with which are affiliated more than 20 state and district horticultural organizations having a combined membership of upwards of 10,000 and including practically all of the leading firms and horticulturists in the United States. We approach the board in a spirit of co-operation, we offer you only constructive guidance, we seek only the best interest of our members consistent with the present and future interests of this country.

As to the purpose and scope of this conference, what subjects would be considered here, we were informed by this board and by Secretary Wallace

that Quarantine 37 would be thrown open for a full and free discussion for the future guidance of the department, so we prepared to co-operate on that basis. If the board has new proposals to advance, we ask for sufficient time to consider them—thus avoiding snap judgment on important matters.

While offering constructive advice with regard to Quarantine 37 and advising changes in the board's present policy, we credit the board with the best intentions and ask that we be credited with a genuine desire to co-operate with the board in carrying out its legitimate functions. We consider the Federal Horticultural Board a necessary and useful body—providing it adheres to its proper legal function—that of advising the secretary of agriculture how to combat existing pests and plant diseases and prevent the introduction of new or dangerous ones. We believe in government control of imports and in thorough inspection and certification of imported plant products when necessary; but we protest vigorously against Quarantine 37 as administered, and which operates as a blanket economic embargo.

It is unfortunate that this board is named "The Federal Horticultural Board" for its functions are entomological rather than horticultural. It is wrong that the U. S. Customs classification of "Nursery Stock" is used by the board, for by including such classes of plant material as orchids, palms, forcing bulbs and plants imported exclusively by florists in the term "Nursery Stock" confusion is created in quite different interests. Quarantine 37 excludes a far larger volume and variety of necessary plant material from flor-



GERANIUMS FOR MEMORIAL DAY.

Well Flowered Ricard.

ists than from nurserymen. We urge that the consideration of "Florists Stock" imported by florists, and "Nursery Stock" imported by nurserymen, be kept quite separate at this conference as far as practicable. In this statement we refer only to florists' stock imported by florists.

Horticulture does not recognize boundaries; plants grow naturally in localities where climatic and other conditions are most favorable, so the best varieties growing in every civilized country today were imported from some other country. Our hot summers combined with our cold winters makes it necessary for this country to import more raw materials and plant products than any other, and the prosperity of our citizens creates a larger demand for the best varieties of plant life than any other country enjoys. And as the florists' industry in this country owes its enormous expansion largely to the diversified variety of plants and flowers it is able to offer the buying public, it is obvious that any restrictions on imports, especially on raw materials or plant products that cannot be commercially produced here, must be disastrous not only to horticultural trade interests but ultimately to the United States.

To see why we need government control of imports we must go back to the year 1912 just before the "Plant Quarantine Act" was passed by congress; large shipments of plant products as well as nursery stock were arriving from foreign countries under no federal control; some states had adequate inspection laws, properly enforced, other states had inadequate laws and lax enforcement, some states had no inspection law; so the department said that in view of that lack of uniformity in statute and enforcement and the occasional absence of any inspection, and considering the common interest, the department ought to be given authority to see that importations from districts harboring a pest new to this country or not generally distributed here, was given proper inspection by federal officers.

That was the whole plea at that time; for inspection. The trade organizations recognized the necessity for such a law—the florists are continually fighting insect pests and plant diseases, it is part of their business, and they wanted all the help the department could give in combatting the existing pests and of course keeping out others—so the law was passed by congress and gave the secretary, through the board, wide powers. Then the quarantine orders began to come until we now have 54 of them. This law did not give the board power to legislate, to prohibit imports because they happened to be horticultural imports, to build a Chinese wall around the United States in a horticultural sense with a few small openings, in fact it limited the issuance of quarantine orders in these four important ways:

1. The quarantine must be to prevent the introduction into the United States of insect pests and plant diseases.
2. Which are new to or not heretofore widely prevalent or distributed within or throughout the United States.
3. The order can only prohibit importation from a country or locality where "such diseases or insect infestation exists" and
4. The country or locality, and the class of plant products to be excluded must be specified in the order.

If Belgium has, say a dangerous disease which is new to or not widely prevalent here affecting araucarias, this law



AMERICAN LEGION BADGE FOR MEMORIAL DAY.

gives power to exclude araucarias from Belgium if that is the only way to exclude the disease; it clearly does not give the department or the board, the power or right to exclude nearly all plant products from every country or locality on the earth on suspicion, as Quarantine 37 does.

We have outlined the original plan for inspection and certification as required by the department and endorsed by the trade organizations; now let us come back to the present and see how far the board has wandered from the original plan. I quote the words of the chairman of the board as printed in the florists' trade papers:

"As to returning to the old practically free entry of foreign plants, a test over a seven year period was given to the possibility of safeguarding such plant importations by inspection and disinfection, and this test indicated the absolute inadequacy and failure of this method of excluding new pests and forced the conclusion on this department, and on the plant experts of all of our states, that the only safeguard for the future was the exclusion of all plant stock not absolutely essential to the agricultural, horticultural and forestry needs of the United States."

In other words the chairman says that having tried to do what the law

authorizes, and having failed, the board decides to do something else; something entirely without and beyond the limits of the legal authority conferred by congress. We florists cannot agree with, or subscribe to, any proposition that it is necessary or effective to exclude important classes of plants and plant products because of the alleged inadequacy of inspection. If the board's inspectors cannot do the work effectively, or lacks equipment, then the department can get other inspectors and provide the necessary equipment.

When the board undertakes to say what plant materials this country needs and what it ought to be permitted to have, it wanders off into the field of economics and assumes powers it does not have and should not have; it has no present authority in law to decide such matters. The function of the board is only to advise, and on scientific matters requiring expert knowledge of pests and plant diseases, and as such it is properly limited in its personnel to expert advisers on entomology and plant pathology. When it comes to deciding what plants and plant products the country requires, the florists and nurserymen can furnish expert knowledge on that subject which the board does not claim to possess. It was not intended for this board to decide

such matters, for such experts are prone to consider plants as hosts and carriers of diseases and be critical and unsympathetic toward practical horticulture.

Now let us look for a moment at the effect of the present policy of the board as embodied in Quarantine 37—and the full results are not yet visible. Belgium that shipped approximately 32,000 packages of plants and plant products annually prior to Quarantine 37 (1934 tons in 1913) now ships less than 50 packages (3 tons in 1920). One little district in Holland (Boskoop) that formerly shipped 35,000 cases annually, now ships less than 300; our entire imports of plants and plant products, excluding bulbs, from Holland in 1920 was less than 3% of our 1916 imports. The Holland-America Line carried in 1916, 81,636 cases of bulbs and 39,145 cases of nursery stock as against 14,036 cases of bulbs and 808 cases of nursery stock in 1920. Total 120,000 odd for 191 and 14,000 odd for 1920. France and Japan that formerly shipped hundreds of varieties of ornamentals, now ship none except under special permits. Out of the thousands of varieties and classes of plant products formerly imported, we can now freely import but 7, of which 5 are bulbs—and these can only be imported under permit. Of the estimated 950,000 *Azalea indica* formerly annually imported from Belgium, only an occasional plant is now to be seen at our national flower shows. Where are our bay trees, our araucarias? Where are our new orchids and hundreds of other exotics to come from? And yet the board's chairman says that Quarantine 37 is not an embargo and points to the stock being allowed entry under special permits—which is equivalent to limiting the waters of the Potomac to what will come through a twelve-inch pipe and pointing to the great volume of water that comes through the pipe. These conditions result in serious injury to American trade, the elimination of the ability of that trade to supply garden and flower lovers and American citizens in general with the plants they want at prices they can afford to pay, and this means practically the suffocation of horticultural development and progress.

And we are told that these restrictions and embargoes are necessary to protect the country from insect pests and plant diseases. The same argument could be used by medical enthusiasts to stop immigration to our shores to protect the country from human ills and diseases, but people would sicken and die just the same. Or the police department might shut out all immigration for fear that a criminal might occasionally come, but we would have crime just the same. Recently there was found on our eastern coasts a species of pile-worm that on western coasts has caused millions of dollars worth of damage by attacking piles and other underwater structures, it came presumably with the barnacles on ships, and following the board's reasoning it would be necessary to exclude all ships for fear they might bring the pile pest. We contend that exclusion of inspected plant materials does not exclude pests, and does not reduce the annual damage done by pests to our crops and forests. If the board follows its present policy of excluding plant materials to its logical conclusion and excludes all merchandise and indeed all ships because of the suspicion that they might bring pests, it would not, in our opinion, reduce the sum total of damage by pests by any degree visible. The gypsy moth was introduced into this country by a naturalist or entomologist

at Harvard University, but the exclusion of all naturalists and entomologists in the future from this country would not reduce the annual damage done by the gypsy moth. You cannot change the course of nature by restrictions on business or exclusion of merchandise. Your purpose is laudable and right, but your method is dead wrong—the remedy is infinitely worse than the disease.

We are told that many of the pests that now plague us came in on shipments of plant products, but we contend that was before we had our present system of federal and state inspection and before the exporting nations had theirs. We admit there are pests on all plant products, on home grown as well as on foreign grown, on our incoming shipments of greenhouse products as well as on our outgoing shipments of wheat and other cereals, but so long as these pests are not new or dangerous we should expect only the same degree of reasonable freedom from other nations' products as they expect of ours. Of florists imports fully 98 per cent come from inspected establishments and 95 per cent go direct into greenhouses, so the risk of importing new or dangerous pests with such shipments is practically nil.

But if the board considers such drastic remedies necessary, why not apply them to similar products not used by florists? Why discriminate against florists? Why exclude nearly all varieties of flowering bulbs without also excluding onions and all other bulbs not used by florists? Quarantine 37 places no restrictions whatsoever on the importation of field, vegetable, or flower seeds, so why regulate and restrict the importation of palm seeds used by florists without also

regulating the importation of all other seeds representing 98 per cent of total seed imports? Why exclude a few valuable orchid plants when the same ship brings in 40,000 bunches of bananas collected in the same forest? And why exclude, even on special permits, living plants which require a little soil to protect the roots while allowing shiploads of soil or earth arriving as ship's ballast to be dumped on our shores?

The florists' trade is heartily in accord with this board in carrying out the purpose for which it was created, but when the board gets into economic or tariff fields no two florists think alike for no two are affected alike, and some florists, and nurserymen too, undoubtedly are benefitted by the exclusion of plant products which compete with what they produce. As in all trades, there are selfish men in ours; a florist who grows only one variety of narcissus is benefitted by the exclusion of all other varieties of narcissus and indeed of all other bulbs, while a florist who grows only geraniums or bedding plants is benefitted by the exclusion of all plant products—but does such exclusion benefit the United States or even the majority of florists? Naturally a handler of say terra-cotta is benefitted by the exclusion of brick and lumber, but would such exclusion benefit the United States or the building industry? Every bit of comment that is favorable to Quarantine 37 we have heard or read from trade members treats only of the economic protection it gives them from competition, not one commends it for the protection it was designed to give them from pests. This seems conclusive to us that Quarantine 37 is considered an economic



CALLAS FOR MEMORIAL DAY.

measure: we contend that economic protection is not included in the functions of this board—that it is purely a tariff proposition.

Hundreds of varieties excluded by Quarantine 37 are not being commercially produced in this country, while the cost of production of other hundreds will prevent their quantity sale when produced. Home production should be encouraged and protected in every legitimate way, but by the tariff, not by this board. The tariff bill now before the senate provides duties more than double those now in effect, which will give home production all the protection it needs, especially when it is considered that prices in Europe are approximately three times what they were prior to Quarantine 37 and it will be many years before an adequate supply of necessities is again available. Summarizing our deductions, we submit to the Department of Agriculture these

RECOMMENDATIONS.

1. We recommend that Quarantine 37 be withdrawn; it is indefensible even as an economic measure. This will end the iniquitous system of "special permits" which is unfair, un-American and discriminatory, since the board not only decides which variety may be imported and in what quantity, but by which firms or individuals. We submit that no firm should be permitted to import the same stock that another firm is not permitted to import—we need not comment on the abuses that can grow up under such a system. If there are any varieties of plants in Quarantine 37 which carry a real risk of introducing a "dangerous pest new or not widely prevalent" in this country, the danger can be met effectively by specific quarantines as the law intended.

2. We further recommend the establishment at entry ports, especially at New York to begin with, of an inspection station where all imports of plants and plant products (excluding bulbs and seeds) will get adequate inspection. The cost of this station and its maintenance will represent but a small fraction of what Quarantine 37 costs the country in loss of customs duties on excluded products each season.

3. We recommend that the board make accessible, to persons legitimately interested, information with regard to the special permits that have been issued since quarantine 37 was promulgated, stating the class or variety of plant products, the quantity, the name of the importer and the country of origin. Secrecy in such matters invites charges of discrimination and favoritism in the issuance of special permits.

4. Should the board contemplate quarantining additional items after withdrawing Quarantine 37, it is urged that the notice of hearing state precisely (not vaguely) which variety or varieties it is proposed to quarantine, and from which country or locality, so that the trade may have a chance to present its views in accordance with the intent of the law.

There is no doubt that with a little goodwill and co-operation on the part of the board, these recommendations can be made the basis for regulations covering the importation of plant products that will give adequate protection against the introduction of new or dangerous plant pests without prohibiting the importation of necessary plant materials. This country cannot give a guarantee of absolute freedom of pests for our outgoing shipments and we should not demand it on our incoming shipments.



GERANIUMS FOR MEMORIAL DAY.

The florists want a tariff high enough to discourage importation of all but the new and expensive varieties of gladioli, freesias, ficus, hydrangeas, dwarf roses and all other classes of plant products that can be commercially produced in this country, but we cannot ask this board to co-operate with us on tariff matters even though this committee is also the tariff committee, so our recommendations on economic protection have gone to congress, as we feel that it is not the function of this board to decide such matters.

In this statement we refer only to greenhouse products or plant materials used by florists, carefully refraining from referring to "Nursery Stock" (as the term is understood in trade circles), as we leave recommendations on that subject entirely to the nurserymen.

Respectfully submitted,

J. McHUTCHISON, Chairman.

J. D. EISELE,

F. R. PIERSON,

WM. F. GUDE,

A. L. MILLER,

LEONARD H. VAUGHAN,

H. F. MICHELL.

Committee on Tariff and Legislation.

Nurserymen Pressed Into Line.

The Eastern Nurserymen's Association convened at Philadelphia, Pa., Friday, May 12, to compare views on Plant Quarantine No. 37, and representatives of the American Association of Nurserymen met in the New Willard hotel, Washington, D. C., Saturday afternoon and evening May 13. It is reported that all dissenters, those who have always sought modifications of the act,

were pressed into line and told if they did not agree to definite and unqualified support they might risk the present embargo on roses and similar plants, which has, during the enforcement of the quarantine, paid them big profits.

Those Present.

S. A. Anderson, Buffalo, N. Y.
H. J. Arentshorst, Sassenheim, Holland.
F. L. Atkins, Rutherford, N. J.
J. M. R. Adams, Takoma, Md.
Bert Ball, Chicago.
C. R. Ball, Washington, D. C.
Leonard Barron, Garden City, N. Y.
H. H. Bartsch, Waverly, Mass.
R. K. Beattie, Washington, D. C.
M. H. Bickley, Wallingford, Pa.
J. Breck, Boston, Mass.
L. A. Breck, Lexington, Mass.
W. E. Britton, New Haven, Conn.
W. S. Brock, Urbana, Ill.
R. T. Brown, Queens, N. Y.
J. H. Burdett, Chicago.
A. C. Burrage, Boston, Mass.
A. M. Campbell, Strafford, Pa.
L. F. Carrillo, Mamaroneck, N. Y.
H. B. Chase, Chase, Ala.
E. C. Chicott, Vienna, Va.
N. A. Cobb, Washington, D. C.
O. F. Cook, Washington, D. C.
E. W. Cole, Austin, Tex.
L. C. Corbett, Washington, D. C.
Ernest N. Cory, College Park, Md.
Jacques Courtine, Ollioules, France.
O. K. Courtney, Washington, D. C.
W. T. Cralle, Baltimore, Md.
J. H. Dayton, Painesville, O.
J. M. Del Curto, Austin, Tex.
S. Dornison, Chicago.
A. P. Dewar, Boston, Mass.
M. C. De Wreede, Voorhout, Holland.
P. H. Dorsett, Washington, D. C.
J. Dykhuis, Holland.
J. R. Eddy, Paradise, Pa.
J. Frank Edgar, Waverly, Mass.
T. E. Edward, Bridgeton, N. J.
G. C. Eldering, Overveen, Holland.
K. F. Elliott, Pittsburgh, Pa.

J. D. Elsele, Philadelphia, Pa.
 John Fraser, Jr., Huntsville, Ala.
 H. R. Fulton, Washington, D. C.
 A. H. Gardner, Alabama.
 B. L. Gibbs, Cumberland, Md.
 W. W. Gilbert, Washington, D. C.
 A. H. Goldsmith, Floral Park, N. Y.
 H. P. Gould, Washington, D. C.
 D. T. Gravatt, Auburn, Ala.
 G. Grieswortzer, Alexandria, Va.
 A. M. Grootendorst, Benton Harbor, Mich.
 W. J. Guille, Brooklyn, N. Y.
 W. W. Harper, Philadelphia, Pa.
 Orlando Harrison, Berlin, Md.
 R. J. Haskell, Washington, D. C.
 G. C. Hedgecock, Washington, D. C.
 A. Henderson, Chicago.
 F. H. Henry, New York City.
 A. H. Hill, Dundee, Ill.
 E. G. Hill, Richmond, Ind.
 V. D. Hill, Dundee, Ill.
 W. W. Hoopes, West Chester, Pa.
 R. B. Howe, Chicago.
 H. H. Hume, Glen Saint Mary, Fla.
 W. J. Jones, Bound Brook, N. J.
 T. H. Kearney, Washington, D. C.
 A. R. Kennedy, New York City.
 Robert Kift, Philadelphia, Pa.
 C. B. Knickman, New York City.
 P. M. Koster, Bridgeton, N. J.
 H. Langelier, New Dorp, N. Y.
 C. F. Lea, Santa Rosa, Calif.
 W. G. Lehr, Brooklyn, Md.
 C. U. Liggit, Philadelphia, Pa.
 P. C. Lindley, Pomona, N. C.
 W. G. Lobjoit, London, England.
 J. J. Love, New York City.
 L. C. Lovett, Little Silver, N. J.
 David Lumsden, Washington, D. C.
 W. H. Mahoney, New York City.
 Jos. Manda, West Orange, N. J.
 J. E. Martin, Washington, D. C.
 Eugene May, Jr., Washington, D. C.
 H. F. Michell, Philadelphia, Pa.
 A. Miller, Chicago.
 A. L. Miller, Jamaica, N. Y.
 P. M. Miller, Boston, Mass.
 J. E. Moon, Morrisville, Pa.
 J. H. Montgomery, Gainesville, Fla.
 F. L. Mulford, Washington, D. C.
 T. A. McBeth, Springfield, O.
 J. H. McFarland, Harrisburg, Pa.
 A. McGill, Toppenish, Wash.
 W. L. Neese, Atlanta, Ga.
 Charles Niemann, New York City.
 O. T. Olsen, Springfield, Ill.
 E. C. Patten, Charles City, Ia.
 S. S. Pennock, Philadelphia, Pa.
 C. H. Perkins, Newark, N. Y.
 W. K. Pierson, Cromwell, Conn.
 Wm. Pitkin, Rochester, N. Y.
 Robert Pyle, West Grove, Pa.
 Charles Pynert, Brussels, Belgium.
 John Radder, Holland.
 W. C. Reed, Vincennes, Ind.
 E. B. Reid, Washington, D. C.
 H. A. Reynolds, Boston, Mass.
 J. P. Rice, Geneva, N. Y.
 A. Rynveld, New York City.
 Louis Sander, Bruges, Belgium.
 J. G. Sanders, Harrisburg, Pa.
 Chas. Schwake, New York City.
 C. W. Scott, New York City.
 L. B. Scott, Washington, D. C.
 Segers Bros., Lisse, Holland.
 F. de Selip, Belgium.
 E. L. D. Seymour, New York City.
 H. B. Shaw, Washington, D. C.
 C. L. Shear, Washington, D. C.
 H. B. Siebrecht, Long Island City, N. Y.
 W. H. Siebrecht, Astoria, N. Y.
 W. H. Siebrecht, Jr., L. Island City, N. Y.
 Chas. Siegwart, Baltimore, Md.
 S. S. Skidelsky, New York City.
 J. K. Smith, Chicago.
 C. J. Speelman, Sassenheim, Holland.
 W. A. Spierling, New York City.
 J. D. Spiegel, Norma, N. J.
 I. W. Staalman, Oakton, Va.
 G. C. Starcher, Auburn, Ala.
 J. A. Stevenson, Washington, D. C.
 W. T. Swingle, Washington, D. C.
 L. R. Taft, Lansing, Mich.
 R. H. Taylor, Sacramento, Calif.
 W. A. Taylor, Washington, D. C.
 C. E. Temple, College Park, Md.
 Geo. Teyebour, Lisse, Holland.
 C. H. Trotty, Madison, N. J.
 N. van Poeteren, Holland.
 Dr. E. Van Slagteren, Holland.
 W. J. Van Waghendonk, Voglesang, Hol.
 G. A. Van Zanten, Hillegom, Holland.
 J. C. Vaughan, Chicago.
 G. F. Verhalen, Scottsville, Tex.
 M. B. Waite, Washington, D. C.
 John Watson, Princeton, N. J.
 H. B. Weiss, Trenton, N. J.
 E. A. Waite, Ithaca, N. Y.
 R. N. Wilson, California.
 L. Wittert van Hoogland, New York.
 T. W. Wood, Richmond, Va.
 C. G. Woodbury, Washington, D. C.
 P. de Wreede, Lisse, Holland.
 Richardson Wright, New York City.
 G. E. Yerkes, Washington, D. C.
 John Young, New York City.
 J. A. Young, Aurora, Ill.

THE LADIES.

Mrs. F. B. Crowninshield, Boston, Mass.
 Miss Schwake, New York City.
 Mrs. A. J. Vander Vies, Oakton, Va.

Wietor Bros. Retire.

Wietor Bros., well known wholesalers and growers with headquarters at 30 East Randolph street, Chicago, will retire from business June 1 which the entire trade will learn with regret, for it will mark the passing of one of the most highly respected concerns in the country and the loss of two of the warmest supporters for the betterment of trade conditions.

Nicholas and Henry Wietor started to grow flowers in the spring of 1890



N. J. Wietor.



Henry Wietor.

and opened a store in the wholesale market with John Muno and Adam Zender in September, 1894, under the name of the Rogers Park Floral Co. The brothers took over the store in the spring of 1897 when the firm name was changed to Wietor Bros. They adhered strictly to the golden rule and the business grew steadily until their range totaled over 1,000,000 square feet of glass. Roses, chrysanthemums and carnations were their specialties and the quality of the stock they grew was equal to the best offered in the great central market.

Ten acres of land with 15 large greenhouses were sold to the Angel Guardian Orphanage, who will continue to grow roses for the market under the able direction of Nic. Schmidt. John Eschette, who has been in charge of the carnation range for many years, bought five acres of land and eight large houses which will be devoted to the same stock and shipped to the wholesale market. John Borst, son-in-law of Henry Wietor, and Mr. Wietor's sons, John and George, have rented the balance of the range of 30 houses to be devoted to roses and chrysanthemums. N. J. Wietor will remain on duty until the affairs of the company have been closed, which he figures will take until about July 1, but the last cut flowers will be sold May 31. The trade welcomes their successors into the fold and sincerely hopes that the two well-known wholesale men will have a change of heart and some time in the near future come back into the field, which they are leaving on a bigger scale than ever. THE AMERICAN FLORIST joins with the rest of the trade in wishing them continued good health and prosperity and assures them that their retirement will be the cause of much regret and the memory of their pleasant and honest business dealings will be long remembered by those who had occasion to trade with them.

Society of American Florists.

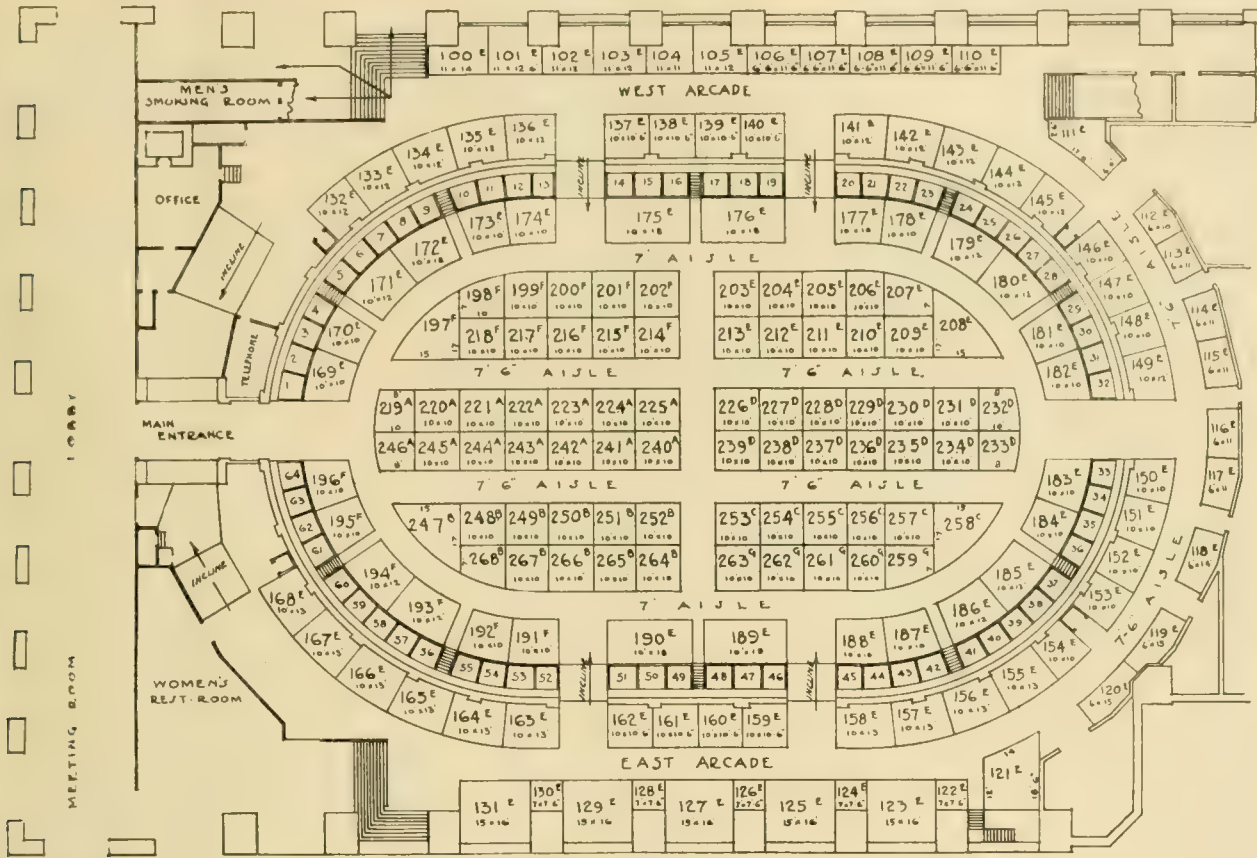
KANSAS CITY CONVENTION HALL FLOOR PLAN.

The mailing of the prints of the floor plan of the convention hall in Kansas City, Mo., to the members, has just been completed. The space rental remains the same as in previous years—60 cents per square foot—which does not include tables, platform, decorations, signs or equipment of any kind. The accompanying illustration gives a clear idea of the floor plan, the letters following the numbered trade spaces designating the exhibition classes, as follows: (A) plants; (B) cut blooms; (C) boilers and heating apparatus; (D) greenhouse structures; (E) florists' supplies; (F) bulbs, seeds and garden requisites; (G) miscellaneous. Spaces one to 64 around the sides of the hall are boxes, which may be used for office space.

The cost of the official sign is \$3. Rule No. 25 of the rules relating to the management of the trade exhibition, reading: "The selling of goods by persons or firms not having engaged space will be prohibited unless such persons or firms shall have secured a permit or license from the secretary, the same to cost not less than \$35," will be strictly enforced, so that none other than exhibitors will be permitted to transact business on the floor until the license or permit mentioned has been obtained from the secretary.

Orders for signs should be sent to the secretary with the application for reservations of space. The rules require that 25 per cent of the total amount payable for space shall be paid upon the signing of the contract, and the balance before the exhibitor takes possession. Additional copies of the floor plan may be had upon application to the secretary, John Young, 43 West Eighteenth street, New York.

Judging from the number of inquiries received it is easy to understand that the annual meeting of the society, August 15-17, will have a record breaking attendance. Many of the members are planning their work so that they will be able to make this their vacation time where both pleasure and business may be combined.



SOCIETY OF AMERICAN FLORISTS' KANSAS CITY CONVENTION EXHIBITION HALL FLOOR PLAN.
Main Entrance at Left, Meeting Room Lower Left Hand Corner.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Memorial Day.

An opportunity to add to the volume and popularity of the flower business is offered in the demand for Memorial Day, May 30, which this year falls on Tuesday. In some localities the amount of trade taxes the facilities of all branches to the utmost, while in other communities although as largely populated the demand for flowers is very light, being not much more than that of an ordinary day. In the New England states, particularly in the neighborhood of Boston, Mass., there is, for Memorial Day, a wonderful sale of designs and cut flowers as well of plants for the decoration of the graves of soldiers and family relatives. This, while a recognized custom for years, was given a further impetus some years ago when the prepared magnolia wreaths were introduced and decorated with artificial roses, carnations, dahlias, lilies, etc. Worked up in advance, they were advertised as a beautiful and lasting design for the cemetery, which would be delivered to any part of New England for the advertised price. These wreaths immediately had a wonderful sale and for a time were entirely in the hands of the florists.

The department stores, however, soon saw that this imperishable stock was merchandise which they also could handle with profit and they are now bought in carload lots, making a business that in the aggregate is immense. This competition does not appear to hurt the regular trade for they now as before have all they can do with both the artificial and natural plants

and flowers, making it the best floral holiday of the year in New England.

There is the same patriotism and respect for the dead in all communities and this general and beautiful custom could be stimulated everywhere, now that attention will be centered on the departed heroes of the late war in addition to the soldiers of the rebellion. Much could be done by skilled newspaper writers, working in stories of local heroes and the beauty, and in fact duty, of strewing their graves with flowers on this, their one day of the year. Such matter well prepared would be accepted as news and get into the reading columns without cost except that of its preparation. The trade would then co-operate with well worded advertising and displays, featuring the occasion well in advance, gaining each year until the custom became thoroughly established.

Creating Demand.

Every florist should put his store in order to meet his expected demand, add to it and increase the business in every possible way. Far too many say: "We are not located for this demand, it's only the cemetery florists that are busy today." In many localities very few have the cemetery habit on Memorial Day and the fault for the most part lies with the florists themselves. No matter where the shop is located it can do its part in pushing the sale of plants and flowers for this event. Years ago the custom of decorating soldiers' graves was general everywhere, fostered for the most part by the comrades of the fallen heroes. Now there is a scant per cent of the old guard left, and if the decorative features of the holiday are to continue there must be new leaders or organized bodies to keep this great patriotic observance alive. A few progressive active florists in every community could not do better than

band together and by interesting the proper people, they themselves remaining in the background, keep the spirit of the day alive and greatly increase the sale of flowers.

Working Up the Stock.

There is always a strong demand for wreaths and sprays. Progressive florists are always well stocked with a full line of prepared foliage wreaths made up at odd times, during the summer, or whenever there was any spare time. These can then be decorated with fresh shrubbery, peonies, or other flowers in a very short time, making a showing that will give a handsome profit. These wreaths also make a good foundation for a decoration of a more permanent character with small flags, red, white and blue immortelles, stars and miniature wreaths of red, white and blue chinele, small cypas, tricolor ribbon, etc. Such stock can be prepared in advance and will make a good showing in store and window in featuring and calling attention to the event as soon as Mothers' Day is well out of the way.

Memorial Day Window.

The window display at this time should, in its decorative features, recall distinctly the stirring times of the rebellion now almost unknown to the present generation. Plaster busts of Grant, Lincoln and Sherman, set on pedestals decorated with flags, with wreaths of laurel tied with tricolor ribbon at the foot. At one end a tripod of rifles supporting a drum adds a bit of reality while some music scores of the popular old war songs, "Tramp, Tramp, Tramp, The Boys are Marching," "Marching Through Georgia," "Rally 'Round the Flag Boys," "Hail Columbia Happy Land," "Yankee Doodle," and others will add to the

picture. A few medium sized wreaths, also made-up pans of flowering and foliage plants, will give a commercial side but not detract in any way from the decorative effect.

Peonies.

Peonies have just one chance and that is on Memorial Day week when all over the country they are recognized as the flower for the occasion. They are used loosely to strew on the grave or tied in clusters by themselves or with other flowers to add variety. Southern gladioli are now being grown so successfully that they are certain to cut a figure in all future celebrations. Cape Jessamine is also a southern product that appears to carry well and is much used in decorations for the event.

For those who have cool cellars and rooms where flowers can be stored, it is a great advantage to have bunches of shrubbery that sell from 50 cents to \$1 or more, made-up and ready to dispose of when the rush is on.

Interior Display.

For at least two weeks before the event there should be on display in the establishment nicely arranged groups of the permanent wreaths, sprays and samples of the pans of growing plants that are to be used for cemetery decoration; these will in no way interfere with the other trade of the store, but to all who see them will suggest their use and help along the propaganda of the event. The little pans are to be covered with crepe paper tied with tricolor ribbon and contain one or more small flags.

These little pans, if nicely featured, are wonderful sellers. As Memorial Day is generally the closing of the bedding plant season, these earthen dishes can be filled a week ahead with any of the odds and ends that are likely to be left on hand. Little chip baskets can also be filled in the same way. A week in the greenhouse brings all the plants into new growth and flower, making them so attractive that when set down on a crowded pavement they fairly melt away.

The Cemetery Florist

The week before Memorial Day is the busiest time of the year for the florists who cater to the business of lot holders in the cemetery, for every lot in their charge must be looking its very best, with the grass cut, vases and hanging baskets filled and in place, shrubbery trimmed and beds, if any, planted by May 30. Many give regular orders for cut flowers or designs to be placed on the graves at Christmas, Easter and Memorial Day, and also on anniversaries of births and deaths. All regular orders for vases and baskets are filled a week or two ahead where, in the greenhouse, they rapidly come into fine condition and when placed ready for the day, are appearing in their best. The matter of attention in watering is important; there are a number of so-called self watering appliances in vases and baskets, but they have to be filled frequently and require almost as much attention as keeping the soil damp. Watering should be done at least once a day, preferably in the late afternoon.

Memorial Day trade near the cemetery gates comes with a rush, many lot holders being sure to pay a visit at this time, and as a rule, will want something to place on one or more graves. To make the most of this business there must be a good stock of wreaths on hand with lasting decorations or such as can be sprayed with fresh flowers in a few minutes. Shrubby sprays to lay on the grave or arranged in bunches for vases, can be made up the day before and stood in buckets in

a cool cellar. Such clusters, ready at once to hand out, are great time savers. The tin and glass vases to stick in the ground will be in demand as will short wood or wire easels on which to place sprays in front of headstones. The wood are best, as the wires often leave rusty stains.

The cemetery florist should have his well selected stock nicely displayed, every article large or small, so perfect as to be salable and all so appropriate that they will sell themselves. A look around the greenhouses a week before the holiday will show perhaps odds and ends of stock in small flowering or foliage plants that want moving. Gather these and fill up a number of 10-inch pans, which will make a fine showing by the holiday and just fill the bill for some one who wants something at a moderate price. Each should have its crepe paper cover.

Tricolor ribbon and miniature flags are most appropriate for all flowers for the graves of soldiers. A show piece or two of good size, well decorated with the national colors, will present an artistic finish, and if not priced too high, is likely to find a buyer.

Next Week in the Flower Shop.

Make the most of the outside flowers. A very pretty decoration for the window is a garden and lawn scene. This should occupy the entire space, a good portion with a closely cropped grass plot, along the borders of which are miniature plants of all the popular shrubbery now in flower, set in concealed vases of water as if growing. A curving walk or two and a driveway leading up to a toy mansion in the background will complete a suburban scene that is sure to attract immediate attention. All parts of the picture should be in proportion. The rolling ground is first built up with sphagnum moss and if sod is too much trouble green sheet moss makes the next best substitute.

The peony season is now here and the flower should be featured in every possible way. It isn't the fact that there is so much money in them, but they only come once a year and all lovers of flowers will be certain to appreciate seeing them even if they do not buy many.

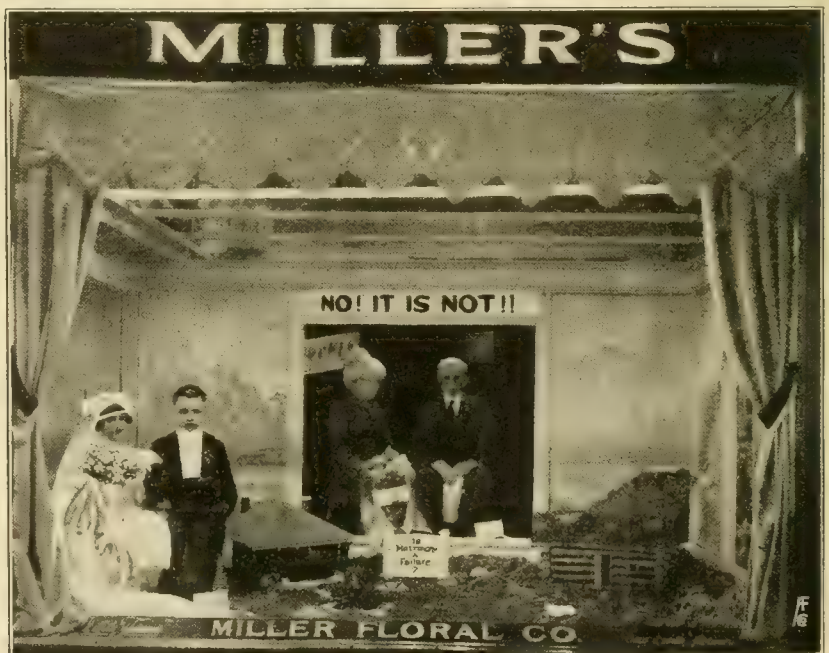
With peonies as with many other flowers it is the way they are displayed and featured that brings about their sale. A well arranged vase attracts by its beauty and suggests to those who see it that it will make a gift to this or that "shut in" or be just the thing with which to pay an obligation, and the sale is made.

Peonies have to be handled carefully; they should never be sent out or used in a decoration until the stems, foliage and flowers are thoroughly filled with water. All bottom leaves should be removed as they absorb water and prevent its getting up into the flowers. A few well arranged vases or vase baskets of peonies give an artistic appearance to the store and are most effective in church wedding and other decorations. Select flowers make up into beautiful sprays for funerals, and not infrequently are selected in showy clusters with appropriate ribbons as flowers for the bridesmaids. Customers should be cautioned to keep the flowers from drafts, when they will last much longer.

It is now high time to push vigorously for the more or less overdue accounts, "If you please" at the bottom of the bill will be sufficient for those whom you know to be good. A polite letter accompanying others of greater delinquency will often be successful or secure a promise for a certain date, that if not lived up to should be immediately called to their attention. When no attention is paid to the request there should follow with increasing frequency requests, never threatening but so often as to be annoying. Very often there is no one at home to a personal solicitation, but Uncle Sam always gains an entrance, and if the message is sent in a plain envelope, as it should be, a hearing that will in time bring results is brought about. The man who never lets any bills get old adds 10 per cent to his profits each year and also holds customers which the small amount owing would keep away.

VEGETABLE PLANTS.

This is the season for vegetable plants, which many find is an interesting line to carry. They are as profitable as other stocks, interest strangers in the



MILLER'S PRIZE WEDDING WINDOW AT SALT LAKE CITY, UTAH.

store, and frequently hold them for customers later on. Of course this means a pavement display with prices. No matter where you are people will stop and have a look and if interested take a few home. One dealer made quite a hit with several well formed tomatoes which he placed in his tomato flats. These attracted attention and in this way helped sales.

The final preparations for Memorial Day should be well under way; there is much more time now than a week later. If the day is not as productive in business as you would like it, set about in the many ways possible to increase the demand. Display a well made lot of wreaths, using patriotic colors and emblems in their decoration. Feature pans of low flowering plants, the paper covering tied on with tricolor ribbon. A well worded circular exploiting the day and the beautiful custom of strewing not only soldiers', but all graves with flowers on Memorial Day, is certain to have its effect. If all the trade wherever necessary unite in such propaganda it would give a powerful impulse and build up a business of wonderful proportions.

Keep after the June weddings; orders are given out for these events weeks and often months ahead and again at times the notice is very short, particularly for the bouquets. There is no harm in being politely aggressive. The man who knows his business and shows it in his well formed plans, will sometimes win out over the fellow who had a sure thing and was waiting for it to be handed to him. Featuring such events in the window and in the store literature to prospects will often start inquiries that if followed up lead to orders, which, if well executed, will establish new family connections and widen the scope of the business.

Don't forget the anniversaries, the tin, the silver and the more rare golden wedding celebrations which occur at this season. They are generally productive of good orders and well worth the seeking. A silvered vase basket showily made up and decorated with a silvered ribbon, bearing a card "for the silver wedding" and another of gilt filled with yellow roses or other yellow flowers or for that matter they can be any color and tied with a gold ribbon and labeled "a golden wedding gift" will often be just the thing for those who have been puzzling their brains to know what to send elderly persons whose every want is supplied.

Miller Floral Co's Prize Window.

The Miller Floral Co., of Salt Lake City, Utah, won a silver cup recently offered by the Deseret News, Utah's leading newspaper, for the best window display answering the question: "Is Matrimony a Failure?" Practically all the leading business houses of that city entered in the contest and the competition was especially keen. The accompanying illustration portrays a couple, who, having pioneered their way to Utah in the early days, starting life in a log cabin, later acquired a new home in which they are now living. The climax of the scene depicts the aged couple on their golden wedding anniversary admiring a photograph of their children, when a box of flowers is received from them, with a card enclosed: "With Love, from Daughter and Family on Your Golden Wedding Anniversary." In the foreground their newly married grandchildren have just stepped from their car to inspect their new home, a modern bungalow, a card in front of which has the following inscription: "We will make a success of it as Dad and Mother did."



SAY IT WITH FLOWERS SIGN AT OMAHA, NEB.

"Say It With Flowers" in Omaha.

The accompanying illustration gives an excellent view of the electrically lighted "Say It With Flowers" sign erected on a building in the heart of the business district of Omaha, Neb., by the Omaha and Council Bluffs Florists' Club. It is estimated that between 50,000 and 60,000 people pass the billboard every day, which is only one of the many placed throughout the city in the club's vigorous publicity campaign this season.

T. E. E.

Getting New Business.

The store with an established trade has a line of patrons that in the main depend on them for whatever plants and flowers or other floral requisites they may desire. Some come often enough to be called regulars and others are only occasional buyers when they have need for flowers for funerals or anniversary occasions. While such customers when their number has reached a sufficient quantity to make a more or less steady demand, they are not enough to tax the full capacity of the store, and a continual bid for new business is necessary. In fact, it is the new trade from transient or first buyers and added to by the regulars, all of whom are attracted by the intensive methods in featuring stock, that make up the profits of the year.

Every progressive retailer should be continually planning to add to his list of patrons to do which he must be able to create in the people within the range of his shop, and with some stores this is a very wide circle, a desire to call and inspect the beautiful stock in this attractive home of flowers. There are many ways to attract new business, one of the very best being to feature and present the stock in the best possible manner so that it cannot fail to attract attention. The most beautiful plant or flower has no chance in the market if it is not seen or called in some way to the attention of prospective buyers.

STORE SHOULD BE ATTRACTIVE.

In the first place there is the place of business, the store itself, which needs to be featured the same as the goods it contains. Hundreds of people pass on both sides of the street in opposite di-

rections all day long, 90 per cent of whom do not know of your shop and have no interest in it whatever, although perhaps 20 per cent buy plants or flowers at some time during the course of the year. Here then is a large army of prospects that you are missing entirely unless in some way you can bring the store to their favorable notice.

The nature of the business enables a florist to make his store the most beautiful and conspicuous in the block. It should be made so attractive and stand out so from the others, that no one passing on either side but will at least give it a glance, while many will be tempted to take a look into the window, and from there it is an easy step into the store. Some flower shops are always so attractively decorated that people in the street cars watch out for them to get a passing glance of their beauty. Every vantage point from the pavement with its space for tubbed evergreens, and boxes of the same over the bulk and on the window ledges above—all of which can be made most attractive both in summer or winter. These must not only be beautiful at first but kept so continually. It will be a little trouble and expense to keep them up, but nothing in the way of publicity will pay half as well—as they are continually keeping the shop in the public eye and produce immediate returns.

The next most important feature is the window which should be up to the mark all the time. The story of the store is told in the window and it must be said in such a convincing manner that every one who sees it will believe, and as many as possible accept the invitation to step inside, for the window with a punch puts the story across and the sale follows.

When flowers are plentiful nothing quickens business like a feature sale of well displayed stock at a quick moving price. The fact alone that it is priced attracts attention, and the attractive manner in which it is presented is a strong factor in keeping it moving. People who get one bargain will be on the lookout for another and

in this way become regular patrons, and tell others as well.

There are many weeks throughout the season when specials can be run with roses, sweet peas, carnations, calendulas, violets, daffodils, chrysanthemums, etc., and various plants, that if well worked up with the proper publicity will keep the store continually before the public and create the new business that is so necessary.

The power of suggestion has much to do with the sale of flowers. Anniversaries are occurring at all times, every day being full of birthday, wedding, and other like returns, that if not called to mind are apt to be forgotten. Frequent displays of boxes of cut flowers or baskets made up with various anniversary cards attached, well displayed in the window will call to the mind of the observer such an event which otherwise would have been forgotten, and the sale means new business that was created by the display.

There is the "bit of cheer for the sick room," baskets which calls to mind the friend at the hospital or at home, who has been laid up for a week and who would appreciate such a remembrance. The stork cradle basket can also be featured frequently with good results. Picturing events of a national character, such as the birthdays of Washington, Lincoln, Grant and Roosevelt, are always good publicity, as the papers make considerable of these anniversaries which are then in the public eye, and well arranged windows are sure to be noticed and considered up to date.

EFFECTIVE USE OF FOLDERS.

Snapppy post cards and folders calling attention for the most part to one of the store's feature sales, sent out frequently to the list of customers and prospects, is splendid publicity and generally productive of immediate results. All are not moved at first but the continual dropping, like the water on the stone, is sure to be effective.

Continuous advertising of one thing, such as a \$1 box of flowers, or a fern at the same price, while it may seem disappointing in returns at first will in its continuity, gradually bring the people for these advertised articles and result in much new business in other lines. Every such advertised article should be the bargain that is claimed for it and there must be an assortment showing that it is a feature well worth coming after.

A plan for creating and obtaining new business, which while it requires considerable clerical work, also promises handsome returns, consists of copying the worth while family names from the daily death notices in the papers, one page or more for every day in the year. As the first year anniversary of the death draws near a circular is sent the family of the deceased calling attention to the beautiful custom of placing flowers or floral emblems, lasting in character, on their graves and a short description of those most suitable. This list could be circularized again at Christmas and Easter as particularly at Christmas when there is a strong demand for such grave decoration. Many might not have in mind this visit to the cemetery until suggested by the circular and in such cases if an order is given the trade will have been secured by one of the methods available to the progressive seeker after new business.

PORTLAND, ORE.—All horticultural concerns here have done well this season, this city growing faster than any in the northwest.

PLANT NOTES.

Ficus Elastica.

While the rubber plants do not enjoy the popularity that they did 10 or more years ago, yet there is always more or less demand for good small plants every fall, and cuttings rooted now and given good culture can be grown to fine stock at that time. Every plantsman will have plants of *Ficus elastica* that have outgrown the salable size or have lost many of the lower leaves, and the tops of these can be propagated during the warm weather. The best way to root the young plants is on the plant by mossing the cut. Make an incision in the stem about half way through, in which insert a small stick about the size of a matchstick, to keep the cut open. Bind around the cut wet moss, which should be firmly tied on with raffia and kept wet constantly. The plant should then be placed in a warm, moist house, kept fairly close, and in two or four weeks the roots will be seen protruding from the moss. The top should then be cut off and potted in a 4-inch or 5-inch pot and grown in a warm, close house until the roots have become established in the soil. If a number of these plants are being grown, a mild hotbed can be made up outside, built up with boards so as to allow 18 inches of room between the soil and glass, and covered with a shaded sash. Plunge the pots in the soil and if the frame is kept close, allowing air only on the warmest days, the plants will grow rapidly. As fall approaches more air can be admitted, the plants gradually hardened off and splendid stock will be the result.

Peonies.

The peony is one of the most important flowers to the florist during the early part of summer, and they are used in large quantities for decorations and other floral work. In cutting peonies for market, especially those that are to be shipped, it is best to cut them when the first petals unfold, and allow them to open in water. They ship much better in this condition and also last much longer. Where they are allowed to remain on the plant until open, the flowers not only bruise more or less in

transportation, but the petals drop more easily when the flowers are unpacked if they are open when cut and made ready for shipment. In cutting the flowers from the plant, many growers make the mistake of cutting too low. The demand of the customers is, of course, for long stems, but for the good of the plant there should be left two well-formed leaves upon the stem when the flower is cut off. This will allow enough foliage for the plant to continue its growth and thoroughly ripen off. Where the plant is cut back too severely the root action is injured and a diminished number of flowers will be the result in the succeeding year. Keep the plants tied up by stakes and strings outside of the row; a heavy rain when the plants are heavy with buds will often knock them down and ruin many of the flowers.

Callas.

As the summer weather approaches the callas will cease producing flowers and will require a rest to prepare them for another year. They should be dried off gradually until they become "dust dry," when the roots will be thoroughly ripened, shaken out and stored will grow all the year around, but plants grown in this way will not produce as many flowers as those that are rested. Those grown in pots can be laid on their sides in the greenhouse until all danger from freezing weather is passed, when they can be removed outdoors, still placing the pots on the side in full sunlight. Those grown on the bench can be lifted with as much soil as possible and placed under the bench, where they will dry out gradually, and later planted in the full sun outside in a dry location, and as soon as thoroughly ripened, shaken out and stored until wanted to start for another season. The yellow calla, *Ricardia Elliottiana*, is being grown more largely and the blooms have been used the last winter in many elaborate decorations. The culture of these is in pots and similar to the older varieties.

Marguerites for Winter.

To have good marguerites for winter flowers the plants must have a good start in the spring. For large plants the stock should now be in 2½ or 3-inch pots and growing vigorously, but if the cuttings have not been made



HAIL DAMAGE AT PRINCE'S GREENHOUSES, IOWA CITY, IOWA.

they can now be propagated in a cool bench and good-sized plants grown, or stock should be secured at once. Do not allow these plants to become pot-bound, but shift them into 4-inch pots as soon as they require it and pot very firmly. Keep the plants pinched back, that they may branch more freely, and keep all flowers and buds picked off. For many years these plants were grown in the open ground but in some localities they have been attacked with a club root in field culture, and inside culture has become necessary for success. A cold frame in which the pots are plunged is the culture successfully practiced by many growers. In late summer they should be potted in large pots, 8-inch or 9-inch, or planted in the bench in good, rich soil, so that they will be well established for fall and winter flowering. The plants grown in pots are more prolific in flowering, and the size of the flowers can be maintained with liquid manure. Aphids should be kept down by fumigation, while the leaf miner is a very destructive insect if once firmly established, but persistent spraying with a strong nicotine solution will eradicate this pest.

Dahlias.

Although the dahlia is of very robust growth and comparatively easy of culture, yet it is one of the most tender plants and will not stand any cold treatment, for the slightest frost will check the growth and almost invariably kill the plant back. It is then, too early yet to plant the clumps except where all danger of late frosts has passed, but the eyes may start into growth during the warm days of May, so they should be kept in safe and warm quarters. Where the grower has a good, tight frame that is from storage and placed in the frame frost-proof the clumps can be taken and the tubers will grow plump and the eyes break ready for planting as soon as the weather grows warm enough. The place selected for growing them the coming season should, however, be prepared, the ground spaded deeply and, if not manured last fall, some well rotted manure spaded in. Many growers do not advise heavy manuring when the clumps are planted and, especially no fresh manure, much preferring to get a fair supply in the ground the previous fall, so that the rankness will be dissipated in the soil, for too strong manuring causes a rank growth and the plants do not bloom as early. With enough manure incorporated in the soil to produce a good hard growth, and not too soft, then mulch with manure when the buds begin to set, is the manner of some of the most successful growers. The young stock that was propagated from clumps started in March should now be good stockly little plants, and the last of the propagating should be done early in May to have good stock for June planting. Keep the young plants under safe cover and plunge the pots in soil to keep them moist and not require too frequent nor too heavy watering.

WAVERLY, IA.—Oscar Murphy is planning to install a modern flower shop in the Bunth building at an early date.

TERRY, MO.—A. Linfield has built several greenhouses and will grow cut flowers and pot plants.

PITTSBURGH, PA.—The Pitt Floral Co. recently opened a branch flower shop at 6111 Penn Avenue.



BLOME'S MOTHERS' DAY WINDOW CHICAGO.

National Publicity Campaign.

ARE WE DOING OUR PART?

The writer recently read an article by A. D. Lasker, chairman of the United States Shipping Board, who quoted the following: "Advertising is an American product and we are the only nation on the face of the earth that knows how to advertise. Advertising, as we understand it today, is a comparatively new product, no older perhaps than 25 years, and I place that limitation upon the life of present day advertising in order that I may gracefully say that I have had the wonderful opportunity of seeing it develop from mere type on white space to its present position."

The above paragraph struck a peculiar thought in my mind as applied to florists and floral advertising, except that we have developed our own in the few short years since our national publicity campaign started. It is masterful, in its entirety, the progress we have made during the past five years when we consider our own development in this direction from many standpoints, namely, when scanning our lists of contributing members, to note the names of many who originally felt it was an unnecessary essential to help the sale of flowers, but who now have acknowledged their error and contribute and boost also; then the type who realizes the importance of selling more flowers now and considers that of late years we have forgotten the gluts we used to hear about so frequently; also the number of campaigns started locally after noting the success of other centers, so all in all, it is most pleasing to note our progress in this direction.

Most of the florists' advertisements of today have a personality of their own as against the effort in the earlier days, and perhaps "Say It With Flowers" and all its contemporary sayings have helped our brethren to bolster up more courage to attain the present result. However, we are only on the first round of the possibilities that are in store for us.

We hope some day to treat our advertising with words of instruction—how to use and keep flowers; how to

grow and keep flowering plants; how to properly remember friends and relatives when telegraphing flowers to distant cities, so that our future publicity will consist of more constructive activity in the sale of more flowers.

The improvement in the kind of advertising we are all doing today is so marked that our trade as a whole is benefiting daily in the successful strides made in this direction. The florist of the west benefits by the progress made by his brother in the east, as does the florist in the north by his brother in the south, thus the entire business profits in the general success.

Now the only feature that seems lacking in this entire march of progress is the need of more funds to keep our national programme activities on the move. We are doing very well for the amount we receive, but we should have a greater number of subscribers to our fund to show real results that will advance the still further sale of more flowers to the buying public by continually reminding them that every day is a flower-buying day. This can and will be accomplished when we all contribute to the national fund. So keep our good work moving and let each of us do our part in its maintenance.

HENRY PENN, Chairman.

Hail Damage at Iowa City.

The greenhouses of Prince's Flower Shop, Iowa City, Ia., sustained severe loss from hail, May 8, when three-fourths of the lights in its range at 920 Walnut street, comprising about 20,000 square feet of glass, were smashed. The storm lasted but 15 minutes and covered the ground with one and one-half inches of hail stones. The plants in the houses were practically ruined by the broken glass and hail and a heavy rain following greatly added to the damage. Carnations and other stock being grown outdoors were nearly all destroyed. The accompanying illustration shows the extent of the damage, the south side of the houses suffering more severely than the north side. The firm seemed to be in the center of the storm and was the only establishment in Iowa City to sustain heavy loss.

Horticultural Education.

Address of Peter Koster, of Bridgeton, N. J., Formerly of Boskoop, Holland, Before the Florists' Club of Philadelphia, Pa., March 7, 1922.

It was with a great deal of hesitation that I accepted the invitation to give this talk tonight. If it had not been that I had been urged by my good friends W. K. Harris and Mark Mills, who obstinately pretend that I can do this sort of thing, I would not have the courage to accept the invitation. So now if you go home sorry that you came here this evening do not blame me, but blame my two friends. Fortunately, they stand so high in your esteem that they can shoulder a little blame. When your esteemed secretary, Mr. Fancourt, asked me the subject of my address I had not made up my mind about what to talk, but I told him that I would talk on "Horticulture—Its Duties and Its Future." This is a title that embraces a great deal. However, I have always tried to be logical, so I will talk about the duties of horticulture. Then the very first question to encounter is: What opportunities does this country offer to get a horticultural education? How are we prepared to meet the duties which our beautiful profession imposes upon us? Where will we get the education which will enable us to look at horticulture from a different angle than dollars and cents? We can expect this only from those who have a thorough education in the business of horticulture. We can love a thing only if we know it well. We all know that if we do not love plants it is extremely difficult to raise them well.

Slowly and surely a taste is developing in this country for plants and flowers—a love for horticulture. I have seen very great changes in the 25 years I have been coming to this country. I think, gentlemen, that it is our duty to foster and further the love for plants in this country. We must have something in the future to devote our time to. More and more the people are obtaining shorter working hours. We must try to give the people something else than going to the "movies" and a desire to speed along the roads at the rate of 50 miles an hour. This can be done only by educating the people to love plants. Allow me to point out to you what other countries are doing in order to give the necessary horticultural instruction and education. Naturally I am speaking about Holland, the country with which I am most acquainted.

In the first place, there is elementary horticultural training in the winter courses, for which the state gives a subsidy. Each course extends over the winter semesters; the teaching is done by the state school teachers who have acquired the necessary qualifications. Qualified practical gardeners are also employed to do the teaching. Students may enter every two years and must not be under 15 years of age. The course comprises: (a) The elements of natural science, including plant diseases and pests; (b) Manure, soils, treatment and improvement of the ground; (c) Forest culture, vegetable and flower culture, arboriculture and horticultural drawing.

INSTRUCTION ADAPTED TO LOCALITY.

As far as possible the instruction is adapted to the requirements of the particular kind of gardening in the locality. In 1914 there were 132 winter courses in the country and there were 12 horticultural teachers appointed by the state, who have to travel all over the country and give advice on any subject without extra charge. They de-

liver lectures, conduct experiments and in general further the interests of horticulture. Besides these courses there are special courses for adults. In 1914 there were 72 of these courses, all with the state subsidy.

Secondary training in horticulture is given in five horticultural colleges, one in Aalsmeer (flowers), Boskoop (nurseries), Lisse (bulbs), Naaldwyk (fruits), Hoorn (vegetables) and at the horticultural college at Frederiksoord. The object of these colleges is to give the necessary horticultural education to young gardeners, florists, nurserymen, etc. The schools are divided into two classes and the period of instruction covers two winter semesters, from October to April. In the summer months these young men work with their various employers. In this way almost everybody can afford to attend these colleges. The colleges are surrounded by more or less extensive grounds where the students



Peter M. Koster, Bridgeton, N. J.

receive practical instruction and where experiments are made.

Higher horticultural education is given in the high school for agriculture, horticulture and forestry at Wageningen. This is a three-year course and embraces physics, meteorology, plant physiology, mineralogy and soils, chemistry, agricultural chemistry, botanical terminology, botany, drawing, surveying, arboriculture, fruit growing, vegetable and flower culture, civil law and practical work. Besides all this very valuable knowledge, foreign languages are taught, which is a great assistance to our horticultural education as it enables us to read horticultural papers in foreign languages. It also prepares young men for their extensive travels in foreign countries where they generally go after learning their trade at home.

It is not only in Holland that this horticultural education is carried on. It is the same in England, Germany, Belgium and France. Wherever one travels, visiting nurseries, either Veitch's, Spath's, Pfitzer's, Van Houtte's, Peynser's, Croux & Son's, or Le-moines, one is sure to find one or more Hollanders working there, studying other methods of working and cultivating friendships which for years to come will be beneficial to their lives and to their profession.

That sometimes the knowledge of a foreign language is directly responsible for horticultural gains is illustrated by the way Koster's blue spruce was found. Father, who was a great, great grandson of a nurseryman very soon understood that in order to make Boskoop a horticultural center we did need a larger area than Holland to sell our products, and father did all he could to induce the government to devote time and money to horticulture and to the teaching of foreign languages. He, himself, had acquired through self study a considerable knowledge of English, French and German. One day, reading in the *Revue Horticole*, father saw the description of a beautiful blue spruce of the Rocky mountains and read that the botanical garden in Zurich had received seeds of some of the finest specimens. Immediately father wrote for seeds; he received some and one of the seedlings was the blue spruce which is now universally known as Koster's Blue. If father had not been able to read French would the plant have come to life? Would others have seen the great beauty of this plant and would it have been propagated? This is not the only instance. Other plants have been propagated and described in foreign papers which otherwise would perhaps have disappeared unnoticed, or a lonely plant has been found in some botanical garden.

Coming back to the horticultural education in Holland I need not explain how a vast army of well trained horticulturists create a horticultural penetration of the whole people; all buy plants and flowers, not because it is the fashion, but because they love them; they do not buy them at special occasions only, they buy them at Christmas and Easter, but also at every other time of the year and there is scarcely a house where there are no flowers before the window at every season of the year. Nearly every home has its little garden; flowers adorn the farmhouses in the country and the gardens of the rich contain valuable collections of plants which are ably taken care of. I need not say that such a condition creates a very large demand for plants and flowers; that not only the larger florists do a good business but also the smaller florists make a decent living.

In the schools a spirit of competition in growing flowers is created and the schools have many exhibitions of flowering plants which embue the youngsters with a love of plants and flowers. Who is able to grow best? and imagine the pride of the little girl from poor parents bringing in a beautiful plant and winning the first prize. I think it is our duty to help to develop this love for flowers and show each and all people what can be done and how they make our life richer, how trees and shrubbery make our homes more attractive.

Conditions have very much improved since I came to this country first, 30 years ago, but we are not doing enough. Let our horticultural societies get busy and our women's clubs create funds to appoint, let me call them horticultural preachers, who, armed with a great love for plants and lantern slides go out and show the people, not the "400," what can be accomplished with little expense and labor. Show them how the board fences may be replaced by well kept hedges; how a few climbing roses will improve the appearance of their home; how a few beds of inexpensive bulbs or some perennials will make their homes attractive, and then watch how their surroundings will make for a happier life. We all know that in these

days there is a great deal of dissatisfaction everywhere. People are no longer contented. We must try and bring them something that will interest them. In the two years I have been in this country I have become acquainted with different classes of people and I have found out that in many cases people do not plant for the simple reason they do not know how to plant.

I have seen attempts to beautify the surroundings, but mainly through lack of knowledge the attempt was a failure; how such failures keep others from beautifying needs no illustration.

AROUSING PUBLIC INTEREST.

An excellent speech was lately made by Clarence Siebenthaler, of Dayton, O., explaining more eloquently and in better English than I am able to that we must awake the vast multitudes to the realization of the needs of plants and flowers and shrubs; we must create in the mind of everybody a desire to improve themselves, their properties and their communities. This cannot be done by lectures before horticultural clubs and societies. Those present there do not need to be awakened. It is the daily newspaper, the small local paper which must take this task to heart and this idea has been very ably taken up by the publicity campaign of the American Association of Nurserymen.

In not less than 4,000 newspapers seasonable articles appear on planting and beautifying the home, articles ably written by F. P. Rockwell, which will greatly contribute to the development of horticulture. These articles improve every paper they are printed in. Let us hope that in a few years they will replace the space now devoted to all kinds of subjects which should not even be mentioned in a newspaper at all.

The other day a well known newspaper owner asked me to advertise our products in their publication, stating they were entitled to our advertisements because they were printing the articles of the market development. I wrote back that in publishing Mr. Rockwell's articles they helped to make better citizens and that in this way they were already immensely benefitted more than the financial gain which our advertisement could bring to them.

STREET TREES LACK CARE.

One of the saddest features of the lack of horticultural training is the condition the trees are in, lining the streets of the cities. The authorities in charge evidently do not see the need of pruning when the trees are young, and many trees could still be saved if they were treated right. If I compare the almost loving care which is bestowed upon the trees in foreign cities, how they are summer and winter pruned, until such time as they can take care of themselves, I feel really sorry for their American brothers and sisters, which once planted do not get any care thereafter.

Many of you have seen the beautiful elms lining the streets in Holland; the linden in Berlin, the planes in London, the horse chestnuts in Paris all well shaped, symmetrical trees, stems the same height, forming beautiful avenues, a sight to behold. Would we not all gladly pay a couple of dollars more taxes if we could have the same in this country? Here again it is the lack of horticultural knowledge and trained help. This lack of trained help is also seen in the way the shrubs are pruned in private gardens; in city squares and thousands of roses only bring insignificant flowers because they are not treated correctly.

Now, what is the remedy for all this? Horticultural instruction. We must

demand that horticulture be taught in schools and high schools and that a number of horticultural colleges be established. We must ask everybody to help in this movement, the state and the federal government, and if I am not mistaken we may expect to accomplish something in the future. We are scrapping battleships, we are limiting the building of fortifications; must we not build something else instead? We must build up the love for the country, the love for the land, the love for our homes, that love which prompts a man to stay on his own property, however small and poor it may seem to others; the property where he saw his children born, the property where he planted the trees when he was young, where he raises his flowers. If we assist in this up-building we will accomplish more, create more patriotism than ever warships or armies will accomplish. It is this love for a country which makes the country safe, makes it unconquerable.

There is no nobler movement imaginable than to enable our citizens to understand nature and through that understanding admire nature. We will be repaid a thousand fold, we will sow the seeds of happiness broadcast. Such can be the influence of horticulture!

The future of horticulture? The horticulture seen from the angle of the nurseryman, there will be a bountiful future; there will be an unequalled demand for all we can produce. After educating the public will not be as easily satisfied as it is today; it will require quality more than ever, and besides quality it will require variety.

We will also have to grow more of our beautiful indigenous plants; we will have to go to the Arnold Arboretum, to the Missouri Botanic gardens, open our eyes and propagate! We must try to cultivate in this country nurseries like Veitch's, like van Houtte's, Spath's and Lemoine's, all horticultural meccas.

What is accomplished in America today with roses shows that we can create valuable novelties in this country, and let us never forget that horticulture is an international profession, let us keep closely in touch with what is done across the water. If we follow this course we will reap results.

OROVILLE, WASH.—F. E. Teas, son of the late E. Y. Teas, is now here engaged in agriculture.

SUPERIOR, NEB.—The Superior Floral Co., established two years ago, is increasing its capacity.

NEWBURYPORT, MASS.—John Goss is planning to open a retail flower shop in this city at an early date.

MONESSEN, PA.—Kinder & Watson's flower store was partially destroyed by fire recently, the loss being about \$2,000.

FRANKFORT, IND.—The Switzer Flower Shop was formally opened, recently, over 3,000 flowers being given to visitors.

ROCHESTER, N. Y.—Hugo Teute is adding a carnation house, 40x300 feet, and a conservatory to his range of greenhouses.

MCCOMB, ILL.—F. E. Bonham is adding a rose house to his establishment, 38x100 feet, to be completed about May 1.

PANA, ILL.—The Herbert A. Amling Co. is adding seven rose houses, with an area of 100,000 square feet, to be completed about June 1.

OBITUARY.

William Mathews.

It is with deep regret that we announce the recent death of William Mathews, well known florist of Utica, N. Y., age 80 years. He was born at Taunton, Somersetshire, Eng., and in early manhood embarked in the florist business. When 27 years old Mr. Mathews came to the United States making his residence at Utica. He was employed for several years by Isaac Whiffen, Geo. Ellison, Lewis Lawrence and other florists of that city. Deciding to engage in business for himself, Mr. Mathews erected a range of greenhouses at 939 York street, in 1873, which he conducted until the time of his death.

Mr. Mathews made a specialty of orchids and achieved considerable success as an expert grower. For many years he was a frequent contributor to THE AMERICAN FLORIST, writing most instructively on this plant. He also had many houses devoted to carnations and at one time grew grapes extensively in addition to his regular business, but afterward discontinued their production.

Mr. Mathews is survived by his widow, four sons and two daughters, two of the sons, Harry S. and Charles M. Mathews, having been associated in the business.

John Loeser.

John Loeser, with the Joseph Foerster Co., Chicago, died at his home at 2053 North Mozart street, Wednesday, May 17, from pneumonia. He was 35 years old and was born in St. Paul, Minn., coming to this city at an early age. He was employed at the Western Union Telegraph Co. and later joined the sales force of Peter Reinberg. He has been in the employ of the Joseph Foerster Co. for many years and was on duty up to the time he was taken sick a couple of weeks ago. "Lizzie," as he was best known to the trade, was an obliging, good natured fellow, whose smiling countenance will be missed in the wholesale market.

The funeral will be held May 20 at 9:30 a. m. from the home at 2053 North Mozart street to St. Sylvester's church, with interment at St. Joseph's cemetery. He is survived by his wife and daughter Margaret, who have the sympathy of the trade in their hour of sorrow.

Max Ringier.

Max Ringier, brother of the late Arnold Ringier, died at Chicago on the evening of May 16 after being confined to the hospital for several months. He spent the greater part of his life in the florist business, with many years in the local market, and was well known to the trade. He was born in Switzerland and was about 45 years old. Arrangements are being made for the funeral as we are going to press and efforts are being made to locate his relatives. He is survived by a wife and several children.

Fred H. Hunter.

The death, May 3, of Fred H. Hunter, of the Hunter Seed Co., San Francisco, Calif., noted in last week's issue, page 860, has removed another well known figure in the Pacific Coast seed trade. He was formerly with the Germain Seed Co., Los Angeles, but in later years devoted his attention to growing and wholesaling seeds. He was born at Walla Walla, Wash., in 1877 and leaves a widow and two small children.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

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PRESIDENT BURRAGE, of the Massachusetts Horticultural Society, made a noteworthy address against Plant Quarantine No. 37, as administered, during the Washington conference this week.

Personal.

Dr. C. L. Marlatt, of the Federal Horticultural Board, Washington, D. C., will go to California for a rest after the quarantine conference.

Prof. Arno Nehrling, of Cornell University, Ithaca, N. Y., sailed on the S. S. Mauretania, May 16, on a European tour.

John Watson, the well known nurseryman, is now secretary of a Rochester, N. Y. printing concern.

E. G. Hill, of Richmond, Ind., will spend a 10-day vacation trip in the east.

American Iris Society.

We are in receipt of the premium list for the eastern exhibition of the American Iris Society, to be held in the Museum building, Bronx Park, New York, June 3-4. The show will be held a week earlier or later if the season is abnormal. Copies of the premium list may be had on application to Mrs. George V. Nash, New York Botanic Garden, Bronx Park, New York.

Rock Island Exposition.

The Trans-Mississippi exposition and Rock Island, Ill., pageant of progress will be held in that city June 24-July 4, inclusive. Prominent among the attractions will be a flower show, agricultural exhibition, pure food displays, manufacturers' section, automobile show and many other features. The space allotted to the flower show, in the floor plan, is very small. Further particulars may be obtained by addressing Arthur Davis, Director-General Trans-Mississippi Exposition, Rock Island Chamber of Commerce, Rock Island, Ill.

National Flower Again.

Washington, D. C.—Representative Taylor, of New Jersey, has introduced a bill in the house of representatives providing for the adoption of the Mountain laurel as the official national flower of the United States. Efforts to have such legislation adopted by congress has been made for a number of years but up to the present time little or no consideration has been given the matter. A number of flowers have been similarly suggested but thus far the Mountain laurel seems to have the most friends. Under the terms of the Taylor bill it would be included in the decorations incident to all official functions in the United States or wherever a representative of the American government is present.

Mothers' Day Business.

The Mothers' Day business shows a substantial gain in all sections notwithstanding the many influences which threaten its existence. While the orders were more numerous than last year, in most cases it is believed the money value will not greatly exceed that of 1921. The supply of stock, plants as well as cut flowers, was equal to the demand, except of course in the case of carnations, which as usual were short at some points. Many cold storage or "pickled" carnations went to loss in the hands of the dealers, and most of these flowers could have been sold at fair prices when cut eight to 10 days previous.

There is considerable complaint of the small size of many of the telegraph orders, most of which run \$2 to \$3 in value and some less than that.

Giganteum Lilies in Summer.

The forcing of cold storage giganteum lilies during the hot summer months has not been attended of late with success, so many of the bulbs coming blind or carrying but one or two flowers. It is an old axiom, well known to gardeners, that there must be roots before foliage, or disaster follows. Bulbs from cold storage during midsummer when potted and placed in a temperature of 80 or 90 degrees will start a top growth before there are sufficient roots to support it, which is the cause of so many bulbs coming blind as they do not receive the necessary nourishment to produce the flowers.

Every grower of L. giganteum for a summer crop should start his bulbs in

a temperature of not over 60 degrees. A cold room fitted up with double board sides, as used for refrigerators, to hold quite a lot of freshly potted bulbs which can be piled in a number of layers, one on top of the other, will in this or even a lower temperature start a root action considerably in advance of the foliage. When after two or three weeks, these plants are brought out into the greenhouse they will be found to be in much better condition to stand the extreme heat as the roots are there ready for the demands made upon them. It will be necessary to use ice to get the temperature down in the cold room but the cost will be trifling compared to the advantage gained.

New York to Kansas City.

The transportation committee of the New York Florists' Club under the chairmanship of Paul Rigo, has accepted the itinerary in connection with this journey to Kansas City and return this coming August, as submitted by the Lackawanna railroad.

Briefly, the party, which is fully hoped to be 100 strong, will leave New York, Sunday, August 13, for Chicago, where a stopover will be made to take in the famous Lake Shore drive and other principal points of interest, returning to the Hotel La Salle for dinner. Departure will be made from Chicago that evening and Kansas City reached on the morning of Tuesday, August 15. While in Kansas City during the Society of American Florists' convention, August 15-17, and the day following, hotel accommodations and three meals per day will be provided. On the afternoon of August 18 the party will leave Kansas City, arriving in St. Paul, Minn., Saturday morning, where points of interest in the Twin Cities will be viewed, leaving St. Paul in the afternoon and arriving at Duluth, Minn., on the evening of August 19.

The Great Lakes steamer trip will commence Saturday night and continue through to Wednesday morning. This sail through the lakes provides the most enjoyable feature of the trip and undoubtedly will prove the greatest incentive to many. Arriving at Buffalo, N. Y., Wednesday, August 23, special cars will be waiting to whisk the party to Niagara Falls where lunch will be provided at the Hotel Imperial. A tour over the Great Gorge route will be made in the afternoon returning to hotel for dinner. At 7 p. m. the party will start for home, arriving in New York Thursday morning, August 24, at 8 o'clock. Breakfast will be provided for in the Hoboken terminal.

The cost covering all transportation, lower berths on Pullmans and outside staterooms on boat, also three meals per day, will be \$220.

All those intending to go, please notify Chairman Paul Rigo, c/o Henshaw Floral Co., 35 W. Eighteenth street, New York. The earlier the reservation, the choicer the accommodation.

Club Meetings Next Week.

[Officers of clubs and societies are requested to send notice of change in officers, time, date and place of meetings.]

Hartford, Conn., May 26, 7 p. m.—Hartford Florists' Club at Hotel Bond. George B. Marchant, 13 Huntington street, Hartford, secretary.

Morristown, N. J., May 25, 8 p. m.—Morris County Gardeners' and Florists' Society at Elks' hall. J. Fred Piper, Madison, N. J., secretary.

Newport, R. I., May 23, 8 p. m.—Newport Horticultural Society at Music Hall, Thames street. William G. Taylor, 15 Congdon avenue, Newport, secretary.

Wilmington, Del., May 22, 8 p. m.—Wilmington Florists' Club. Roy G. Brinton, 800 West Ninth street, Wilmington, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

For Sale—Well established retail flower store with lease. Must sell on account of illness. Address

G. J. CARJANES,
2094 Eighth Ave. New York

Situation Wanted

GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

Situation Wanted

Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.

Key 839, care American Florist.

Salesmen Wanted

We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also frize wreaths, funeral wreaths, florist fillers. Address

Key 838, care American Florist.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.
ELIZABETH, N. J.

Seed Salesman

With thorough knowledge of varieties, wanted to call on truckers and other growers in California. Good, progressive position to the right man. Address

Key 841, care American Florist.

Salesman Wanted

By large mail order seed house; experienced man to take full charge of flower, seed and bulb department, must be able to make up catalogue. State age, experience and salary. Address

P. O. Box 1296, Philadelphia, Pa.

ATTENTION!

About four years ago a notice appeared in the Trade papers that the gardener Paul Albert Thiele, about 51 years old had been killed by some railroad in the middle west.

I appeal to any one who knows about this accident to inform MR. WM. KLEINHEINZ, OGONTZ, PA., when and where this occurred.

FOR RENT

Department store space for a cut flower department on a percentage basis or a guarantee. Best trade, large business and splendid opportunity. We prefer some one operating such departments in other cities centrally located. Chicago or nearby preferred. Address

Key 835, care American Florist.

UNSURPASSED OPPORTUNITY!

New GREENHOUSE, built right; set on iron posts, nearly 10,000 of feet of glass, big propagating room, sixty horse boiler. Over one acre of the best of ground, excellent location, good streets on three sides, \$2,000, tomato crop now flowering. A new big double-constructed bungalow in connection; also big garage and a good automobile. Dandy boiler also at the bungalow, heats the residence and the propagating room. Everything in excellent shape. Must sell quickly on account of wife's health.

Everything as described goes for \$11,000, if taken immediately. About \$5,000 cash will handle; balance can run on good terms.

This is fully \$5,000 under value. Inquire of

GABLE REALTY CO.

5829 72nd St., S. E., Portland, Ore.
Phone 613-33.

Help Wanted

EXPERIENCED MANAGER

For large florists' supply house, must be capable with executive ability.

Write stating experience and salary expected.

Address

Key 840,
care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

Trade Directory

— OF THE —

Florists, Nurserymen, Seedsmen, Etc.

— OF THE —

United States and Canada NEW EDITION NOW READY.

Price: \$5.00, Postpaid.

PUBLISHED BY THE

AMERICAN FLORIST CO.

440 South Dearborn Street,

••

Chicago, Illinois

The Florist Supply House of America

New quarters of **H. BAYERSDORFER & COMPANY,**
Importers and Manufacturers of Florists' Supplies, will be located at

146 West 18th Street, New York City

in the heart of the wholesale flower district.

A full line of Florists' Supplies will be kept in stock

H. BAYERSDORFER & COMPANY

146 W. 18th St., NEW YORK CITY

1129-1131 Arch St., PHILADELPHIA

Pittsburgh.

HOLIDAY TRADE SATISFACTORY TO ALL.

Mothers' Day has passed and the trade is in a happy frame of mind, for it exceeded all expectations and in some instances will rival Easter in dollars and cents. And it is more surprising in the fact that there was no effort made by the trade to advertise the day except by a few individual firms. The weather was ideal, which, of course, helped to make the occasion a success. More plants could have been sold, but the growers did not have much to offer, due to the fact that it was so close to Easter that they did not have enough time to prepare for it. The carnation as usual was the favorite flower, but not to such an extent as in former years, and it looks as if the call would decrease in years to come so that it would be more equally divided among all the flowers. But that is up to the florists themselves to educate the public that any flower will do and that is going to take time. As stated before, the carnation was mostly in demand and fresh stock brought \$15 per 100. More could have been realized, as some retailers bid up the price hoping to get more, but the wholesale houses stopped at \$15 and divided up what they had among their regular customers. Of course there was a lot of stock shipped in that had been held too long and was sleepy on arrival which did not bring anywhere near top values. Roses were next in demand and there were plenty for everyone. At the end there were a few fancy ones that had to be moved at a reduced price, but the number was small. In spite of the warm weather the quality was never better and no pickled stock was in evidence. Prices ran all the way from \$8 to \$35 per 100 according to variety and length of stem. American Beauty was not much in demand except in the shorter lengths. Peonies came in at the right time to fill in the carnation shortage and more were moved this Mothers' Day than ever before. With few exceptions they arrived in good shape and sold at \$10 to \$15 per 100. Snapdragon was also plentiful, especially in the shorter lengths, which could be sold cheap and proved very popular. Sweet peas were good and bad. The good ones brought a satisfactory price, but the poor ones had to be jobbed and sold at any figure. The demand for Easter and calla lilies was light, which was just as well, as the quality was not of the best, callas in particular showing the effects of the warm weather. Lily of the valley proved a disappointment, as it was in competition with a large crop of outdoor stock which could be sold much cheaper than the greenhouse stock.



FOR MAY 30 CEMETERY VASE

Made of durable earthenware and stained permanent Green.

The best Vase for CEMETERY use.

Per doz., \$4.00; 3 doz., \$11.25.

Vaughan's Seed Store
CHICAGO NEW YORK

Yellow daisies were popular and filled in nicely for those who wanted something cheap. Taking it all in all, it was a very satisfactory holiday, but in future years the florists will have to watch that other lines do not steal the day from under their noses, as the candy people advertised extensively and from all reports did a large business and the electric goods firms advertised and sold many sweepers and irons and other useful items to make mother's work lighter, so it behooves us all to keep it before the public that flowers are a Mothers' Day necessity regardless of anything else which they decide to buy.
E. C. T.

St. Louis, Mo.

TRADE EXCEEDS FORMER YEARS.

Never in the history of this market has there been such a call for cut flowers and plants as was the case this Mothers' Day. The supply just did meet the demand and all kinds of stock went rapidly at good prices. Many retail shops were compelled to increase their sales forces, one concern taking on 20 temporary employees. Sunday deliveries were huge and all available trucks were kept busy. The cut flower demand exceeded somewhat the call for pot plants. Roses seemed to be the best seller in the former class, while ferns led in the latter, hydrangeas and Lorraine begonias closely following. Hanging baskets filled either with ferns or bedding plants were easily disposed of. Many florists had special Mothers' Day boxes, made up of roses, carnations, sweet peas, daisies, etc., which sold at \$2 to \$7 each. In individual items roses

brought \$5 per dozen and up at retail, Columbia, Premier, Milady, Mrs. Chas. Russell, Sunburst, Ophelia, Butterfly, Mrs. Aaron Ward and White Killarney going rapidly. Carnations had second place in popularity and sold up closely at good prices. Lily of the valley and orchids were hard to sell. The call for gladioli, delphiniums, snapdragons, yellow daisies, sweet peas, calendulas and double larkspurs was all that could be desired. Cut ferns, adiantums, Asparagus plumosus and A. Sprengeri moved well, as did huckleberry, coontie leaves, galax and leucothoe.

NOTES.

"We were so rushed toward the end of the week that we found it necessary to greatly increase our sales force," was the good word at Grimm & Gorley's.

The St. Louis Wholesale Cut Flower Co. enjoyed an exceptionally good holiday business, a fine supply of stock cleaning up early Saturday.

Mullanphy Florists were well pleased with the fine trade for Mothers' Day.
J. K. M.

Boston.

EXCELLENT CALL FOR CARNATIONS.

Prices at the opening this week showed a slight increase and kept climbing until the top was reached Friday on all stock except carnations. They carried their strength through to the close on Saturday night, May 13. Roses, sweet peas and all other stock reacted slightly after May 12. The reason seems to be that stock was much more plentiful this year than last for Mothers' Day. Carnations brought 6 to 8 cents Monday and went to 12 and

"Complete Service For Florists"

Special Wreaths FOR MEMORIAL DAY

\$1.50 to \$4.50 each

PACKED SINGLE IN CORRUGATED BOXES.



CEMETERY VASES

GLASS-SPIKE		Dozen	GREEN ENAMEL.	
10-inch.....		\$3.00	Each.....	\$0.25
12-inch.....		4.00	Dozen.....	2.00
16-inch.....		6.50	Carton of 3 dozen.....	5.50

Green Pottery Cemetery Vase, conical shape, \$3.00 per doz.

POEHLMANN BROTHERS COMPANY

The Largest Growers of Flowers in the World
CHICAGO

Phone Randolph 0035

66-74 East Randolph Street

Gladiolus Bulbs

Plant Now and Every Ten Days.

For Your Summer Supply of Flowers.

Grown on Our Own Farms From True Planting Stock.

	1000
America, First.....	\$20.00
America, Medium.....	16.00
America, extra, 2 in., up.....	25.00
Augusta, First.....	32.00
Augusta, Medium.....	25.00
Baron J. Hulot, Medium.....	50.00
Chicago White, First.....	30.00
Halley, First.....	33.00
Halley, Medium.....	27.00
Mrs. F. King, First.....	22.00
Mrs. F. King, Medium.....	18.00
Mrs. F. King, extra, 2 in., up.....	27.50
Peace, First.....	45.00

	1000
MRS. F. PENDLETON, First.....	\$40.00
MRS. F. PENDLETON, Med.....	35.00
(5000 at \$33.00 per 1000.)	
Niagara, First.....	40.00
Niagara, Medium.....	35.00
Mad. Monneret, First.....	23.00
Mad. Monneret, Medium.....	20.00
Mrs. Watt, First, Ruffled Gl'y.....	45.00
Panama, First.....	35.00
Panama, Medium.....	30.00
Schwaben, Medium.....	42.00
Florists' Mixed, First.....	25.00
Rainbow Mixed, First.....	40.00
Standard Mixed, First.....	18.00
Standard Mixed, Medium.....	16.00

CANNA PLANTS Are Ready

	Prices per 100	3 inch	4 inch
Chas. Henderson	\$ 8.00	\$10.00	
David Harum	8.00	10.00	
Firebird	12.00	18.00	
Gustave Gompers	8.00	12.00	
Louisiana	8.00	10.00	
Marvel	8.00	10.00	
Meteor	8.00	12.00	
Milwaukee	8.00	10.00	
Niagara	8.00	10.00	
Orange Bedder	8.00	12.00	
Uncle Sam	8.00	10.00	
Prince Weid	8.00	10.00	
Queen Charlotte	8.00	10.00	
Souv. de Crozy	8.00	10.00	
President	10.00	15.00	
Wyoming	8.00	10.00	
Wintzer's Colossal	8.00	10.00	
Yellow King Humbert	8.00	18.00	

Write for Special Prices on 5 000 to 10,000 lots.

DORMANT CANNA ROOTS.

	1000
Chas. Henderson	25.00
Madam Crozy	22.50
Niagara	20.00

	1000
King of Bronze.....	20.00
Uncle Sam	25.00
Peley	25.00

FALL BULBS

Many prices are now ready.
Send us your list for quoting.

Have You Our Spring "BOOK FOR FLORISTS?" A Card Will Bring It.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

15 cents toward the close of the week. Every carnation cleaned up and still the call continued. Roses did fairly well, though they did not come up to expectations. Snapdragons were the real glut, selling anywhere from three to 12 cents on a limited amount, the bulk of them going to street boys. General business was not as brisk as a year ago. There was considerably more stock on the market this year, but the call was not there except for carnations.

Chester Paine, of Paine Bros., Randolph, met with a serious accident this week while cranking a tractor which backfired and tore a hole in his leg, requiring 10 stitches.

H. V. Eldredge, until recently representative of the Climax Box Co., is with the Boston Box Co., and Frank Deery, formerly with J. O'Brien of this city, will take the territory for the Climax company. Both concerns specialize in florists' boxes. E. F. S.

Nashville, Tenn.

STOCK CONTINUES IN GOOD DEMAND.

Trade continues good. In addition to peonies, which are arriving in quantity, there are gladioli coming in from the far south, proving very popular at \$3 per dozen retail. Roses are \$4 to \$8 per dozen, while sweet peas are obtainable at \$4 per 100. There was a great supply of all kinds of stock for Mothers' Day. This event has become one of the best floral holidays in the

state and to help give the day added emphasis, Governor Alfred A. Taylor issued a stirring proclamation for the observance of the beautiful custom. He called attention to the fact that the general assembly of Tennessee had by an act set aside the second Sunday in May to pay tribute to the patient, loving mother, now departed from among us and to honor and reverence those left with us. At this writing, May 12, the trade has booked many orders for Mothers' Day and the outlook is for a heavy business. Many of the Sunday schools will distribute carnations, both white and colored, which will not interfere with the sale in the shops. The school commencement exercises have started, and as there are a great number of institutions in this city, a fine demand for flowers for these occasions will continue until late in June. Social activities are in full swing which is causing a great deal of business, especially in corsage flowers. Street vendors are finding a ready sale for peonies at \$1 per dozen, or 10 cents each, all grown in private gardens throughout the city. M. C. D.

SPOKANE, WASH.—The Spokane Florist Co., Inc., 513 West Riverside street, is planning to move to a new location at Sprague and Howard streets, in a building now occupied by the National Baking Co., about July 10.

Oklahoma City, Okla.

HOLIDAY DEMAND GREATER THAN A YEAR AGO.

As usual for Mothers' Day the carnation supply was far below the demand, all being cleaned up by 3 o'clock Saturday afternoon. Roses were second in popularity. Lily of the valley and lilies, however, moved slowly. The call for snapdragons was only fair, but peonies went exceptionally well. A few hydrangea and begonia plants were obtainable. The prices received for individual items showed no reduction when compared to 1921 values, but the total volume of stock sold was a great deal larger. PAUL RICHMOND.

VALLEJO, CALIF.—Rudolph Gruettner recently started cultivation of the 10-acre tract he purchased two miles from this city for nursery purposes.

PINE BLUFF, ARK.—Mrs. Stella Plummer and daughter, Miss Rebecca Plummer, have opened a flower shop in their home at 118 East Sixth avenue.

NOWATA, OKLA.—The formal opening of Kishpaugh Flower Shop, 215 North Maple street, was held May 1, every lady visiting the establishment being presented with a choice flower.

FORT SMITH, ARK.—Arthur G. Lee has added a retail and wholesale floral department to his seed store at 211 Garrison avenue, with R. A. Adams, formerly of Fayetteville, Ark., in charge.

EASTER LILIES

FOR

MEMORIAL DAY

25,000 Easter Lilies, 100, \$20.00

Long Stems (average 30 inches). Large Flowers—Cool Grown.

PEONIES

50,000 Field Grown Peonies, 100, \$8.00

Write Us for Quotations on Lilies and Peonies, in Lots of 1,000 or More.

Stuppy Floral Co. ST. JOSEPH, MISSOURI.

CAPE JASMINES

For MEMORIAL DAY

Wire your Memorial Day order at our expense on five hundred or more. We have twenty acres of Jasmines growing and under contract. Having had favorable weather for the past ten days, can now promise to supply you. Stock will be up to our usual standard. Place your order with the oldest and best established grower.

PRICES:

- Class X, 12 to 18-inch stem, \$3.00 per 100; \$25.00 per 1000
- Class A, 8 to 12-inch stem, 2.00 per 100; 18.00 per 1000
- Class B, 4 to 8-inch stem, 1.50 per 100; 12.00 per 1000

A box of selected buds for \$1.00.

500 at 1000 rate. Cash or C.O.D., F.O.B. Alvin



We guarantee good condition upon arrival in any part of the United States

BENSON FLORAL CO., ALVIN, TEX. ESTABLISHED 1894.

Wichita, Kans.

MOTHERS' DAY TRADE MAKES RECORD.

Mothers' Day has made a record for the business of that event in this city. Exact figures are not available but it is safe to say that the volume of sales showed a gain of from 10 to 20 per cent over 1921. Carnations still lead in popularity, good stock being cleaned up early, the demand turning to roses, peo-

nies, snapdragons, calendulas, sweet peas, daisies and irises in the order named. Flowering plants of hydrangeas, fuchsias, lilies, perlagoniums, etc., sold well, even collections of bedding plants being disposed of. Low and medium priced plant baskets proved popular. The average value of each purchase was lower than at Easter or Christmas but everyone was a possible customer and advertising effort could

hardly be misplaced. Whether conditions were ideal for the day. Spring business is most satisfactory bedding stock moving well. Vase and box plants are good sellers.

Chas. P. Mueller and W. H. Culp & Co., each had special wires and telegraph operators in their stores to handle the telegraph orders and were much pleased with the results.

W. H. C.

MEMORIAL DAY ROSES

Buy Direct From The Grower

OUR ROSES

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

MEMORIAL DAY PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at rate of \$12.00 to \$16.00	20.00
Choice long stems, all Russells.....	20.00
Good medium length, our selection.....	8.00
Good short in lots of 300 or more, our selection.....	5.00
Also a limited quantity of short stem roses at.....	3.00

(These stems are from six to eight inches in length.)

When ordering please state what grade wanted.

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

FANCY FERNS—Best New England Ferns at \$4.00 to \$5.00 per 1000.

All seasonable flowers we will buy for our customers at market prices.

➡ A limited supply of Carnations at Market Prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

HEAVY MOTHERS' DAY TRADE.

The demand for stock for Mothers' Day was exceptionally heavy and the sales in most cases were equal to or greater than those of 1921, not on account of the high prices, but more to the large supply handled. Stock was never so plentiful for the occasion as it was this year, owing to the hot weather, and it kept coming in faster than it could be moved, consequently the tables were overloaded with stock at all times. Good stock was in strong demand and cleaned up nicely, but the supply of inferior flowers was so great that the averages were low and disappointing to the growers, although the extra supply cut made up the difference in price and the checks received in reality represented more money than last year. Carnations were in large supply and fancy stock held up close to the advertised quotations and many inferior blooms were jobbed off at bargain prices or dumped. Roses were in heavy demand up to the last minute and first class stock found ready buyers at all times. Sweet peas arrived in poor condition, and while some stock brought good prices, the street peddlers had no trouble in securing all they needed at 10 cents and 15 cents per bunch in small quantities and as low as a nickel in large lots. Peony offerings were heavy and sold at prices ranging from two to 15 cents each, according to quality. Lily of the valley was in good demand and so were orchids and gardenias. Lilacs, tulips, daisies, snapdragons, irises, calendulas, lilies, callas, feverfew, stocks, lupines, jonquils and other miscellaneous stock was in heavy supply and considerable trouble was experienced in moving some of the items mentioned. The shipping trade was heavy and the city demand was very strong, but the sales to the public were not as large as the

PEONIES

FOR

MEMORIAL DAY

\$6.00, \$8.00, \$10.00, \$12.00 per 100

The demand for stock will be heavier than ever for this occasion, and you should arrange for your supply immediately.

SWEET PEAS

Heavy Supply at \$15.00 and \$20.00 Per 1000.

➡ Place your orders with us also for Roses, Carnations and other miscellaneous stock for we will have plenty for everyone.

Tanner

Roses, Carnations
Miscellaneous
Cut Flowers and
Greens.

Send Us
Your
Orders.

Florists

30 E. Randolph St. L. D. Phone Central 6284 CHICAGO

WIETOR BROS.

30 EAST RANDOLPH STREET, .: CHICAGO

Wholesale Growers of

CUT FLOWERS

We shall have

A WONDERFUL CROP OF ROSES FOR

MEMORIAL DAY

Especially Strong on Columbia, Premier, Sunburst and Russell

ALSO A SPLENDID SUPPLY OF CARNATIONS

Memorial Day Price List

Subject to change without notice.

Premier	Per 100
Special	\$20.00
Select	15.00
Medium	12.00
Short	8.00 to 10.00

Russell	
Special	\$20.00
Select	15.00
Medium	12.00
Short	8.00 to 10.00

Columbia	
Special	\$15.00
Select	12.00
Medium	10.00
Short	6.00 to 8.00

Sunburst	Per 100
Special	\$15.00
Select	12.00
Medium	10.00
Short	6.00 to 8.00

Butterfly	
Special	\$20.00
Select	15.00
Medium	12.00
Short	8.00 to 10.00

Carnations	
Fancy	\$7.00
Good	6.00

CALLA LILIES, Per Dozen, \$2.50 to \$3.00

Ferns, per 1000.....	\$4.50
Galax, per 1000.....	2.00

Sprengeri, per bunch.....	\$0.50
Plumosus, per bunch.....	.50

ROSES, Our Selection, \$8.00 Per 100

BUY FROM US AND GET THE BEST STOCK IN THIS MARKET AT THE MOST REASONABLE PRICES.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Calendulas, Sweet Peas, Easter Lilies, Callas,
Peonies, Snapdragons, Gladioli.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

retailers expected, due probably to the unfavorable and uncalled for publicity in the daily newspapers. The department stores had special sales May 13, when roses were sold as low as 39 cents per dozen and other flowers in proportion, which were in line with those of the street peddlers and one-day stands. Considering the weather and the heavy

supply of stock, including a good proportion of inferior flowers, and the general conditions, the Mothers' Day business was greater than anyone expected, and while the average in general dropped away below expectations, no one should complain, for the trade as a whole did remarkably well under such trying conditions.

MOTHERS' DAY IN THE RETAIL STORES.

The retailers as a whole are well satisfied with their total sales for Mothers' Day which ran ahead of last year in almost all instances, due largely to the heavy supply of stock obtainable. Prices were reasonable in the wholesale market for this occasion, with the possible exception of one or two items at times,

ORDER NOW FOR Memorial Day

The demand promises to be greater than ever for this occasion, and while the prospects are bright for a good supply of stock, it is advisable to place all orders early.

ROSES IN QUANTITY

All the leading commercial varieties grown for this market, including Columbia, Premier, Russell, Butterfly, Milady, Ophelia, Sunburst, Ward, Etc.

PEONIES-CARNATIONS

Place your orders immediately for these two items, so as to protect your supply.

Lilies, Callas, Sweet Peas, Tulips, Snapdragons, Stocks, Iris,
Daisies, Calendulas, Gladioli, and all other miscellaneous
Seasonable Cut Flowers. Complete Line of Greens.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

PREMIER		Per 100
Special		\$25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		8.00 to 10.00

COLUMBIA		Per 100
Special		\$25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		8.00 to 10.00

MILADY		Per 100
Special		\$25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		8.00 to 10.00

RUSSELL		Per 100
Special		\$25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		8.00 to 10.00

BUTTERFLY		Per 100
Special		\$20.00
Long		18.00
Medium		\$10.00 to 15.00
Short		6.00 to 8.00

OPHELIA		Per 100
Special		\$20.00
Long		18.00
Medium		\$10.00 to 15.00
Short		6.00 to 8.00

SUNBURST		Per 100
Special		\$20.00
Long		18.00
Medium		\$10.00 to 15.00
Short		6.00 to 8.00

WHITE		Per 100
Special		\$20.00
Long		18.00
Medium		\$10.00 to 15.00
Short		6.00 to 8.00

MRS. WARD		Per 100
Long		\$12.00 to 15.00
Medium		10.00
Short		6.00 to 8.00

Extra Special Roses Billed Accordingly.

MISCELLANEOUS.		Per 100
Carnations		
Our Selection		\$ 6.00 to \$ 8.00
Valley		8.00
Sweet Peas		1.00 to 2.50
Calendula		3.00 to 4.00
Peonies	per 100.	6.00 to 10.00
Orchids	each	1.50

Giganteum Lilies		Per 100
.....	per doz.	2.00 to 3.00
Calla Lilies	per doz.	1.50 to 2.00
Snapdragons	per doz.	1.00 to 2.00
Darwin Tulips	per 100	8.00
Pansies	dozen bunches	1.50 to 2.00
Daisies, white, yellow	per 100.	2.00 to 3.00

GREENS.		Per 1000
Ferns		\$ 6.00 per 1000
Adiantum		\$1.50 to \$2.00 per 100
Plumosus		50c bunch
Springeri		35c to 50c bunch
Smilax		\$6.00 per doz.
Galax		\$2.00 per 1000
Leucothoe		\$10.00 per 1000

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

"PURE WHITE" DOVES

	Each	Dozen
Select quality, large size	\$2.50	\$27.00
First quality, large size	2.25	24.00
Miniature Doves	.40	4.00

(Complete list of many other items free).

GEO. H. ANGERMUELLER CO.
ESTABLISHED 1905
WHOLESALE FLORISTS
1324 PINE ST., ST. LOUIS, MO.



Mention the American Florist when writing.

but taken as a whole they were away below those of 1921, consequently the buying public was satisfied and no one had to be turned away for there was plenty of stock of some kind to meet the purse of all the customers. Stock as a whole suffered from the hot weather, but there were plenty of good flowers available for those willing to pay the price, and while some objected to the street peddlers and department stores handling stock for this occasion, the majority had their hands full to look after their own trade and were short of help to do that. Roses, carnations, peonies and gladioli were easily the best sellers, but miscellaneous stock, especially lily of the valley and sweet peas, had a heavy call and everyone cleaned up completely in practically all lines judging from the heavy buying on the market the following Monday. Prices were lower, but the sales were more numerous and the receipts greater is the general report on what was probably the heaviest Mothers' Day the city ever experienced.

NOTES.

Zech & Mann had a big Mothers' Day business and were ably assisted by Matt Mann during the rush. The shipping trade was heavy at this establishment and the city demand was very satisfactory. Otto Goerisch bumped his head on the door of the ice-box which accounts for the bandages he is wearing this week.

Chas. Cowdery, foreman for Wietor Bros. for many years, and family leave this week for Roanoke, Va., where he will enter the employ of Fallon, the Florist. Mr. Cowdery made a large number of friends during his connection with Wietor Bros. who wish him every success in his new location.

Joe Bieher will be on the job at A. I. Simmons' store all summer and will not leave for Point Place, O., as in former years, having disposed of his in-

terests there some time ago. He is one of the old timers, but carries his age well and is as active as a fellow in the thirties.

A. L. Vaughan & Co. are more than pleased with their business for Mothers' Day, when the sales were greater than those of last year. Mr. Vaughan spends his spare time cutting the grass on his lawn at his home in McHenry.

Miss Margaret and Nicholas Rozakles left for Greece last week, where they will attend school at Athens. They are children of George Rozakles, the good natured florist with an appetite.

Owing to summer heat the past week, amateur planters are insisting an immediate delivery of tomato and like tender plants as well as all flowering plants.

Howard A. Muir, successor to the Washington Park Flower Shop, 558 East Sixty-third street, reports business as good with a brisk Mothers' Day trade.

I. Bayersdorfer, representing H. Bayersdorfer & Co., Philadelphia and New York, had an exhibit of supplies at the Palmer house this week.

Erne & Co. supplied their trade with Cape Jasmine in addition to a complete line of all other stock for Mothers' Day.

Harry Papworth, of the Metairie Ridge Nursery Co., Ltd., New Orleans, La., was a visitor last week.

Mrs. Charles Bond, of Naperville, will sail for Switzerland July 1, via Montreal, to visit her mother.

J. A. Karins, representing Henry A. Dreer, Inc., Philadelphia, Pa., called on the trade here last week.

Cliff Pruner returned last week from another business trip through the southwest.

John Poehlmann celebrated his twenty-seventh birthday, May 14.

New pickings of bouquet green are coming in.

Fred Longren is serving on the jury.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

PEONIES

DAISIES

PANSIES

TULIPS

JONQUILS

GLADIOLI

STOCKS

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

LARGE CUTS OF ROSES

FOR

MEMORIAL DAY, MAY 30

Peonies--Carnations

**Tulips, Gladioli, Lilies, Callas, Sweet Peas,
Stocks, Iris, Daisies, Calendulas, ETC.**

We will fill your orders to your entire satisfaction. Our supply is greater than ever, and we are in a position to take care of a few more customers.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice

PREMIER		
Special		\$25.00
Long	\$18.00 to	20.00
Medium	12.00 to	15.00
Short	8.00 to	10.00

COLUMBIA		
Special		\$25.00
Long	\$18.00 to	20.00
Medium	12.00 to	15.00
Short	8.00 to	10.00

MILADY		
Special		\$25.00
Long	\$18.00 to	20.00
Medium	12.00 to	15.00
Short	8.00 to	10.00

WHITE		
Special		\$20.00
Long		18.00
Medium	\$12.00 to	15.00
Short	8.00 to	10.00

BUTTERFLY		
	Per 100	
Special		\$20.00
Long		18.00
Medium	\$12.00 to	15.00
Short	8.00 to	10.00

SUNBURST		
Special		\$20.00
Long		18.00
Medium	\$12.00 to	15.00
Short	8.00 to	10.00

CRUSADER		
Special		\$25.00
Long	\$18.00 to	20.00
Medium	12.00 to	15.00
Short	8.00 to	10.00

Extra Special Roses Billed Accordingly.

CARNATIONS		
	Best stock—\$6.00 to \$8.00 per 100	
	Our selection—\$50.00 and \$60.00 per 1000	
Laddie	per 100, \$12.00 to \$15.00	

MISCELLANEOUS FLOWERS		
Sweet Peas	per 100,	1.00 to 2.50
Larkspur	per bunch,	1.00 to 2.00
Orchids, Cattleyas	each,	1.50
Lupines, fancy	per bunch,	1.00 to 1.50
Gladioli	per doz.,	1.00 to 2.00
Valley	per 100,	8.00
Daisies	per 100,	1.50 to 3.00
Giganteum Lilies	per 100,	15.00 to 20.00
Calla Lilies	per doz.,	1.50 to 3.00
Snapdragons	per doz.,	1.00 to 2.00
Calendulas		
Orange King	per 100,	3.00 to 4.00

PEONIES
Best stock—\$6.00 to \$8.00 per 100
Our selection—\$50.00 and \$60.00 per 1000

DECORATIVE GREENS		
Ferns—\$5.00 per 1000		
Plumosus	50c bunch	
Sprengeri	35c to 50c bunch	
Coontie Leaves	\$3.00 per 100	
Smilax, strings	\$4.00 per doz.	
Adiantum	\$1.50 per 100	
Galax	\$2.00 per 1000	
Leucothoe	\$10.00 per 1000	
Boxwood	\$12.50 per 50-lb bag	

 **PETER REINBERG, Inc.**
WHOLESALE CUT FLOWERS
30 E. Randolph St., CHICAGO

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCaULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

We Offer You a Complete Supply

FOR MEMORIAL DAY

ROSES The cut from almost half a million plants.
Grown by men who are specialists.

CARNATIONS The cut from over half a million plants.
Grown by men who are specialists.

PEONIES The cut from acres and acres of plants.
Cut right, bunched right, handled right, priced right.

ALL OTHER FLOWERS IN SEASON

STORE OPEN ALL DAY SUNDAY, MAY 28th, TO SHIP FLOWERS.

The Mothers' Day celebration of the Chicago Lodge of Elks, one of the big days of the year for the organization, took place in Woods' theater May 14 at 3 p. m. Dr. J. H. Carpenter was chairman of the committee in charge and William J. Sinek, exalted ruler, presided. He was assisted by the other officers. Every person attending was presented with a flower to wear in honor of mother.

The city council made a vigorous attack on the Mothers' Day price of flowers, but the Allied Florists' Association, under the guidance of John Michelsen, did good work in having the wild statements in the press and elsewhere modified. The association claims to have secured free flower advertising in the newspapers during the first half of May to the value of upwards of \$11,000.

Poehlmann Bros. Co. never had such a heavy supply of cut flowers to offer for Mothers' Day as this year, but the force at the city salesrooms was equal to the occasion and extra shipments were called in on Sunday to take care of the late orders. The total sales were away ahead of those of the same period of 1921.

The Joseph Foerster Co. enjoyed the best Mothers' Day trade on record and moved a large quantity of stock for this occasion. Stock of every description was to be had in quantity at their establishment but the tables and ice-boxes were cleared when the rush was over.

Gust. Alles and Charles Drissler will join the staff at Peter Reinberg, Inc., after they are through with Wietor Bros. whom they have served so faithfully in the past. Wietor Bros. are retiring from business, further particulars of which will be found elsewhere in this issue.

Bassett & Washburn's sales for Mothers' Day exceeded all expectations and resulted in a complete clean-up of stock. The shipping demand was exceptionally heavy and many orders for roses had to be refused in order to take care of their regular customers.

Edgar Winterson and Mickey Krauss are taking good care of all of the E. F. Winterson Co.'s customers while the genial wholesaler is looking after his farm at Highland Park. A large shipment of magnolia leaves was distributed this week.

The Chicago Flower Growers' Association had a brisk Mothers' Day business and handled a large quantity of peonies in addition to its regular line of stock. Both their city and shipping trade were good.

Tonner's report a heavy Mothers' Day demand with a strong call for peonies and sweet peas which this concern handled in quantity. The total sales are away ahead of those of the same period of 1921.

Henry M. Hirsch, 833 East Forty-sixth street, reports a very satisfactory Mothers' Day trade. He sends out a special plugger for all the holidays and his one last week was most appropriate for the occasion.

The E. C. Amling Co. is strong on peonies in addition to a large and complete supply of all other stock. This firm's Mothers' day business was heavy and exceeded all expectations.

Peter Reinberg, Inc., had a splendid Mothers' Day business and the boys at the store were on the job early and late taking care of the orders as fast as they came in.

The John Kruchten Co. had a splendid supply of peonies for its customers for Mothers' Day including some of the finest Felix Crousse in the market.

The J. A. Budlong Co. enjoyed a brisk Mothers' Day business with a heavy call for stock from out-of-town points and a very satisfactory city trade.

John Loeser, with the Joseph Foerster Co., died May 17 from pneumonia, an account of which appears in the obituary column this week.

Kennicott Bros. Co. had a large supply of peonies from Carbondale and Villa Ridge for Mothers' Day in addition to its regular line.

The A. L. Randall Co. will be on deck with peonies in heavy supply for Memorial Day and is busy storing same for this occasion.

George Reinberg's sales for Mothers' Day were good and kept Rob Northam and his assistants busy getting out the orders.

Weiland-Reich Co. had its biggest Mothers' Day trade this year and are more than pleased with the total sales.

It is rumored that Wietor Bros.' store will be occupied by one of the Gannons when they are ready to vacate.

Max Ringier died on the evening of May 17, an account of which appears in the obituary column this week.

A. T. Pyfer & Co. had a fine Mothers' Day business, with fancy stock cleaning up early at good prices.

D. E. Freres Co. will handle an additional supply of stock June 1.

Visitors: J. W. Davis, Davenport, Ia.; O. K. Owens, Terre Haute, Ind.

DAYTONA, FLA.—Currey the Florist, of De Land, Fla., has purchased the Daytona Cut Flower Shop from L. F. Darnell, Cleveland, O. Mr. Currey will redecorate the establishment, opening for the autumn season, October next.

The House That Satisfies

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

CHICAGO

MEMORIAL DAY PRICE LIST—CHICAGO'S FINEST ROSES

PREMIER		Per 100
Special		\$25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		10.00

COLUMBIA		Per 100
Special		\$25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		8.00 to 10.00

MILADY		Per 100
Special		\$25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		8.00 to 10.00

CARNATIONS		Per 100
Best stock		\$6.00 to \$8.00
Our selection		\$50.00 and \$60.00
Carnations		
Laddie	per 100,	\$12.00 to \$15.00
Sweet Peas	per 100,	1.00 to 2.50
Larkspur	per bunch,	1.00 to 2.00

Ferns—\$6.00 per 1000		Per 1000
Plumosus		50c bunch
Sprengeri		35c to 50c bunch

CRUSADER		Per 100
Special		\$25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		8.00 to 10.00

BUTTERFLY		Per 100
Special		\$20.00
Long		18.00
Medium		\$12.00 to 15.00
Short		8.00 to 10.00

SUNBURST		Per 100
Special		\$20.00
Long		18.00
Medium		\$12.00 to 15.00
Short		8.00 to 10.00

MISCELLANEOUS FLOWERS

Oreids, Cattleyas each,		\$1.50
Lupines, fancy per bunch,		1.50
Gladioli per doz.,		1.00 to 2.00
Valley per 100,		6.00
Daisies per 100,		1.50 to 3.00
Giganteum Lilies per 100,		15.00 to 20.00
Calla Lilies per doz.,		1.50 to 2.00

DECORATIVE GREENS

Coontie Leaves		\$3.00 per 100
Smilax, strings		\$4.00 per doz.
Adiantum		\$1.50 per 100

WHITE		Per 100
Special		\$20.00
Long		18.00
Medium		\$12.00 to 15.00
Short		8.00 to 10.00

ANGELUS		Per 100
Special		\$25.00
Long		\$18.00 to 20.00
Medium		12.00 to 15.00
Short		8.00 to 10.00

Extra Special Roses Billed Accordingly.

Snapdragons	per doz.,	\$1.00 to \$2.00
Calendulas,		
Orange King	per 100,	3.00 to 4.00

PEONIES		Per 100
Best stock		\$6.00 to \$8.00
Our selection		\$50.00 and \$60.00

Galax		\$2.00 per 1000
Leucothoe		\$10.00 per 1000
Boxwood		\$12.50 per 50-lb bag

Prices Subject to Change Without Notice.

"Service to Swear BY not AT."

MEMORIAL DAY

Place Your Orders With Us Now.

Peonies will be in heavy supply with us and so will Roses, Carnations and all other miscellaneous seasonable Cut Flowers and Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Columbus, O.

HOLIDAY TRADE SATISFACTORY.

Florists experienced a good trade for Mothers' Day. All of the retailers and a big majority of the growers were well pleased with the demand, although prices were not advanced to any extent. Carnations were exhausted by noon Saturday and the call was then switched to roses, snapdragons and sweet peas. The supply of roses was quite good and the quality excellent, the principal varieties being Premier,

Columbia, Sunburst and Butterfly. Prices varied from \$4 to \$10 per dozen. The supply of snapdragons at \$2 to \$5 per dozen was sufficient to fill all orders. Sweet peas brought \$1.50 to \$2.50 per bunch and business in that variety was large. Lily of the valley were plentiful. Plants were in good demand. Easter lilies and hydrangeas constituting the bulk of the offerings. Funeral work has been rather brisk. The next milestone in the journey is Memorial Day, which is becoming better as the years go by.

IRIS SHOW MAY 20-21.

The second annual exhibit of the local Iris Society will be held at the Ohio State university in the Archaeological museum, May 20-21. The hours of the exhibit will be from 11 a. m. to 10 p. m. The show will be for all iris growers, either amateur or commercial, whether members of the society or not. A number of exhibits from out of town are expected. The society now has 48 members and is growing constantly. No admission will be charged for the show. Mrs. J. C. Arbuckle of Shepard is presi-

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

Mention the American Florist when writing.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

dent, Prof. A. C. Hottes, vice-president,
and Mrs. J. R. Poste, secretary.

NOTES.

The Fifth Avenue Floral Co. had an excellent window display which attracted a good deal of attention, all of the seasonable flowers, including carnations, roses, snapdragons and sweet peas, being exhibited previous to the holiday.

Herman Kropp, of the Neil House Flower Shop spent Saturday before Mothers' Day filling orders. Mr. Kropp is also head of the Cottage Rose Gardens, which produce a high quality of roses.

J. T. Ludwig, the florist at 82 North High street, had an extra good trade in carnations and roses previous to Mothers' Day. In fact the supply of carnations was soon exhausted.

The Mission Inn, floral department, 116 South High street, had an excellent trade previous to the holiday, roses and carnations being the best features.

A fine demand for all cut flowers and plants was experienced by C. E. Wagner & Co. J. W. L.

Evansville, Ind.

VOLUME OF SALES EQUALS FORMER YEARS.

Trade during the past week has been fairly active, with funeral and wedding work holding up well. A great many weddings have been scheduled for the month of June. Mothers' Day found the local dealers unusually busy and the volume of trade reported was as large if not greater than last year. Dealers report that the supply was equal to the demand and prices held firm. Some dealers reported a slight increase in the price of carnations, but there was little or no change in values of other stock. Memorial Day is expected to find the trade in this city and vicinity with fairly large stocks on hand to supply the demand. Dealers say that taken as a whole this year has shown a little increase over the trade last year. Thus far the florists have not been handicapped for coal since the starting of the miners' strike on April 1. The large coal mines in western and northern Kentucky are being operated steadily and it is estimated that more than 700 carloads are shipped from that section daily, through this city, for Chicago and the northwest. A great many of the florists here have liberal supplies of coal in store.

Neponset Waterproof Paper FLOWER POTS

These pots are nested and packed in cases of 1,000 each.

Sizes	Per 1000	Per 500	Per 100	Sizes	Per 1000	Per 500	Per 100
2 1/4 inch	\$4.50	\$2.75	\$0.65	4 inch	\$11.50	\$6.25	\$1.50
2 1/2 inch	5.50	3.25	.75	5 inch	18.00	9.00	2.00
3 inch	7.50	4.25	1.00	6 inch	24.00	12.00	2.75
3 1/4 inch	9.50	5.25	1.25				

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.



Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co., LOWELL, MASS.,
U. S. A.
DEPT. XYZ

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

DR. ADAM J. KNAPP, PEONY SPECIALIST.

Dr. Adam J. Knapp, of this city, accredited with being one of the largest peony growers in the United States, is still at Dyersburg, Tenn., where he owns a large peony farm and where he went three weeks ago to superintend the cutting of the crop in time for Mothers' Day. The crop was large this year and he took one or two assistants with him from here. Besides the Tennessee peony farm Dr. Knapp has a farm in North Carolina. Crops from

these farms are earlier than that from his local place at DeGonia, being ready for the Mothers' Day market. The local crop is shipped to Chicago for the Memorial Day market. Last year the peony crop was practically a failure as a blasting wind ruined the flowers in the bud. The output was only about one-third of normal and meant the loss of a small fortune to Dr. Knapp.

Mrs. E. A. Torrance, who is also a peony grower, is busy cutting and shipping her crop to Chicago. Her farm is located near Inglefield. W. B. C.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

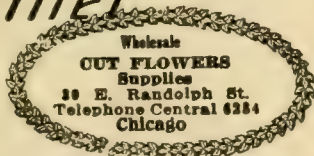
WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

Tonner



Mention the American Florist when writing.

Established 1883 Incorporated 1892

KENNIGOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago
MEMORIAL DAY PRICE LIST

	Dozen.
Roses Mrs. Chas. Russell..	\$12.00 @ \$35.00
" Butterfly	10.00 @ 30.00
" Columbia	10.00 @ 30.00
" Dunlop	10.00 @ 30.00
" Premier	12.00 @ 35.00
" Hoosier Beauty	12.00 @ 35.00
" Killarney Brilliant..	10.00 @ 25.00
" White Killarney	10.00 @ 25.00
" Mrs. Geo. Shawyer..	6.00 @ 20.00
" Milady	12.00 @ 35.00
" Mrs. Aaron Ward..	8.00 @ 20.00
" Sunburst	10.00 @ 25.00
" Ophelia	10.00 @ 25.00
" Dbl. W. Killarney..	10.00 @ 25.00
" Cecile Bruner	4.00
" Our Selection	10.00
Calendulas	3.00 @ 5.00
Daisies	2.00 @ 3.00
Cattleyas, per doz	12.00 @ 18.00
Valley	6.00 @ 8.00
Carnation	8.00 @ 15.00
Easter Lilies	25.00
Sweet Peas	2.00 @ 4.00
Tulips	8.00 @ 10.00
Jonquils	6.00
Pansies, dozen bunches..	2.00
Adiantum	.75 @ 1.50
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Leucothoe	1.00
Sprengerii, Plumous Sprays,	
per bunch	.50 @ .75
Mexican Ivy	1.00
Boxwood, 35c per lb., case	9.00
Huckleberry, per case....	7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

Golden Yellow Sweet Peas

McClennahan's Yellow Flower Dye

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE BOOK OF GLADIOLUS

—
BY

Matthew Crawford AND Dr. Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Kil-
larney Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing.

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE
General Office: Federal Life Building
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing.

Double Blue Cornflowers

We can furnish now in most any quantity. Can we interest you in regular shipments two or three times a week.

For Decoration Day you can use quantities of them. Let us know your requirements.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

LARGEST MOTHERS' DAY TRADE EXPERIENCED.

The feature of the past week was of course the demand for Mothers' Day. The weather was most auspicious, bright and sunny each day but cool, ideal conditions for flower production. There were flowers and plenty of them from Monday morning until Saturday night. During the first half of the week stocks of all kinds piled up except carnations, which were also obtainable but in limited quantities at advanced prices. There was much speculation as to the call for the holiday; it seemed to be in the air that it would be much larger than usual and some of the retailers actually did go to the trouble of putting in Mothers' Day window decorations, but these were comparatively few and some of the attempts very feeble. Monday and Tuesday the market was very flat, Wednesday it brightened up a bit, Thursday, with the commencement of the shipping orders, it gathered force, while Friday proved to be the largest Mothers' Day out-of-town demand ever experienced in this market. This, together with the local sales for Friday and Saturday, taxed the facilities of the wholesale houses to the utmost, particularly in the distribution of white carnations, which were sold up all the time and of which as usual, there were not nearly enough for the demand. Fifteen dollars per 100 was the standard price with a few specials at \$20. Other colors brought \$10. Ward in some cases bringing \$15. Very little if any stock was received from New York city, as the early quotations there were \$18 per 100. Later it was reported that the retailers in that city would not handle them and early Saturday they were offered to our wholesalers at very attractive values but too late to be brought over except on a gamble. Roses sold up clean at about 20 per cent over last week's

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, May 17.		Per 100
Roses, American Beauty.	\$ 8.00@	\$100.00
" Russel	6.00@	16.00
" Dunlop	4.00@	12.00
" Pigeon	6.00@	16.00
" Crusader	6.00@	20.00
" White Killarney	6.00@	16.00
" Ward	4.00@	12.00
" Maryland	4.00@	12.00
" Hoosier Beauty	6.00@	16.00
" Columbia	6.00@	16.00
" Hadley	6.00@	25.00
" Premier	6.00@	16.00
" Ophelia	6.00@	16.00
" Butterfly	6.00@	16.00
" Cecile Brunner		3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Carnations, fancy	8.00@	12.00
Carnations, ordinary	6.00@	10.00
Cattleyas, per doz.	12.00	
Callas	1.00@	2.00
Easter Lilies	25.00	
Lily of the Valley		16.00
Smilax, per dozen		6.00
Cypripediums, dozen	4.00@	
Sweet Peas	2.00@	3.00
Jonquils	6.00	
Myosotis per bch.	.50@	.75
Poeticus		3.00
Marguerites	3.00@	5.00
Snapdragons	1.50@	2.50
Valley	8.00	
Pansies	1.50@	2.50

BUFFALO, May 17.		Per 100
Roses, White Killarney.	\$ 6.00@	\$ 12.00
" Dbl. Wht. Killar'y	6.00@	12.00
" Milady	6.00@	18.00
" Maryland	3.00@	10.00
" Sunburst	5.00@	12.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	12.00
" Russell	8.00@	15.00
" Premier	6.00@	18.00
" Cecile Brunner	3.00@	4.00
Calendulas	4.00@	6.00
Carnations	6.00@	8.00
Easter Lilies	15.00@	20.00
Mignonette	3.00@	5.00
Rubrum Lilies	8.00@	10.00
Snapdragons	6.00@	15.00
Sweet Peas	1.00@	2.00
Freelias	3.00@	6.00
Daisies	1.00@	2.00
Tulips	4.00@	6.00
Calla Lilies	10.00@	20.00

PHILADELPHIA, May 17.		Per 100
Roses, Beauty, special.	\$50.00@	\$75.00
" Butterfly	6.00@	10.00
" Ophelia	6.00@	10.00
" Columbia	6.00@	15.00
" Mrs. Chas. Russell	6.00@	20.00
" Dbl. Wt. Killarney	4.00@	10.00
" Hadley	10.00@	20.00
" Sunburst	6.00@	10.00
" Wards	3.00@	6.00
" Premier	6.00@	20.00
Adiantum	1.00@	1.50
Asparagus, bunches.	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	1.00@	3.00
Carnations	6.00@	15.00
Cattleyas	75.00@	100.00
Easter Lilies	10.00@	15.00
Sweet Peas	.50@	2.00
Callas	8.00@	12.00
Snapdragons, per doz.	8.00@	15.00
Smilax		.35
Lily of the Valley	5.00@	6.00
Tulips, Darwin	3.00@	6.00

prices, except for whites, which were in great demand and jumped 50 per cent. Specials in roses ran as high as \$20. Ten to 12-in. stems started at six cents, whites were from 6 to 15 cents. Sweet peas were a quantity flower of very good quality though rather short stemmed, 75 cents to \$1.50 per 100 being the price and many thousands were disposed of at these figures. There were good blocks of southern peonies, both white and pink, that met a fair call at from 12 to 15 cents. Snap-

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

No. 7 South Mole Street.

WM. C. LYNCH, Manager

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets and Carnations

Berger Bros.

The Choice of the Market In
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

dragon was offered by the wagonload of very good quality. It sold from 60 cents to \$1.50 per dozen. Southern gladioli had accumulated and did not look as inviting. Miniatures sold slowly at \$6. Easter lilies and callas were plentiful and were not particularly in demand; prices ran from \$8 to \$15 per 100. Yellow and white daisies sold well at \$2. Good outside lily of the valley had a cleanup at \$2 to \$3. Cattleyas sold up closely at \$1 to \$1.25. There was very little effort to exploit plants, the growers not seeming to be alive to their opportunities. Alfred M. Campbell sent in very well flowered Ricard geraniums in 6-inch pots, which made a fine showing. Hengle Bros. offered fine Canterbury bells in 6-inch pots, splendidly in blossom.

WITH THE RETAILERS.

All the stores declared their business to have been larger than last season, some claiming the telegraph business to be much better, while with others it was not as good. Many of the orders received were low in price ranging from \$1.50 to \$3. Several said their orders for out-of-town delivery showed quite an increase. White carnations were retailed at from \$2.50 to \$3 per dozen and 20 to 25 cents each. Chas. Henry Fox handled the carnation situation with a window card on which was printed "Owing to market conditions we will not sell any carnations for Mothers' Day." He found that most of his customers appreciated the situation, were satisfied and readily took something else. Artificial white carnations were sold in large quantities to the street men and the smaller stores, most of which were retailed at a dime each.

THE ADVERTISING CAMPAIGN.

Mothers' Day publicity, while on the "spur of the moment" kind, was most successful. Edward Reid, chairman of the committee, kept his fellow members on the jump and made a happy choice

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers

and Greens

C.C. POLLWORTH CO.

CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies

Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676
444-446 Milwaukee Street

MILWAUKEE, WIS.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,

PITTSBURGH, - PA.

in giving Chas. Henry Fox and Chas. H. Grakelow the placing of the advertising and other publicity features. Mr. Fox bought 650 flowering plants, mostly geraniums, all of which were placed in the imitation wedgewood pots and distributed through the Emergency Aid to wounded and sick soldiers in all the hospitals. There were also 250 gilt baskets filled with flowers, which were presented to the "Gold Star War Mothers" through the same agency. Each of these carried a card with the inscription "The Florists of Philadelphia in Honor of Mothers' Day Present These Flowers to You. Distributed by the Emergency Aid of Pennsylvania." Mr. Fox gave this matter his personal attention, devoting much of his valuable time to the details. The plants were distributed on Friday and a few Sunday. At a meeting of the Emergency Aid Friday night, May 12, Miss Anna Jarvis, who was present and made an address, was presented by Mr. Fox with a bunch of 25 choice American Beauty roses, to the ribbon of which was attached a card: "With the Compliments of the Florists of Philadelphia," which the very much surprised lady received quite graciously. The amount of money collected was close to \$1,700, \$1,200 of which was spent in newspapers, mostly for the American Legion copy and a copy written by Arthur A. Niessen: "It will please her on Mothers' Day to Say It With Flowers," shown in good white space.

NOTES.
The candy stores made a great bid for Mothers' Day business, their combined advertising being much greater than that of the florists. Many, in fact

Wholesale Flower Markets

PITTSBURGH, May 17.		Per 100
Roses, Beauty, spl., doz...	"	\$ 9.00
" " fcy., doz...	"	7.50
" " ex., doz...	"	6.00
" " No. 1, doz...	"	4.00
" American Legion...	\$ 8.00 @	25.00
" Killarney	6.00 @	15.00
" Maryland	6.00 @	15.00
" Sunburst	6.00 @	15.00
" Mrs. Aaron Ward...	6.00 @	15.00
" Russell	10.00 @	30.00
" Columbia	8.00 @	25.00
" Ophelia	8.00 @	20.00
" Hilda	6.00 @	15.00
" Premier	8.00 @	30.00
" Madam Butterfly...	6.00 @	25.00
Carnations	5.00 @	6.00
Calendulas	2.00 @	3.00
Calla Lilies, per doz...	2.50 @	3.00
Daisies, Yellow	2.00 @	4.00
Lilies	15.00 @	20.00
Valley		6.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumosos, per bunch...		.50
Sprengerl, per bunch...		.60
Sweet Peas	1.00 @	3.00
Snappdragons, per doz...	.75 @	2.00
CINCINNATI, May 17.		Per 100
Roses, Premier	\$6.00 @	\$20.00
" Russell	6.00 @	20.00
" Columbia	6.00 @	20.00
" Butterfly	6.00 @	20.00
" Pink Killarney	6.00 @	20.00
" White Killarney	6.00 @	20.00
" Sunburst	6.00 @	20.00
" Mrs. Aaron Ward	6.00 @	20.00
" Ophelia	6.00 @	20.00
" Baby Doll	3.00 @	4.00
Daffodils	4.00 @	6.00
Rubrum	4.00 @	8.00
Calla	12.50 @	15.00
Easter Lilies		15.00
Yellow Daisies		1.50
Primulas		1.00
Violets	1.00 @	1.50
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Leucothee		5.00
Plumosos (south) per bch...		.25
Smilax, per string	.15 @	.25
Hyacinths	4.00 @	6.00
Coontie Leaves		2.00
Mahonia Leaves		1.00

most of them all over the city, had their windows elaborately decorated with well arranged carnation embossed candy boxes and quite elaborate window cards and posters. This all helped to call attention to the day and make it more conspicuous.
Berger Bros. are glad the Mothers' Day rush is over, as on account of the demand for white carnations it causes

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

St. Louis, May 17.		Per 100
Roses, Premier	\$6.00 @	\$30.00
" White Killarney	3.00 @	25.00
" Columbia	3.00 @	25.00
" Crusader	3.00 @	12.50
" Ophelia	3.00 @	20.00
" Russell	3.00 @	30.00
" Ward	2.00 @	8.00
" Butterfly	2.00 @	15.00
" Sunburst	2.00 @	15.00
Carnations	1.50 @	18.00
Valley		6.00
Mignonette		8.00
Sweet Peas	.30 @	1.50
Callas, per doz	10.00 @	15.00
Lilies, per doz		.75
Galax, green, per 1,000		1.50
Galax, bronze, per 1,000		1.50
Ferns, per 1,000	4.50 @	5.00
MILWAUKEE, May 17.		Per 100
Roses, Killarney, W. K.T.'s	\$10.00 @	\$20.00
" Premier	12.00 @	35.00
" Ophelia	10.00 @	25.00
" Columbia	10.00 @	35.00
" Ward	8.00 @	15.00
" Butterfly	10.00 @	25.00
Carnations	12.00 @	14.00
Orchids, Cattleyas, doz...	15.00 @	18.00
Sweet Peas	1.50 @	4.00
Calendulas	4.00 @	8.00
Tulips	6.00 @	12.00
Valley		8.00
Callas, per doz	2.00 @	3.00
Snappdragons, per doz	1.00 @	2.00
Forget-Me-Nots, bunch	.35 @	.50
Fancy Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Asparagus, per bunch	.60 @	.75
Daisies, Yellow	3.00 @	5.00
Daisies, White	1.00 @	2.00

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley, Cut Lilies always on hand.

104 West 28th Street, NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.

WHOLESALE FLORIST

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Frang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

no end of trouble. If the sale was only for all flowers it would be a great boon to the trade. It was the best Mothers' Day business they had ever experienced.

The Leo Niessen Co. handled an enormous quantity of flowers and are very well satisfied with their trade for the week. While they had a large stock of white carnations, they could have used quantities more, as it was impossible to supply the call.

Edward Reid said: "There is no question but the advertising did a lot of good, increasing the demand very materially. Every man who put \$1 into the fund will get it back twice over. We sold out everything but a few sweet peas.

Samuel Sproul, with four Locust Flower Shops, hopes soon to add another to his string; this time it is to be an uptown location in the neighborhood of Broad street and Susquehanna avenue.

The Philadelphia Growers' Cut Flower Market sold out clean; late shipments Saturday were all taken to fill accumulated orders and more could have been sold.

Jos. G. Niedenger arrived home from his European tour, May 13. He had an interesting and satisfactory business trip.

The McHenry Flower Shop, 2121 Federal street, has just added a fine new Dodge car to their delivery service.

Donald McGee is now in charge of the Sixtieth street store of Frank M. Ross. K.

Providence, R. I.

CARNATION DEMAND HEAVY.

Mothers' Day trade was heavy on Saturday and good on Sunday. Carnations, as usual, sold fast and at an early hour white flowers of all kinds had cleaned up. Prices advanced the first few days of the week and held up all during the remainder. Roses here for several weeks have been off crop, and values have kept up well. Plants brought good prices, especially geraniums in five-inch pots having a heavy call. Pot lilies had a good call. Sweet peas were a good seller, the supply running short. All in all, the Mothers' Day business is increasing each year, only the public should be encouraged to buy all kinds of flowers instead of the increased call for carnations that seems to prevail at the present time. They have the wrong impression of the flowers to buy and we all should try and discourage the sale of carnations entirely. There are other blossoms that are procurable and it would help to increase sales a great deal and it would make a great difference in the quantity of flowers sold, because they could be sold at a lower price, and more of them, to a great many more customers. The wholesale prices that prevail at this holiday every year seem to be beyond the average person's purchasing power, and if we could lower prices we would eventually build up one of the finest days in the year. H. A. T.

HALSTEAD, KANS.—W. H. Whetsel is planning to add two houses to his establishment at an early date.

POMONA, CALIF.—A. B. Dinsen, a well known florist and landscape gardener of this city, recently installed an up-to-date flower shop at 105 South Garey avenue.

New York.

MOTHERS' DAY BUSINESS A SUCCESS.

Considered as to the quantity of stock sold May 12-13 in comparison with previous days of the month, Mothers' Day business was a success. Considered from the viewpoint of those that believed all the bombastic propaganda that had previously been talked and written, it was a failure. The growers greatly overestimated what the demand would be; last year they underestimated it. There were more roses on the market than at Easter, and while many sold at reasonable figures, there was far from being a cleanup. Sweet peas also sold well, but there were enormous stocks of them and many were left over. Carnations must be differently treated. On May 12 their prices ranged from \$8 per 100 for red to \$15 for white. On May 13 the range was from \$10 for red to \$20 for white. On Sunday morning, what sold, went at \$8 to \$15 per 100 and many were left over. Propaganda, both for and against the use of carnations was circulated, some of it in the newspapers, and for misleading statements the two sides can be rated 50-50. Much has been said and written about educating the public in the use of flowers. Well, it is being educated all right. No one need worry along that line. The great number of flower shows in the past few years and the wide circulation of horticultural literature has convinced the greater part of the public that there are no deep mysteries in the florist business. So when one week they can buy a dozen carnations for \$1.50 and the next week are charged \$3 and \$4 per dozen, they are educated well enough to say: "This is profiteering!" The public blames the retailers; the retailers blame the wholesalers, who pass it on to the growers. It is for us to state the facts without entering into controversy. But it has time and again been pointed out in those letters that as the public was under no necessity of buying flowers it would be a wise policy to retain its good will. It may be added that considerable stock reached the wholesale houses on Saturday too late to be of any use for the day. During the early days of last week considerable stock went out of the market on account of heavy funeral orders, but from that time till buying began for Mothers' Day, business was slow. Easter lilies accumulated and callas were near their finish. American Beauty roses were slow throughout the week, with little change in the orchid situation. Good stocks (gillyflowers) sold fairly well, but snapdragons were slow. Enormous quantities of lilacs kept pouring in. We doubt if at this time of year lilac is expected to clean up, yet much of it sells. Considerable shipments of peonies of fair quality came in from Virginia and they moved. A good quality of larkspur is arriving in limited quantity. A number of wholesalers are now handling geraniums and other bedding plants. The retail stores, so far as heard from at this writing, report good sales of boxes of roses, sweet peas and spring flowers for the holiday. While there were considerable sales in carnations, much dissatisfaction was created by the prices. We believe that some retailers sold carnations at but little above cost.

May 15.—With the arrivals this morning and the stock left over from Mothers' Day the market is well supplied, business being very slight.



1921—Established 1897

J. K. ALLEN, 43 W. 18th St. N. Y. CITY

Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street.

Solicits Roses, Carnations, Valley, Orchids. Best facilities for handling. Highest prices. Quick returns. Prompt payments.

Telephones: Watkins 0167-8053.

J. J. COAN, Inc.
WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

NOTES.

Theodore Malandre, of Malandre Bros., states that they had a good holiday trade, both in home and out-of-town orders. In proportion to their large offerings of roses, sweet peas and spring flowers, they handled only a few carnations and sold them at little above cost.

It is said that orders received by local florists from retailers of other cities on busy days, such as Mothers' Day, amounting to less than \$3 prove only an annoyance to the firm that receives them.

Secretary John Young, of the Society of American Florists, James McHutchison, F. R. Pierson and others attended the plant quarantine conference in Washington, D. C., this week.

A fine Mothers' Day trade was reported by the Fordham Florist in roses, sweet peas and other flowers, carnations, however, being nearly eliminated in their offerings.

J. K. Allen, of the Eighteenth street wholesale market, said he sold out well Mothers' Day and thought their market had the best of the trade.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26th STREET
New York City

Telephones:
3864 and 3158 Watkins

W. L. DOYLE

DOYLE & BOOTH
WHOLESALE FLORISTS
116 W. 28th St., NEW YORK

Telephones,
Watkins 10255-1771

A. E. BOOTH

Consignments Solicited

William Mackie
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
Telephone: 759 Watkins

Mention the American Florist when writing.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of
Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301

Mention the American Florist when writing.

M. C. FORD
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins

A complete assortment of the best in the
market can always be relied upon.

Mention the American Florist when writing.

William P. Ford
WHOLESALE FLORIST
107 W. 28th St., NEW YORK
Telephone 5335 Watkins

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Geo. C. Siebrecht
Wholesale Florist
109 W. 28th St., NEW YORK
Tel. 608 and 609 Watkins

CONSIGNMENTS SOLICITED

Mention the American Florist when writing.

I. Goldstein
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your
interests. Consignments Solicited.

Mention the American Florist when writing.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone: 2046 Watkins

Mention the American Florist when writing.

Wholesale Flower Markets

NEW YORK, May 17.

Roses, Beauty	4.00@	\$ 40.00
" Premier	3.00@	15.00
" American Legion ..	2.00@	15.00
" Crusader	4.00@	25.00
" Golden Ophelia ..	3.00@	12.00
" Columbia	2.00@	12.00
" Pilgrim	2.00@	12.00
" Hadley	4.00@	25.00
" White Killarney ..	2.00@	6.00
" Dbl. Wt. Killarney ..	2.00@	12.00
" Dunlop	2.00@	12.00
" Aaron Ward	4.00@	10.00
" Ophelia	2.00@	12.00
" Scott Key	4.00@	50.00
" Sunburst	2.00@	12.00
" Mdm. Butterfly ..	2.00@	12.00
" Ulrich Brunner ..	4.00@	20.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Carnations	4.00@	6.00
Carnation Laddie	8.00@	10.00
Cattleyas	35.00@	75.00
Daisies, Yellow	.50@	1.50
Gardenias, per doz.	.50@	4.00
Gladiolus, per doz.	1.50@	2.00
Iris, per doz.	.75@	1.50
L. Rubrum	6.00@	10.00
Leucothoe, per 1,000.	5.00@	7.00
Lilies, White	6.00@	10.00
Lily of the Valley	4.00@	6.00
Snappdragons, per doz.	.50@	1.00
Smilax, doz. strings ..	2.00@	2.25
Galax, green and bronze, per 1,000.	1.50@	2.50
Ferns, per 1,000.	2.00@	2.50
Sweet Peas	.50@	1.50
Lilac, per bunch	.25@	.50
Asp. Plumosus, per bunch, southern	.50@	1.00
Peonies, per doz.	1.00@	2.50
Larkspur, per doz.	1.00@	2.50

Frank H. Traendly

Charles Schenck

Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins

Orchids, Roses, Carnations, and all the
other best products of the leading growers.

Mention the American Florist when writing.

HERMAN WEISS
121 W. 28th St., NEW YORK
Snappdragons, Roses, Carnations, Bouvardias
and Orchids.
As Well As All Other Flowers in Season.

Member
New York Wholesale Florists' Protective Ass'n

Telephones { 4422 } Watkins { 4423 }
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President

**United Cut
Flower Co., Inc.**
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111 W. 28th St., NEW YORK

PHONE 2335
2336 WATKINS

WM. KESSLER
Wholesale Florist
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK

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Telephone Watkins 9254

Edward Brenner
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

Telephone Chelsea 5713

For prompt and satisfactory results ship to

Sullivan, Dolan & Co.
WHOLESALE FLORISTS
112 West 28th St. NEW YORK
All Seasonable Flowers

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illu-
strated catalog of Green and Florist' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
Wholesale Florist
24-30 Stone Street
ROCHESTER, NEW YORK

Joseph S. Fenrich
WHOLESALE FLORIST
43 West 18th Street, NEW YORK
Phones 0420-21-23 Watkins
Roses, Carnations, Peas,
Violets and Lilies.

The NEW YORK FLORAL CO. Has Stores in Yonkers, New Rochelle and White Plains, N. Y.

AND WILL DELIVER

MEMORIAL DAY ORDERS

IN ANY PART OF

WESTCHESTER COUNTY, N. Y.

1 Manor House Square,

YONKERS, N. Y.

Many fine designs were sent from this city for the funeral of the late Henry P. Davison of the firm of J. P. Morgan & Co., which was held in the Episcopal church, Locust Valley, N. Y., May 9. The family orders were arranged by Wadley & Smythe, who sent two automobile loads of flowers. The casket cover was of American Beauty roses and white carnations. Numerous orders were filled by Chas. Thorley, J. W. Hauser and J. H. Small & Sons. The church at Locust Valley is of modest dimensions and all available space was filled with flowers.

There was a meeting of the tariff and legislative committee of the Society of American Florists at administration headquarters, 43 West Eighteenth street, May 11. The principal business was a discussion on the hearing to be held in Washington May 15 as to Quarantine No. 37. There were present James McHutchison, chairman; J. D. Eisele, F. R. Pierson, Henry F. Michell, A. L. Miller, and visitors, A. T. De La Mare, C. B. Knickman and Secretary John Young.

There are a number of cemeteries in and near Middle Village, which is not far from Brooklyn, and it has many florists, whose business is almost exclusively in cemetery and funeral work. Several have considerable glass. One of these is Joseph Klingenberg, and at his office we met an old acquaintance in Harry Riedel, formerly a wholesaler, who is now manager. Mr. Klingenberg recently underwent a serious operation, but is recovering and has left the hospital.

Brooklyn, as well as Manhattan, has its Fifth avenue and there are a number of good flower shops on the thoroughfare which skirts the noted Greenwood cemetery. Opposite the cemetery are the attractive conservatories and store of John Condon, also those of the J. Ebb, Weir & Co. A. C. McCann, who succeeded the late Henry Murphy, has an attractive shop at 5205 Fifth avenue.

Max Zarnow, who conducts the Marguerite Flower Shop, is an active man and has a good business. Two of the Trepel stores, Inc., are also on Fifth avenue, Brooklyn. There are other florists clustered around Greenwood cemetery and a great amount of business goes their way, particularly around Memorial Day.

The interior of the new store of H. Bayersdorfer & Co., 146 West Eighteenth street, is being finely arranged and well cared for. Members of the firm commute every day between this city and Philadelphia. One day it is the portly H. Bayersdorfer himself that we see; the next, slender and active Sidney Bayersdorfer.

Alfred Van Praag, of the Van Praag Florist Co., accompanied by his wife, sailed for Europe on the S. S. Rotterdam May 13. They will make a three

Send Your Memorial Day Orders to



DARDS

341 Madison Ave.
Opp Hotel Biltmore
New York

The Leading
Florist for nearly
Half a Century



**CHERISH THE
MEMORY OF THE
LOYAL DEAD.**

IRENE HAYES

INC.

**799 Park Ave.
NEW YORK**

Memorial Day

Orders

Promptly Filled.

Rhineland 0202



WHY NOT FLOWERS?

FOR MEMORIAL DAY.

*"How sleep the Brave who sink to rest
By all their Country's wishes blest!
When Spring with dewy fingers cold,
Returns to deck their hallowed mould,
She there shall dress a sweeter sod
Than Fancy's feet have ever trod.*

*"By fairy hands their knell is rung;
By forms unseen their dirge is sung;
There Honor comes, a pilgrim gray,
To bless the turf that wraps their clay;
And Freedom shall awhile repair
To dwell, a weeping hermit, there!*

—William Collins.

All Memorial Day Orders
Will Be Carefully Filled

Malandre Brothers

2077 Broadway, near 72nd St.,

NEW YORK

Phone: Columbus 6893.

Members of Florists' Telegraph Delivery.

**The name "Malandre Brothers" on a
box of flowers is a guarantee of quality**

Orders from other cities receive our personal attention

SEND MEMORIAL DAY ORDERS TO
Christatos & Koster
 FLORISTS

717 Madison Avenue
 NEW YORK

Bet. 63rd and 64th Sts.

Phone Rhinelander 8117

Branches { 918 Park Avenue, N. Y.
 Ocean Ave., WEST END., N. J.

Orders from other cities promptly filled.

Mention the American Florist when writing.

months' tour of Holland, France, Switzerland and Germany. During their absence Louis Rossow of the firm will conduct the business.

Miss Irene Hayes, whose store is at 799 Park Avenue, will sail for Europe June 14 for a trip of six weeks. During her absence the business will be conducted by A. Alexander, who has been with her for some time and is an experienced man in the retail trade.

J. P. Gilbanks, who has a good store at 50 Broadway, which is in the heart of the financial district, had many orders May 13, but it was stated that they were for other flowers than carnations, as they were not handling them.

A. F. F.

National Flower Growers' Association.

CINCINNATI GROWERS.

The regular monthly meeting of the Cincinnati branch of the Ohio District of National Flower Growers' Association was held at the range of John Bruckner, May 3 and brought out the usual large attendance. We also had present two of the prominent retailers of Cincinnati, W. H. Shepperd and Julius Baer, who gave us their experience along the lines of advertising, which was much appreciated by the association, in view of the fact that a great many of the retail men as well as the wholesale men have contributed to the advertising fund. The advertising fund has not grown very much since our last meeting, there being only one new subscriber to report, namely, Fred Perti, \$15. The growers and retail men have been pretty well canvassed and there are but a few who are unable to see the benefits to be derived through advertising. Another new member was added to our list, and we hope some day to have a 100 per cent membership.

Regardless as to whether or not the florists hold their annual meeting in Cincinnati, our association is making arrangements to hold a florists' picnic, probably during the month of June. This idea seemed to meet with the approval of the retailers and if it materializes we hope all will attend.

The next monthly meeting will take place at L. F. Murphy's establishment Wednesday, June 7.

JOSEPH IMHOLTE, Sec'y.

WASHINGTON, D. C.—Wm. F. Gude gave E. G. Hill, Chas. H. Totty and Joseph Manda, conference visitors, an auto ride to Arlington and vicinity, the forenoon of May 16.

BEACON, N. Y.—Benjamin Hammond, the well known manufacturer of insecticides and greenhouse paints and putty, has been re-elected president of the local school board, having held that position many years.

CHICAGO

Telegraph Orders

FOR

MEMORIAL DAY

**Given Prompt and
 Careful Attention.**

Stock of the best quality in splendid variety. Workmanship and finish in most approved, up-to-date style.

We are located in the heart of the city and deliver to all the cemeteries in and about the city.

Please Send Your Orders Early

A. LANGE

FLORIST

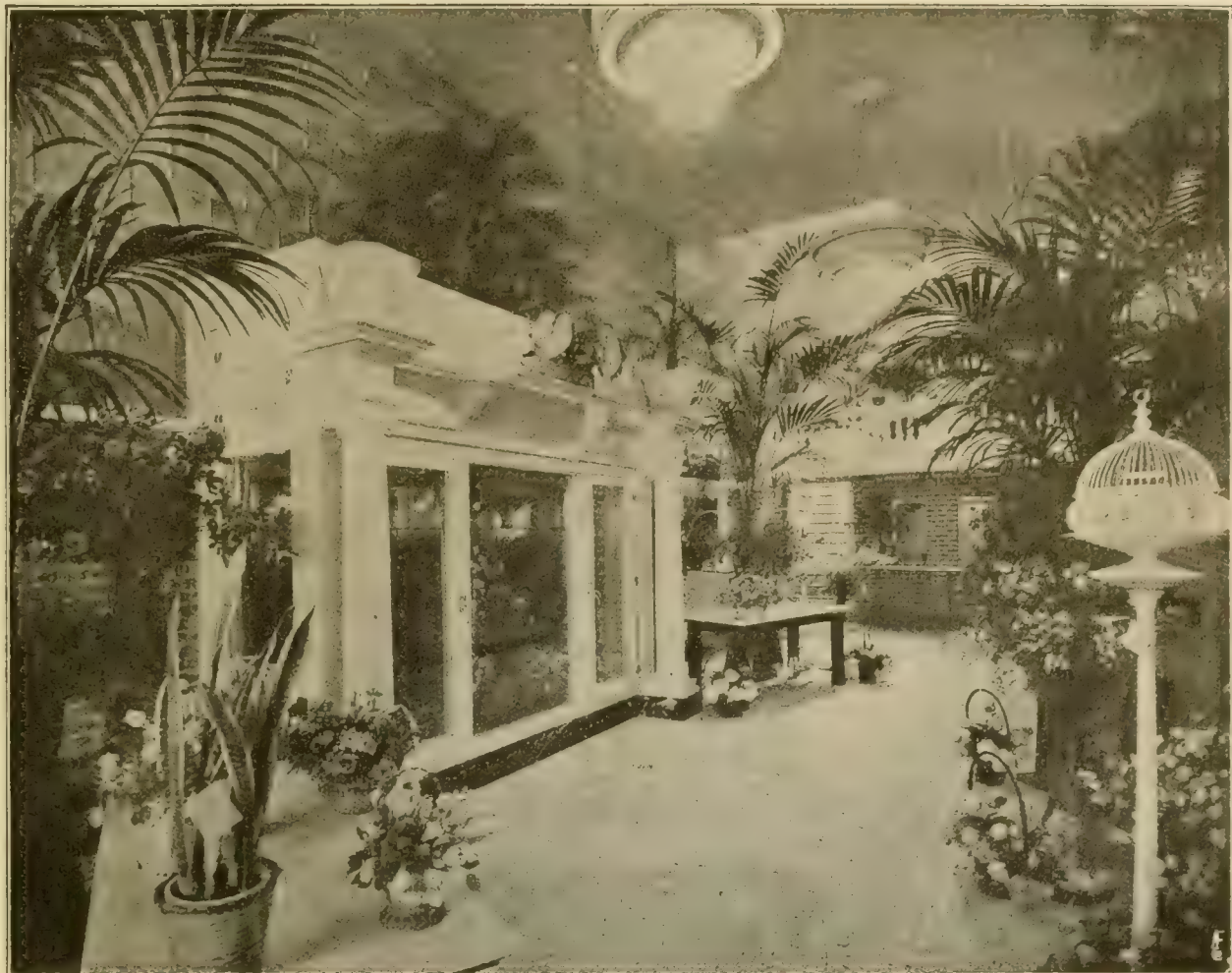
77-79 E. Madison Street

Telephone Central 3777, All Departments.

Member of Florists' Telegraph Delivery.

SERVICE





YOUR CUSTOMERS WILL BE PERFECTLY SATISFIED IF YOU

"Say it with Flowers"

Memorial Day

—THROUGH—

SAMUEL MURRAY

—FOR—

Kansas City and Vicinity

We Give the Florist the Same High Class Service That We Do the Customer

SAMUEL MURRAY, 1017 Grand Ave., Kansas City, Mo.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

VIDAL, MACKINTOSH, Inc.

342 Madison Ave, Members F. T. D. NEW YORK

Special Attention to Memorial Day Orders

FOR CHICAGO

SCHILLER'S

4509 Broadway and
2221 W. Madison Street

GEORGE ASMUS
Manager

Member of F. T. D. A.

Mention the American Florist when writing.

Los Angeles, Calif.

**Wolfskill Bros. and
Morris Goldenson**

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

705 WEST SIXTH STREET

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati.

JULIUS BAER
—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing.

**ORDERS
IN OR
AROUND**

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Central City Shop, 1908 Market St.

Member of Florists' Telegraph Delivery.

SAVANNAH, GA. ←

John Wolf

The Largest Grower
of Cut Flowers in the South

Mention the American Florist when writing.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
Niagara Falls and Western New York.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus

CHICAGO

The Palmer House Florist
17 E. MONROE ST.

Trade Directory

— OF THE —

**Florists,
Nurserymen,
Seedsman**

— OF THE —

United States and Canada
Price \$5.00, Postpaid.

American Florist Co.

440 S. Dearborn St CHICAGO

Hartford, Conn.

George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association

Toronto, Can.

Canada's Best Known and Most Reliable
Florist

Only
the
Best

Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and
guarantee safe arrival.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO
75 E. Adams St.

Wittbold and Son
HENRY
FLORAL FLORISTS
EVANSTON, ILL. 3025 Central St.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Minneapolis, Minn.

ADAMS, FLORIST

The House of Roses

STATE THEATER BUILDING.
Eleven South Eighth Street

Mention the American Florist when writing.

Salt Lake City.

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.

We reach the whole of Utah and to Central
part of Nevada and Idaho

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico.
No orders too large, none too small.

Mention the American Florist when writing.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central
Pennsylvania.

Mention the American Florist when writing.

TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing.

Milwaukee, Wis.

FOX'S
Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.
Good Stock and Good Service.



FROM NEW YORK EXCEPT AS NOTED.

May 23.

Niagara, French Line (Bordeaux).
Aquitania, Cunard-Anchor Line (Southamp-
ton-Cherbourg).

FROM BOSTON, Caledonian, I. M. M. Lines
(Liverpool).

May 24.

Paris, French Lines (Havre).
Seydlitz, North German Lloyd (Bremen).
Minnekahda, I. M. M. Lines (Hamburg).
FROM BOSTON, Assyria, Cunard - Anchor
Line (Glasgow-Liverpool).

FROM BALTIMORE, Mackinaw, I. M. M.
Lines (London).

May 25.

La Touraine, French Line (Havre).
Gasconier, Belgian Line (Reval-Helsingfors).
Scythia, Cunard-Anchor Line (Liverpool).
Patria, Fabre Line (Marseille).

May 26.

FROM NEW ORLEANS, Sioux, Porto-Rico
Line (Ponce-Arroyo-Mayaguez).

May 27.

Westerdyk, Holland-America Line (Rotter-
dam).

Adriatic, I. M. M. Lines (Liverpool).
Maire, I. M. M. Lines (London).

Borderer, I. M. M. Lines (Manchester).
Finland, I. M. M. Lines (Antwerp).

Canopic, I. M. M. Lines (Liverpool).
Tarantia, Cunard-Anchor Line (London).

Columbia, Cunard-Anchor Line (Glasgow).
San Lorenzo, Porto Rico Line (San Juan-
Arecibo).

Stockholm, Swedish-America Line (Gothen-
burg).

FROM MONTREAL, Bovle, I. M. M. Lines
(Avonmouth).

FROM BALTIMORE, Scythian, I. M. M.
Lines (Liverpool-Manchester).

FROM HAMPTON ROADS, Mackinaw, I. M. M.
Lines (Antwerp-London).

ENGLAND

You can "Say It
With Flowers"
to anyone in
the British Isles
through Bees'
Flower Service.



(Members
F. T. D.)

Bees Ltd.
Bold Street
LIVERPOOL

Steamers arriv-
ing at or leaving
any port can be
served at a few
hours' notice.

(Members
F. T. D.)

Mention the American Florist when writing.

Austin, Texas

Austin Floral Co., Inc.

"FLOWERLAND"

722 Congress Avenue

9000 feet glass,
7 acres flowers,
Largest plant in city.

Mention the American Florist when writing.

Ft. Wayne, Ind.

Flick Floral Co.

Ft. Wayne's Largest Up-
to-date Cut Flower
Store.

Fresh Cut Flowers and Plants
From Our Own Greenhouses.

Personal Attention to all orders.

Mention the American Florist when writing.

La Crosse, Wis.

Send your orders for flowers for de-
livery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

Freeport Floral Co.

Freeport, :: Illinois

House of Quality and Service

Complete line of Cut Flowers and
Potted Plants for Decoration Day.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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MISSOURI.

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

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Cleveland, O., and vicinity

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

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The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

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Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Omaha, Neb.

Hess & Swoboda
FLORISTS

1415 Farnum St. PHONES 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New York.

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhineland. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists
Filling Telegraph Orders.

Asheville, N. C.—Middlemount Gardens.
Austin, Texas—Austin Floral Co.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Minneapolis, Minn.—Adams, Florist.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Christatos & Koster.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Maiaandre Bros.
New York—Matthew A. Battista.
New York—Myer, Madison Ave., at 58th St.
New York—Olympia Florist.
New York—Vidal, Mackintosh, Inc.
New York—G. E. M. Stump.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

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HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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Kansas City, Mo.

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1017 Grand Avenue

Member Florists' Telegraph Delivery

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing.

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing.

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

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107-420-775

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Fordham Florist

421 East Fordham Road

Telephone: Fordham 3975

Mention the American Florist when writing.

New York.

Telephone Audubon 6615
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.

FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

G.E.M. Stumpfe

Fifth Avenue at 53th Street

Member F. T. D. Ass'n.

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J. W. RODGERS

South Jefferson Street
Elks' Building
Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

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AUSTIN, TEXAS

Austin Floral
Co., Inc.

"FLOWERLAND"

722 Congress Ave.

9000 feet glass, 7 acres flowers.
Largest plant in city.

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LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America

Established 1874 Incorporated 1909

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Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

New York.

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

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New York.

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2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

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Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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Kansas City, Mo.

W.J. Barnes

FLORIST, K.C.M.

Kansas and Western
Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.

Penn
The
Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

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Michigan.

Orders will be care-
fully cared for by
Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.

Austin, Texas

Austin Floral Co.

(INC.)

"FLOWERLAND"

722 Congress Avenue

9000 feet glass, 7 acres flowers,
Largest plant in city.

WIRE YOUR ORDERS

Metairie Ridge Nursery Co., Ltd.
LEADING RETAIL
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES
ORCHIDS
VIOLETS
F.T.D.

J. W. ROSS
THE LEADING FLORIST

F. T. D. MEMBER

CENTRALIA, ILL.

Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
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The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

Mention the American Florist when writing.

Montclair, N. J.

Tel. L. D. 438

F. W. MASSMANN, INC.

416-418 Bloomfield Ave.

F.T.D. & NATIONAL FLORIST



Deliveries: Mont-
clair, Caldwell,
Verona, Glen
Ridge, Bloom-
field and all of the
Oranges.



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Orders in
or around

Washington, D.C.

Geo. C. Shaffer

FLORIST

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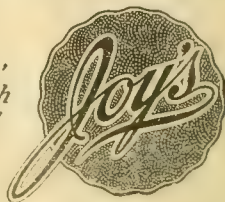
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THREE
STORES

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and Atlanta

MEMBER
Florists'
Telegraph
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Out of Town and Steamer Orders Promptly Filled

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Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

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Congress Flower Shop

CONGRESS HOTEL

520 South Michigan Ave.

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Washington, D. C.

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Connecticut Ave., at N. St., N. W.

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Price, \$5.00 Postpaid

American Florist Co.

440 S. Dearborn St.,

CHICAGO

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Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

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Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Denver, Colo.

The Park Floral Co.

D. E. GILLIS, President.
C. P. NEUMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

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WASHINGTON D. C.

Gude's

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St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

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Seattle-Rosaia Bros.

Finest floral studio in Northwest.

Member F.T.D.

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EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE FLORIST

Connecticut Avenue and L Street

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IN THE HEART OF Newark, N. J.

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

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"WE NEVER SLEEP"

IDLEWILD GREENHOUSES

Memphis, Tenn.

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"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

Rochester, N. Y.

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FLORISTS

25 Clinton Avenue N

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Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

The next annual meeting will be held at Chicago, June 19-20, 1922.

TUBEROSE and caladium bulbs are well cleaned up.

ONION SETS on South Water street, Chicago, were quoted at \$15 per bushel last week.

THERE is a strong demand for Golden Bantam corn, and Stringless and Bountiful beans.

THE demand for catch crop seed strengthens as the season advances, with prices higher.

BALTIMORE, Md.—The J. Bolgiano Seed Co. has had an exceptionally good season, with counter trade very heavy.

J. CHAS. McCULLOUGH, of Cincinnati, O., and family, are still at Palm Beach, Fla., but hope to return before the close of May.

PRICES of bags at Chicago, May 17: Anchor, 16 oz., \$30 per bale in bale lots or over; Royal River, 16 oz., \$30; National, 16 oz., \$30.

ST. PAUL, MINN.—The old frame residence formerly owned by the late L. L. May, has been removed to make room for street development.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade this week were as follows: Timothy, \$4.50 to \$6 per 100 pounds; Red Clover, \$12 to \$22.

NEW YORK.—Carter's Tested Seeds, Inc., says the first season of the Carter-Thorburn business has been most satisfactory, in fact much larger than expected.

ALBERT C. WILSON, chief seed analyst of the Illinois Department of Agriculture, Springfield, has issued timely articles on the Canada thistle and control of weeds.

IT is reported by some French concerns that the crop of Paper White narcissus bulbs this season will again contain quite a proportion of the 12-centimeter size.

MARBLEHEAD, MASS.—James J. H. Gregory & Son have widely distributed the production of their seed specialties in other growing centers, owing to unfavorable weather here the past three years.

AMERICAN grown narcissi of the Chinese joss lily type, are maturing and will be offered about May 25. The bulbs are solid and larger, and last year gave better results than the imported stock, growing well in soil.

CLEVELAND, O.—The Templin-Crockett-Bradley Co. advise its best day was April 15, not the first of that month, as previously reported. This is the first time since its incorporation in 1912 that the big day has been in April.

LAST week California had a half inch of rain, which is rare at this time of year and good for the seed crops.

THE Federal Horticultural Board has deprived a Michigan bulb concern of the privilege of obtaining permits, for substituting in bulb imports.

VISITED CHICAGO: A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich., returning from Oklahoma; Edgar Bowen, of D. M. Ferry & Co., Detroit, Mich., enroute to California; Chas. P. Guelf, of the Jerome B. Rice Seed Co., Cambridge, N. Y.; C. J. Cherry, representing H. W. Buckbee, Rockford, Ill.



The Late Fred Hamlyn Hunter.
(See Obituary, Page 889.)

LAWRENCEVILLE, ILL. — Forage and other emergency crops must be sown in the flooded Illinois river valley to a large extent, according to a recent statement of H. C. Wheeler, farm adviser of Lawrence county, who says it is a problem that must be answered promptly due to the lateness of the corn planting season.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

LATEST CENSUS FIGURES OF
The Seed Industry
will be found in the new edition of the
Trade Directory
\$5.00 PER COPY, POSTPAID.
American Florist Co.
440 S. Dearborn St., CHICAGO

Iowa State Seedsmen's Association.

DES MOINES CONVENTION, JUNE 7.

The annual convention of the Iowa State Seedsmen's Association will be held at Des Moines, June 7, headquarters being at the Savery hotel. It is not to be a meeting for the members only, who are expected to be present as a matter of course, but all whose interests are in any way affiliated with the seed industry are cordially invited to be present, including seedsmen from other states. Representatives from the agricultural colleges, growers and shippers of seed and grain, those who have anything to do with shipping or in any way come in contact with the trade are extended a special invitation. The guests will be banqueted by the association.

A representative of the Iowa food and dairy commission will speak regarding the application of seed laws in Iowa. The meeting will be decidedly informal and every one will be perfectly free to express their views, in this way bringing about better service.

A. M. ELDRIDGE, Sec'y.

Flower Seed Tariff.

California growers of flower seeds, who are understood to have caused the senate finance committee to advance the proposed tax of four cents per pound levied in the house bill to 20 per cent ad valorem in the proposed senate bill, will be asked by the chairman of the tariff committee of the American Seed Trade Association, to make their demand for a specific duty, that the same may conform to the method of assessing duty on vegetable seeds and that this principle, which the seedsmen secured in the Payne-Aldrich Tariff bill after a long, hard fight, be continued and maintained, holding this feature of the proposed duty to be of much greater importance than a few cents more or less in the rate.

Canary Islands Onion Seed.

The weather for the last three months has been favorable for growing onion seed in the Canary Islands. If there are no unfavorable developments during the next three or four months, a crop of at least average size—about 75,000 pounds—will be harvested.

Alfred J. Brown Seed Co.

GROWERS OF

**Peas and
Beans**

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

**Seed Growers
SAN JOSE, CALIFORNIA Company, Inc.**

Henry Fish Seed Co.

Carpinteria, Calif.

Contract Growers of

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomsdale Farm

BRISTOL, PA.

Mention the American Florist when writing.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Nebraska Seed Crops.

The J. C. Robinson Seed Co., Waterloo, Neb., writes May 13 as follows: "Orders for the new crop are 100 per cent better than a year ago. In fact we have booked more business on May 13 than ever before, with possibly one exception. The acreage of seeds in the middle west will only cover orders on hand. There is no tendency to speculate. We also believe that slightly higher prices will rule after planting. Both grain and sugar beets have increased in value since our first contracts with farmers were written, and as grain and beets control absolutely the price of vine seeds and seed corn, it stands to reason seed prices will have to fall in line. Think surplus stocks pretty well cleaned up, especially the high priced stocks produced during the war period. The number of failures is also much less than last year."

Grass Seeds.

The Schisler-Corneli Seed Co., St. Louis, Mo., writes May 13: "Kentucky blue grass and sudan grass seed attracted the most attention this season. Never in the history of our business have we sold as many cars of sudan grass seed and the demand today is continuing without any sign of letting up for some time to come. As usually follows a sudden advance in price, much old seed of low germination found its way to market as did some cars that showed mixing with red top and cane seed. The season locally is from two to three weeks late, due to continuous rain last month. The condition of pastures is generally above 100 per cent, and clover fields look especially fine. Farmers are more hopeful now than they have been for some time, and we are inclined to think that by fall things will have returned pretty well to normal."

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

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Canning Industry in Wisconsin.

Wisconsin is the banner pea canning
state in the union. One-half of all the
peas canned in the United States are
packed in Wisconsin. The industry was
started, in a small way, more than 30
years ago by Albert Landreth at Mani-
towoc on the shores of Lake Michigan.
This was before the days of labor sav-
ing machinery and all the peas had to
be picked and shelled by hand. A ma-
chine was soon perfected, however, to
shell the peas from the pods, and by
1895 the viner, a machine which opens
the pods with removing them from
the vine was in operation, so that hand
picking was unnecessary.

Success has followed the industry
from its start, but not without some
ups and downs. Farmers and business
men from adjoining counties were great-
ly attracted by the reports coming from
Manitowoc, Sturgeon Bay, and Green
Bay and started agitating for factories
at Columbus, Randolph, and many other
places. The pioneers along the lake
shore discouraged them with stories
about the necessity of proximity to the
lake shore to make conditions suitable
for development. However, men like
the Hutchinson brothers, of Randolph,
and Leitsch, of Columbus, were not
turned back, and today the area in the
vicinity of Dodge county supports
enough canning plants to put up half
the pack of Wisconsin. Nearly every
railroad station has one or more can-
ning factories.

The location of factories is decided by
the adaptability of the soil for pea grow-
ing, the availability of labor for the fac-
tory during the rush season of canning,
and the presence in the organizations of
far-sighted business men to carry the
responsibilities of a hazardous opera-
tion.

The early canners lost heavily from
some unknown cause of swelling and
bursting of the cans. The leading can-
ners scratched their heads in vain for
the solution and then appealed to the
University of Wisconsin for assistance.
Dr. H. L. Russell, then fresh from his
studies on plant bacteria at Johns Hop-
kins, made a study of the bacteria pres-
ent in their spoiled cans of peas. He
found the cause of the trouble to be the
presence of gas forming bacteria. These
were able to live through the heating
process then in use. The temperature
that would kill the spores of the "gas
bugs" was determined and found to be
within reach of the practical canner, so
that Dr. Russell's conclusions are now
the every day practice.

Pea blight, a term given to crop losses
from various causes, became trouble-
some to most canning companies after
they had been established a few years.
The practice had been to grow peas
after peas without rotation and the
soil became filled with fungus spores
which were found by R. E. Vaughan of
the agricultural experiment station to
be the cause of the trouble. There is no
easy remedy for blight and when once

WATKINS & SIMPSON

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a field becomes sick it should not be seeded to peas for a number of years.

Insects have from time to time played havoc with the profits in pea canning. First the pea weevil tried to destroy the seed; then the lice came to devour the leaves; and the pea moth to work on the pods. The entomologists have aided in the solution of these problems. The weevil can be killed by fumigating the seed with carbon-bisulphide; the lice prefer clover, which protects the peas if it is left standing longer than usual; the pea moth does not attack early maturing varieties.

Now it is a question of marketing that holds the center of the stage. It is easy to grow and can the peas, but what about their sale at a profit? Theodore Macklin of the staff of the College of Agriculture has shown the path taken by the can of peas from the producer to the consumer. It is a long and crooked path; the usual route is farmer to factory, to railroad, to broker, to wholesaler, to retailer, to consumer, and the latter pays.

In any question which may arise, in the future as in the past, the University of Wisconsin, through its experimental station, will be found standing ready to do all in its power to find the solution. Co-operation will continue to be the keynote of success among canners.

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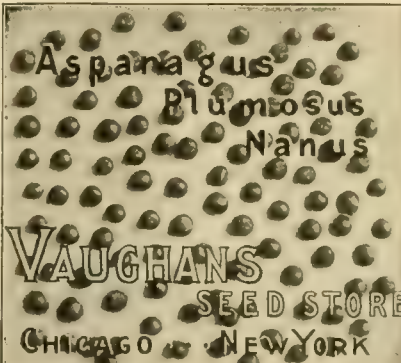
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Kentworth Mixture, 1000
seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

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Kentworth
N. J.

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Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

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The L. D. Waller Seed Co.

Guadalupe, California

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

THE rush of warm weather the first two weeks of May, cut short the sale and moving operations in nursery stock.

JOHN WATSON'S prediction that entomologists would soon try to stop interstate shipments is likely to be soon verified.

NURSERYMEN will be shocked to read of the federal prosecution of such a high-class nursery as Bryant's, at Princeton, Ill.

CALIFORNIA is preparing for a huge grape harvest this year, the area planted having been greatly increased since the advent of prohibition.

PROF. FRANK A. WAUGH'S excellent "Textbook of Landscape Gardening," is out, and we hope to have something more to say about it later. The volume is dedicated to Dr. L. H. Bailey, Ithaca, N. Y.

ANNAPOLIS ROYAL, N. S.—Frank Barnum has offered a prize of \$5,000 for the person who suggests a practical method of combating and suppressing the spruce worm, bark beetle and borer, which has done great damage in eastern Canada and the United States. The competition will close August 1.

NEW YORK.—Five elms, said to be the largest trees ever planted in Central park, were recently placed on the site of the old McGowan Pass tavern, near the east drive, about opposite 106th street, as a part of a memorial to Andrew H. Green, who took an active part in the building and maintenance of the park.

CALIFORNIA has added a new department of nursery service, which will be largely supported by license fees and was established for the purpose of unifying methods of inspection, packing, shipping and handling of nursery stock and to create a better understanding of the laws and regulations governing nurserymen and growers in their relations with county horticultural commissioners and inspectors within the state. Fred C. Brosius is the first superintendent.

Bryant Fined Under Nursery Law.

Peoria, Ill., May 12.—Guy A. Bryant, head of the Bryant Nursery, was fined \$50 and costs in the United States District court on charges of shipping diseased plants into Kansas. He was the first person to be tried here under the new federal nursery law.

Plan to Plant Another Tree.

"Plan To Plant Another Tree," the movement recently inaugurated by the Illinois State Nurserymen's Association, continues to increase in popularity, horticultural and civic organizations in adjoining states taking up the slogan with much enthusiasm. In the association's latest bulletin instructive articles on "Strawberries," and "The Beauty and Value of Trees" appear, as well as a column on "Questions and Answers" which is conducted without charge to the readers by J. A. Young, secretary of the association, Aurora, Ill.

Early Viburnums at Arnold Arboretum.

The first viburnum to bloom in the arboretum this year is *V. alnifolium*, the hobblebush or moosewood of cold, wet northern woods. It is a large shrub spreading by shoots from the roots, with broad, flat clusters of small flowers surrounded by a ring of large pure white neutral flowers, dark green leaves with prominent veins, which turn orange and scarlet in the autumn, and fruit in drooping clusters, bright red at first when fully grown and dark blue or nearly black at maturity. This is one of the handsomest of the American viburnums, but it has proved a difficult plant to establish here, although in other Massachusetts gardens it has grown better than it has in the arboretum, where, however, it at last appears to have become accustomed to its surroundings. Another viburnum is in flower in the group of these plants near the upper end of the Bussey Hill road and on Hickory path near Centre street. This is the Korean *V. Carlesii* and one of the hardiest and most beautiful shrubs which the gardens of America have obtained from eastern Asia. Its greatest value is found in the white waxy flowers which are arranged in small, very compact, nearly globose clusters and open from rose-colored buds. As the flowers do not all open at once the buds among the white flowers add to the beauty and interest of the flower-clusters in early spring. The flowers of no other viburnum and of few other hardy plants are as fragrant as those of *V. Carlesii*. It is a plant which should be in every northern garden. Unfortunately seeds are produced rarely in this country. It has suffered, too, from the fact that Japanese nurserymen have for several years sent to this country as this species a Japanese plant called *V. bitchuense*, which is in every way inferior as a garden plant. This viburnum is also in flower near *V. Carlesii* in the viburnum group.—Arnold Arboretum Bulletin, May 12, 1922.

A Dead Loss to Industry.

The Illinois Central railroad appeals to shippers to eliminate an economic waste amounting last year to \$104,398,930 on the railroads of this country through inefficient or improper packing and loading of commodities for railroad transportation. That amount of

money was paid out by the class I railroads of the country for damages.

That much of this loss is unnecessary and due simply to carelessness or inefficiency is shown by comparison with the figures of 1916, when the total of such damages amounted to \$23,346,965, or more than \$80,000,000 less than last year.

There is in the figures and the appeal a tip not only for manufacturers and shippers but for railroad employees. This sum of more than \$100,000,000 annually is a dead loss to the railroads and to the public through the destruction or damaging of property. It cuts down the net revenue of

FERNS

Runners from our new Boston Nep. Schubert Compacta, at \$80.00 per 1000. Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

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"American Pillar" and nearly every other good hardy climber.

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Each	
Ball Shaped, 14x14 inches, B&B.....	\$3.50
Ball Shaped, 16x16 inches, B&B.....	4.25
Ball Shaped, 18x18 inches, B&B.....	5.50
Pyramid Shaped, 2½ feet, B&B.....	4.50
Pyramid Shaped, 3 feet, B&B.....	6.50
Standards—Stem, 14 inch, Crown 16 inch, B&B.....	6.50

B&B signifies balled and burlapped.

THE D. HILL NURSERY CO., INC.

BOX 404 **DUNDEE, ILL.**

EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

the carriers and indirectly results in higher freight rates and lower wages. That, in turn, depresses every line of business.

If shipping clerks would remember these facts every time they pack a shipment of goods; if truckers would remember it every time they take such goods to a freight car for shipment; if freight handlers would remember it every time they load a car and if switchmen, brakemen, and engineers would remember it in the handling of trains, that vast sum might go eventually into their pay envelopes.

It is the efficiency as well as the wage per hour of workmen which helps to keep up the price of products. In the matter of packing alone, we are told, large consignments of American goods sent to South America have been refused or subject to delay in payment and decrease of orders because the goods were not properly packed and arrived in bad order. That keeps down the expansion of American business, reduces our orders, slows down or closes our factories, and reacts directly upon employer and employe alike.

It is inexcusable waste. Payment of damages by railroads or water carriers cannot compensate a manufacturer or exporter for the loss of a customer. It is a cumulative loss. Care and efficiency will eliminate it. In self-defense they ought to be practiced by every individual having to do with the manufacture, sale and shipment of goods.—Chicago Tribune.

William A. Peterson.

William A. Peterson, known to the masses in connection with the Peterson woods, needs no introduction to the horticulturists and nurserymen in this country and foreign lands, as he is recognized as one of the master technologists in his line of business. He knows the gardens and forests throughout the world, having made a personal inspection of them. He comes of a family which during several generations has specialized in matters relating to the business of tree culture, botany and landscape architecture.

Mr. Peterson has one of the finest libraries on the subjects mentioned to be found anywhere. Also, he owns priceless manuscripts and original grants, deeds and kindred documents worthy of a place in American and foreign museums. He has collected many cabinets containing Indian and other early time relics, many of them of local interest. Scores of these were taken from his extensive nursery grounds, formerly the site of an Indian village inhabited long before the advent of the white man.—Cook County Forest Preserve Year Book.

Seasonable Stock

READY NOW

Asparagus Plumosus, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Asparagus Sprengeri, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Gracilis Luminosa, *Prima Donna*, *Erfordia*, *Superba* and *Mignon*, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.

Begonia Metallica, *Argentea*, *Guttata*, *Sandersoni* and *Alba Picta*, 2¼ inch, \$8.00 per 100.

Boston Fern and **Teddy, Jr.**, 2¼ inch, \$6.50 per 100, \$60.00 per 1000.

Buddleia Asiatica, 2½ inch, \$5.00 per 100.

Coleus, standard varieties, 2¼ inch, \$1.00 per 100 \$35.00 per 1000. **Brilliant**, 2¼ inch, \$7.00 per 100.

Fuchias. *Avalanche*, *Black Prince*, *Mrs. E. G. Hill*, *Speciosa*, 2½ inch, \$5.00 per 100; 3 inch, \$10.00 per 100; 4 inch, \$20.00 per 100.

Geranium, *Mad. Sallerol*, 2½ inch, \$5.00 per 100.

Heliotrope, *Jersey Beauty* and *Florence Nightingale*, good purples, 2¼ inch, at \$5.00 per 100, \$45.00 per 1000.

Petunia, *Single Giant Ruffled* and *Rosy Morn*, 2 inch, \$5.00 per 100, \$40.00 per 1000.

Plumbago Capensis and *Capensis Alba*, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.

Santolina Incana, 2 inch, grand for carpet bedding, \$5.00, per 100, \$45.00 per 1000.

Snapdragon, 2 inch, *Giant Flowered*, separate colors, \$5.00 per 100, \$45.00 per 1000.

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Sound Bulbs of Highest Vitality

From **W. J. ELDERING & SON, Ltd., Overveen, Holland**

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease. Write for prices to the home address, **OVERVEEN, HOLLAND**, or to

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Wholesale Bulb Growers and Importers

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Some Excellent Stock

	Per 100	1,000
50,000 2-in., <i>Geraniums</i> , <i>Ricard</i>		
<i>Poltevine</i> , <i>Nutt</i> , <i>Montmort</i>		
<i>Perkins</i> , <i>Vlaud</i> , <i>Buchner</i> , etc.	\$5.25	\$50.00
2¼-in., <i>Heliotropes</i> , 3 varieties.	4.00	38.00
2¼-in., <i>Marguerites</i> , 3 varieties.	5.00	45.00
2¼-in., <i>Stocks</i> , 2 varieties.	3.25	30.00
2¼-in., <i>Calendula Orange King</i> .	3.00	28.00
Also abundance of other stock.		
Liberal extras for early orders.		

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing.

Trees Killed by Escaping Gas.

Westfield, Mass.—Elm trees in the center of the city are dying as the result in leaks in the gas mains. Forestry officials have reported the destruction of many beautiful trees and have demanded that the gas company officials check the escape of the poison.

CARNATIONS

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M. Koster & Sons

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MANETTI and Other Stocks for the American Trade.

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Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Sec-
retary; H. J. Cheney, Grand Rapids, Mich.
Treasurer.

FRANK E. WAGNER, of the well known Chicago produce firm, G. M. H. Wagner & Sons, was accidentally killed by an auto, May 14.

A CALIFORNIA commission of five farmers is making a tour of eastern states to gather facts for the state legislature for use in developing higher agricultural education in that state.

The United States Department of Agriculture, bureau of soils, has just issued an important bulletin, No. 1005, on "Soils of Eastern Virginia and Their Uses for Truck Crop Production," by J. A. Eonsteel.

DETROIT, MICH.—The Gleaner Clearing House Association, of Michigan, which recently filed a petition for dissolution, will have a hearing before Judge Webster of the circuit court. June 5. The assets are \$719,029.61; liabilities, \$446,745.33.

Orange Crop Hard Hit.

Sacramento, Calif.—The total shipments of California oranges for 1921-1922 crop, it was estimated May 12, by E. E. Kaufman, agricultural statistician of the federal department of agriculture, will aggregate only 58 per cent of the total orange crop as estimated December 1, as results of winds and cold weather.

Prices of Indoor Fruits and Vegetables.

Chicago, May 16.—Cucumbers, per crate, \$1.25 to \$1.75; lettuce, per crate, \$1.50 to \$2.50; carrots, \$1.50 to \$1.75 per hamper; cabbage, \$2 to \$2.50 per crate; cauliflower, per crate, \$1.50 to \$3.

New York, May 12.—Cucumbers, \$1 to \$1.25 per dozen; radishes, per basket, 25c to \$1; lettuce, per barrel, \$4 to \$4.50; mushrooms, \$1.15 to \$1.50 per three-pound basket; cauliflower, \$3 to \$5.50 per dozen; tomatoes, per pound, 15 to 20 cents.

Cantaloupe Harvest.

Cantaloupe production in southern California, Florida and Texas has a prospect of 16,862 cars of 350 crates each in the forecast made by the United States Department of Agriculture, and this is a gain of 39 per cent over the harvest of 12,090 cars in 1921. Nearly all of these cantaloupes are produced in southern California, where the forecast crop is 16,241 cars, leaving 357 cars to Texas and 264 cars to Florida. Production, expressed in carloads, usually exceeds the carlot movement.

Strawberry Crop.

Forecast of a production of 15,217 cars of 450 crates each of commercial strawberries this year is made by the United States Department of Agriculture, a gain of 17 per cent over the harvested crop of 13,017 cars last year. This report covers substantially the whole commercial strawberry area of the United States. Production, expressed in carlots, usually exceeds carlot movement. In the forecast for this year, Tennessee leads all states with an

indicated production of 2,837 cars, and Arkansas closely follows with 2,791 cars. These two states have in prospect 37 per cent of the forecast crop. Three other states are prominent commercial strawberry producers, Louisiana with a forecast of 1,892 cars, Missouri with 1,181 cars, and Maryland with 1,176 cars.

Asparagus Rust.

Rather early in the development of the commercial asparagus industry in the United States this crop was seriously menaced by the attack of a rust fungus. Various methods of control were tried, especially in the northeastern states, where asparagus was an important truck crop. When it was found that various sprays, etc., failed to control this fungus experiments were undertaken by state and federal workers to control the fungus through the development of resistant strains.

After several years of selection and breeding a strain of asparagus was developed by J. B. Norton of the United States Department of Agriculture. This strain was not only resistant to the rust fungus, but also a high yielder of a very good grade of shoots. This improved asparagus was sent out by the department under the name of Washington asparagus. Plants and seed of this strain were supplied to workers in state experiment stations to be tested as to their adaptability to various sections of the country where asparagus is grown commercially.

In the spring of 1919 J. A. McClintock, plant physiologist of the Georgia experiment station, received a shipment of one-year-old roots of Washington asparagus from one of the government plant breeding stations in South Carolina. These asparagus roots were set in Cecil clay loam soil at the Georgia station. For the past three years the plants have produced a vigorous growth and in no case has rust developed on any of the plants. The majority of the roots produce medium to large shoots well adapted to bunching for market.

Vegetable Movement.

Car lot movement of a dozen leading lines of fruits and vegetables ran about 50 per cent heavier during the week ending May 15 than for the same week last year. The total movement was close to 400,000 cars for the season to date and 8 to 1 per cent heavier than last season. The price trend continued generally downward owing to heavy supplies in most of the large markets. Potatoes declined about 15 cents for old stock, and new potatoes dropped about \$1 per barrel. Texas onions continued to decline. Extra fancy boxed apples tended slightly lower. Sweet potatoes declined in middle western markets. Strawberries lost about \$1 per crate under very heavy supplies.

Early Potatoes.

Early Irish potatoes have a prospect of a production of 39,168 cars of 200 barrels each in the early producing states extending along the Atlantic coast from Virginia to Florida and thence along the Gulf coast to Texas, in the forecast made by the United States Department of Agriculture. This is a gain of 13 per cent over the 34,599 cars of the harvest of 1921. Production, expressed in carlots, usually exceeds the carlot movement. Virginia has a forecast of about one-half of the crop of early Irish potatoes, or 19,640 cars, and Florida and South Carolina each of about one-eighth, or 4,935 and 4,725

cars respectively. The forecast for North Carolina is 3,520 cars, for Alabama 2,223 cars, Louisiana 1,856 cars, Texas 1,573 cars, Georgia 472 cars, and Mississippi 224 cars.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound. \$1.00.

American Florist Co.

440 S. Dearborn St.,

Chicago.

GERANIUMS

Our selection at this time.

From 2-in. pots \$3.50 per 100, \$35 per 1000

DRACAENAS, Strong, 2-in. \$4 per 100

SMILAX, 2-inch, \$3.00 per 100

Also Coleus and Rex Begonias

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

Adrian, MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Mention the American Florist when writing.

HARDY ENGLISH IVY

Strong stock.

2 inch, \$2.75 per 100, \$25.00 per 1000.

3 inch, 3.75 per 100, 35.00 per 1000.

Strong, bushy plants in 4-inch pots, tied up to 2-foot stakes, \$4.80 per doz., \$25.00 per 100.

BEGONIAS

Luminosa, Prima Donna. Per 100 Per 1000

2-inch \$3.00 \$27.50

3-inch 5.00 45.00

Glorie de Chataleine.

2-inch 3.00 27.50

3-inch 6.00 50.00

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA.

Abelia Grandiflora. Strong 2½-in., per 100, \$4.50; per 1000, \$40.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

ACALYPHA.

Acalpha Sanderli. 2½-in. pots; per 100, \$5.00; per 1000, \$45.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
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ALTERNANTHERAS.

Alternantheras. Brilliantissima and Aurea Nana. 2½-in., bushy and well colored; per 100, \$4.00, per 1,000, \$35.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ASPARAGUS.

Asparagus Sprengerli. 2½-inch, per 100, \$5.00; per 1,000, \$45.00; 3-inch, per 100, \$10.00; per 1,000, \$90.00; 5-inch, per 100, \$25.00; 6-inch, per 100, \$35.00. Plumosus, 2½-inch, per 100, \$5.00; per 1,000, \$45.00. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., \$6.00; 3-in., \$10.00; 4-in., \$15.00 per 100. Vaughan's Seed Store, Chicago and New York.

Asparagus plumosus and Sprengerli sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

BEGONIAS.

Begonias. Coralline Lucerne, 2½-in., per 100, \$10.00; Rosea Picta, Argenta Guttata, Rubra, Thurstonii, Alba Picta, Pres. Carnot, Sandersoni, Alba Perfecta; all 2½-in., per 100, \$5.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Begonias. Fl'e 2½-inch stock. For varieties and prices, see display advertisement elsewhere in this issue. THE STORRS & HARRISON CO., Painesville, O.

BOUGAINVILLEA.

Bougainvillea. Glabra Sanderiana. 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100; 5-in. specimens, \$75.00 per 100; 6-in. specimens, \$100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

HILL'S BOXWOOD

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. Trees furnished balled and burlapped, carefully packed.

Boxwood		Each
Ball shaped	B & B 14x14 in.	\$3.50
" "	B & B 16x16 in.	4.25
" "	B & B 18x18 in.	6.50
" "	B & B 24x24 in.	6.50
Pyramid shaped	B & B 2½ ft.	4.50
" "	B & B 3 ft.	6.50
Standards, B & B, stem 14 in., crown 16-in.		6.50

THE D. HILL NURSERY CO., INC.
Dundee Box 404 Ill.

BULBS.

Bulbs. Gladiolus, canna, tuberose, Japan-ese lily. Write for prices. American Bulb Co., 172 North Wabash Ave., Chicago.

Bulbs. Hyacinths, tulips, irises, daffodils, colors, per 100, \$16.00; 25 for \$4.50. Vaughan's Seed Store, Chicago.

Bulbs of superior quality. Write for prices. F. Reynold & Sons, 61 Vesey St., New York.

BUDDLEIA.

Buddleia Magnifica, per 100, \$4.50; per 1000, \$40.00.

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THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Buddleia, white, pink and lilac, 2½-in., \$6.00 per 100. ELI CROSS, Grand Rapids, Mich.

Buddleia Asiatica, 2½-in., \$5.00 per 100. The Storrs & Harrison Co., Painesville, O.

CANNAS.

Cannas. Fine 3-in. pot plants. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CARNATIONS.

CARNATION CUTTINGS

Well rooted stock from sand.	Now ready.	
Matchless	100	1,000
Nebraska	5.00	40.00
Enchantress	4.00	35.00
Ward	5.00	40.00
Harvester	8.00	70.00
White Wonder	5.00	40.00
Bernice	5.00	40.00
Aviator	5.00	40.00

Cash with Order.
PETER REINBERG, INC.
Wholesale Florists
30 East Randolph St. Chicago

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonaffon, First Kind Emerita, Mrs. Totty, Betsy Ross, Glenview White and Golden Chadwick, \$35.00 per 1,000.
December Beauty, \$45.00 per 1,000.
Caprice, Carmelite, \$50.00 per 1,000.

POMPONS.

Vivian Matrin, Mary Pickford, Marguerite Clarke, Billie Burke, \$8.00 per 100.
Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, \$35.00 per 1,000.

ELI CROSS.

150 Monroe Ave. Grand Rapids, Mich.
CHRYSANTHEMUMS—Pompone and Singles Mile High Quality, 2½-in., per 100, \$5.00.
Early Varieties.

Zenobia, yellow double.
Lillian Doty, pink double.
Diana, white double.
Acto, white double.
Chas. Fohn, pink single.
Fine Bronze, bronze single.
Early Bronze, bronze single.
Late Varieties.
Hilda Canning, bronze double.
Beck McLean, bronze double.
Wilcox, bronze double.
Jules La Gravia, red double.
Western Beauty, pink double.
Donald, pink double.
Golden Wedding, yellow double.
Sunshine, late yellow, per 100, \$8.00.
Caprice varieties. Yellow, white, bronze, lavender and purple. Strong, healthy stock, 2½-in., per 100, \$7.00.

THE PARK FLORAL COMPANY, Colo.
Denver.

Chrysanthemums. Many of your old favorites; strong 2-in. stock; ready for benching; per 100, \$4.50; per 1000, \$40.00.

Black Hawk, dark red; Chas. Razer, white; Diana (white for designs); Excelsior (hardy, deep yellow); Glory of Pacific, pink (early); L'Africane, rich purple; Mrs. E. A. Siedlitz, pink; Mrs. Florence Pullman, white; Pacific Supreme, pink; Patty, pink; Silver Wedding, white; Unakas, pink; Bronze Beauty, bronze; Canary (hardy, light yellow); Early Snow, white; Estelle, white (early); Harvard, best red; Louis Boehmer, (ostrich plume); Oconto, white; Miss Minnie Bailey, pink; Roman Gold, yellow; Tints of Gold, pink, and bronze; White Bonaffon.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

CHRYSANTHEMUM CUTTINGS.

Clean, healthy stock, ready for immediate delivery.

	100	1,000
Marigold	\$5.00	\$40.00
White Chieftain	5.00	40.00
Halliday	5.00	40.00

PETER REINBERG, INC.,
Wholesale Florists,
30 E. Randolph St., Chicago, Ill.

The best chrysanthemums for florists' use. Clean stocks and high quality. Your requirements for future delivery requested. ELMER D. SMITH & CO., Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CLEMATIS.

Clematis *Paniculata*. Japanese Virgin's Bower. One of the most beautiful of our hardy flowering vines. 2 1/4-in. pots, per doz., 75c; per 100, \$4.00; field-grown, per 100, \$8.00; per 1000, \$75.00.

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THE GOOD & REESE COMPANY
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COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, \$1.25 per 100; 3-in., \$6.00 per 100. Montgomery Gardens, Sac City, Ia.

Coleus, best bedding kinds, fine stock, per 100, \$2.50. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen plants grown from L. & W. and other best strains of American grown seed in the following colors: Dark Christmas red, bright red, Rose dark-eye, White carmine eye, Rose Marienthal, (pink), pure white, American Beauty, Salmon Glory of Wandsbek.

2 1/4-in. pots	100	1000
2 1/2-in. pots	\$12.00	\$110.00
3-in. pots	15.00	140.00
3-in. pots, selected	18.00	
	22.00	
3 1/2-in. pots, selected		100
4-in. pots, June 1		\$35.00
4-in. pots, extra sel., June 1		40.00
4-in. pots, extra sel., June 1		50.00

Add 5 per cent for packing. If Salmon alone is ordered add 10 per cent to the above prices.

ROMAN J. IRWIN
43 West 18th St. New York

Cyclamen, for one week only. 2 1/4-in., \$10.00 per 100; \$90.00 per 1,000; 3-in., \$20.09 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Best for cut flowers, strong divisions. Sylvia, Lyndhurst, Yellow Duke, Jack Rose, Perihuhn, Miss McCullough, etc., per 100, \$4.00. Le Grand Manitou, Mina Eurgle, Golden Gate, Dorothy Peacock, Dream, White Jack's Discovery, P. Bonnyon, salmon pink; Prince Juliana, white; Progress, lavender, etc., per 100, \$10.00. Mixture, per 100, \$3.50; 25 at 100 rate. Cash please. SHELLROAD GREENHOUSES, Colgate, Baltimore, Md.

DAHLIAS.

Dahlias. 18, all different, labeled, several classes and colors, \$2.00—retail value about \$5.00; 6 sets (108 dahlias), \$10.00. 18 mixed, unlabeled, \$1.00—\$5.00 per 100. Hybrid dahlia seed, \$1.00 per packet. Named cut-flower sorts, double red, pink, yellow or white, \$9.00 per 100. Everything PREPAID. Catalogue FREE. ALT F. CLARK, "The Dahliast," Netcong, N. J.

DELPHINIUMS.

Delphiniums. 2 1/4-in. from cold frames, in prime condition. Bella Donna and Formosum, per 100, \$5.00; per 1000, \$45.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
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DRACAENAS.

Dracaenas; 6-in.; extra fine stock. Per doz., \$6.00; per 100, \$45.00. No charge for packing. Cash with order. MATTHEW-SON'S, Sheboygan, Wis.

Dracaena *Indivisa*. Extra strong, 3-in. Per 100, \$12.50. Cash with order. MERIAM PARK FLORAL CO., St. Paul, Minn.

FERNS.**TABLE FERN SEEDLINGS.**

Ready June and later.

Per flat, \$3.00; 5 flats, each, \$2.75; 10 flats, each, \$2.50.

In all best varieties as follows: *Pteris Wilsonii*, *Pteris Victoria*, *Pteris Mayii*, *Pteris Serrulata*, *Pteris Wimsettii*, *Pteris Tremula*, *Pteris Argylea*, *Aspidium Tsussimense*, *Cyrtomium Flacatum*, *Cyrtomium Rochfordianum*, *Albo-Lineata*.

2 1/4-in. pots, per 100, \$6.50; per 1000, \$55.00. Boston, Roosevelt, Whitmanii, Verona, Teddy Jr., Scotti, Dwarf Boston, 2 1/4-in. pots, per 100, \$8.00; per 1000, \$75.00. Macawii, 2 1/4-in. pots, per 100, \$7.00; per 1000, \$65.00. Bird's Nest Ferns, 2 1/4-in. pots, per 100, \$25.00.

ROMAN J. IRWIN
43 West 18th St. New York

Ferns. Boston, Teddy Junior, Roosevelt and Whitmanii; all 2 1/4-in., per 100, \$6.50; per 1000, \$60.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

BOSTON FERNS

Good, strong bushy stock.

5-inch		\$0.40
6-inch		.75
7-inch		.90
10-inch		2.00

Packing charges free

DAVIS FLORAL CO., Iowa.
Davenport,

Dish Ferns. Holly, Wimsettii and Aspidium, per 100, \$4.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2 1/4-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC., Mich.
Grand Rapids,

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00; 5-in., \$50.00 per 100. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsia. Avalanche, Black Prince, Mrs. G. Hill, Speciosa, 2 1/4-in., per 100, \$5.00; 3-in., per 100, \$10.00; 4-in., per 100, \$20.00. The Storrs & Harrison Co., Palmesville, O.

GLADIOLI.

Gladiolus Bulbs. Clean, healthy stock; best we have ever had. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 165 N. Wabash Ave., Chicago.

Gladioli. Grown on our own farm from true planting stock. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli. America, Principine, Primulinus Hybrids and good mixed, 1-in. and up, all blooming size, \$10.00 per 1000. H. HILLS, Bristol, Ind.

GERANIUMS.

We have something like 30,000 2-in. geraniums, S. A. Nutt and Beaute Poitevine, per 100, \$5.00; per 1000, \$45.00. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, Nutt Buckner, Ricard, Poitevine and Vland. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

HYDRANGEAS.**FRENCH HYDRANGEAS.**

2 1/4-in. pot plants. Late summer propagation. Per 100, \$7.00; per 1000, \$60.00.

Avalanche, Baby Bimbinet, Gen. Vibraye, Souv. de Mad. Chautard, La Lorraine, Lillie Mouillere, Mme. E. Mouillere, Bouquet Rose, Radiant, E. G. Hill, Mousseline, Mme. A. Nonin.

The following newer sorts, per 100, \$12.00: Salmette and Trophee.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

Hydrangea *Arborescens Grandiflora Alba* for lining out and growing on; 2 1/4-in. Per 100, \$5.00; per 1,000, \$45.00.

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THE GOOD & REESE CO.
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1,000; 3-in., \$3.75 per 100; \$35.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LANTANAS.

Lantanas. Comte de Blencourt, pink; Alba Perfecta, white; Michael Schmidt and Leo Dex, orange scarlet; Jacob Schultz, crimson; Radiation, orange red, per 100, \$5.00; per 1000, \$45.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

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The Largest Rose Growers in the World
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If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

LEMONS.

Lemon Ponderosa. 2 1/4-in., per 100, \$7.00; per 1000, \$65.00.

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THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Orange Otahite. 2 1/4-in., per 100, \$6.50; per 1000, \$60.00.

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THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

PANSIES.

200,000 PANSIES, FALL TRANSPLANTED. Superb strain raised from seed of my own saving; the result of twenty-five years' selection.

\$1.75 per 100; \$15.00 per 1,000
3.00 per 100; 25.00 per 1,000
2.25 per 100; 20.00 per 1,000
April delivery. Express only.
Cash please.

LEONARD COUSINS, JR.
Concord Junction, Mass.

Select Giant Flowering Pansy Plants, per 1,000, \$4.00, prepaid; 5,000, \$17.50. After April 15, large plants in bloom, per 1,000, \$18.00. Price list of all kinds of berry, vegetable and flower plants free. HILL-CREST GARDENS, Albert Lea, Minn.

Pansy plants, Giant Trimadeau, mixed, per 1000, \$4.00. S. T. DANLEY & SON, Macomb, Ill.

PINKS.

Hardy Scotch Pinks. Five named sorts, 2 1/4-in. pots; per 100, \$4.50; per 1000, \$40.00.

Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE COMPANY
The Largest Rose Growers in the World
Springfield, Dept. C. Ohio

PRIMULAS.

Primula Obconica Gigantea. Mile High Strain. This strain cannot be surpassed. Flowers will average over the size of a dollar. Ready May and June. 2 1/4-in., per 100, \$7.00.

THE PARK FLORAL COMPANY,
Denver, Colo.

Primula obconica, 2 1/4-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2 1/2-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

ROSES.

HEADQUARTERS FOR ROSES.

2 1/4-inch

Look over the list. It may contain some you are "short on." Prices low—considering quality. Our guarantee of thirty years "Satisfaction Guaranteed" still stands.

BABY ROSES.

Per 100, \$7.00

Anna Mueller Baby Rambler
Baby Echo Geo. Elger
Ellen Poulsen Orisans
Etoile Luisante Baby Dorothy
(Baby Herriott) Catherine Zeimet
Le Ponceau Lemarne
Mrs. Wm. H. Cutbush Mdlle. F. Favre
Baby Doll Gruss an Aachen
(Tip Top)
Edith Cavel, per 100, \$8.00.

HYBRID PERPETUALS.

Per 100, \$8.00

Anne de Diesbach Gen. Jacqueminot
Conrad F. Myer Hugh Dickson
His Majesty Paul Neyron
Magna Charta Captain Christy
Prince C. de Rohan J. B. Clark
Boule de Neige Geo. Dickson
Duc de Rohan Jubilee
Frau Karl Druschki, per 100, \$10.00.

TEAS AND HYBRID TEAS.

Per 100, \$6.00

Bridesmaid Souv. de P. Notting
Mdlle. F. Kruger Crimson Queen
Burbank Catherine Mermot
Mrs. Beni. R. Cant F. R. Patzer
Yvonne Vacherot The Queen
Champion of the Louis Philippe
World Wellesley

Per 100, \$6.50

Countess of Gosford Rhea Reid
Helen Gould Florence Forrester
Helen Good Marie Guillot
Meteor White M. Cochet
Clothilde Soupert Florence Pemberton
Mad. A. Chatenay Papa Gontier
Safrano Maman Cochet
Duchess de Brabant Elumensmidt
Marie Van Houtte Gruss an Teplitz
Lady Hillingdon Miss Cynthia Forde

Per 100, \$7.00

Etoile de France President Taft
Mrs. Geo. Shawyer Edward Mawley
Eugene E. Marlitt Marie Laurent
Mad. Paul Euler Sunburst
Souv. de Pres. Carnot Mad. Lombard
Kaiserin A. Victoria Duchess of Albany
Radiance Hermosa
Hadley White La France
Red Radiance Francis Scott Key
Gen. McArthur Mad. J. Guillemot

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Mrs. A. R. Waddell Ophelia
My Maryland Mad. C. Testout
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(Pernetiana)

Per 100, \$7.50

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Legion, per 100, \$15.00.
Frank W. Dunlop, per 100, \$10.00.
Chas. K. Douglas, per 100, \$25.00.
Mad. Butterfly, per 100, \$15.00.
Crusader, per 100, \$12.00.
Col. Oswald Fitzgerald, per 100, \$25.00.

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Red Dorothy Perkins White Dorothy Perkins
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Gardenia William Allen Richardson
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Nell) Crimson Rambler
Tausendschon Hlawatha
Pink Tausendschon Lady Gay
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Veilchenblau
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5000 Columbia
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Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

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Budlong Co., J. A., Chicago.
Charles, Harry, New York.
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Cean, J. J., Inc., New York.
Doyle & Booth, New York.
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Kervan Co., The, New York.
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Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Niedinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
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Poehlmann Bros. Co., Chicago.
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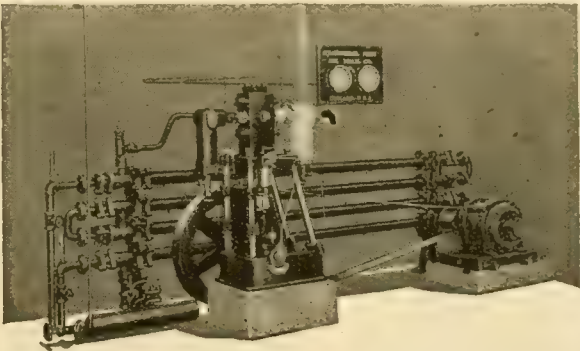
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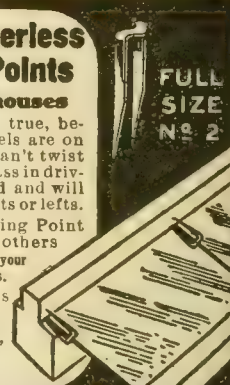
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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—S. S. PENNOCK, Philadelphia, Pa.,
President; SAMUEL MURRAY, Kansas City,
Mo., Vice-President; JOHN YOUNG, New York,
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The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

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Next annual exhibition and convention, Horti-
cultural Hall, Boston, Mass., June 24-25, 1922.
OFFICERS: W. A. SPERLING, New York, President;
WM. GRAY, Bellevue Ave., Newport, R. I., Sec'y.

THE JUNE WEDDINGS.

The House Decorations.

June, the most joyous season of the
year when all nature is at its best, is
a month of weddings, there being prob-
ably more occurrences of these joyous
occasions falling due at this period than
during any other month in the year.
At many of these the decorations are
most elaborate, as flowers for the most
part are very plentiful. The progressive
florist who makes a speciality of deco-
rations for these events is prepared to
at once give detailed estimates for the
adornment of the home, the church or
when the ceremony takes place on the
lawn. Styles change and it is the busi-
ness of the florist to keep abreast of the
times and up to the minute with the
latest decorative effects and artistic ar-
rangement of the bridal flowers.

The competent decorator will see at a
glance how the most striking effects in
this or that room can be made with the
seasonable materials in plants and cut
flowers at hand and paint a word pic-
ture that will be quite convincing.

The ceremony is nearly always in the
parlor or largest room of the house, with
a banking of foliage and flowering
plants at one side or end of the room
as a background for the bridal party,
either side of the mantle and to screen
musicians. These groups are livened
with large floor vases of peonies, long
stemmed roses, Easter lilies, etc., more
or less elaborate as desired. Wall deco-
rations of half baskets or wall pockets
with tins for water, filled with flowers
and vines, are suspended at any height
from the picture moulding. Color har-
mony is essential, all one shade, as
white or pink, or a combination of pink
and blue, which is always striking. A
more or less elaborate canopy of strings
of smilax or asparagus, decorated with
roses, sweet peas or other flowers, that
extends from the background of palms
over the bridal party is an appropriate
finish to the elaborate setting.

A well decorated kneeling stool or
marriage altar is also necessary, behind
which the clergyman awaits the bridal
party. The doorways are arched with
boughs of oak leaves, studded with
peonies and sprays of rambler roses.
These latter are also sometimes ar-
ranged artistically over mirrors and
picture frames.

The dining room has its vantage
points on tops of china closets and the
mantle, on which are placed vases and
bowls filled with shrubbery, peonies,
rambler roses, etc. Rambler roses and
oak leaves over the doorways and win-
dow frames give a fine decorative effect.
The flowers for the table should be so
arranged as to take as little space as
possible. Where there is no center
chandelier, a rose tree of rambler
sprays that reaches to and spreads over
a portion of the ceiling can be made
very effective. With a low center light
fixture, two tall vases, one at each end
of the table, are made necessary.

Bride's Table.

The bridal party frequently dines at
a separate table which should be quite
elaborate, with a tall center carrying
flowers above the line of vision and low
rose bowls for half centers connected
on the cloth with flowing and curving
garlands of green and flowers, continu-
ing the full length of the table. These
generally consist of roses and lily of the
valley or white sweet peas, making a
very effective table decoration.

The newel post and bannister rail-
ing decorated with oak leaves and flow-
ers to the third floor is very effective.
Doorways on the second floor can have
light drapings of oak leaves and rose
sprays and there should be vases of
roses on the bureaus in the guest
chambers. In all the large rooms plants
can be placed in corners and vases of
flowers on mantles or other vantage
positions.

When the ceremony is performed at the church the decorations are much the same as in the home wedding, except that the kneeling stool is transferred to the chancel at the head of the main aisle. In Episcopal churches the chancel is always banked with ferns or palms, together with flowering plants or floor vases filled with long stemmed peonies, roses, Easter lilies or other flowers. White roses are appropriate for the altar vases. On either side of the chancel the walls are banked with flowers, being a continuation or widening of that decoration. Tall standards, eight by ten feet apart, placed on both sides of the entire length of the aisle support vases or bunches of loosely arranged flowers tied with ribbons. Another aisle decoration is composed of bunches of flowers tied to every pew on either side, with a bow of ribbon. The font is filled with flowers and the pulpit and reading desk also decorated. The window ledges may also be banked. Scarcely any two church edifices are alike, but these are the vantage points in all and the decorations may be more or less elaborate along these lines.

A roll of white muslin, one end tacked to the floor at the head of the middle aisle, is run down after the guests have assembled, on the arrival of the bridal party and hooked taut over stout tacks already placed. Ribbons for each side of the middle aisle are also attached from the reserved pews to the end in order that the bridal party and invited guests shall leave the church without interference.

A Lawn Wedding.

June weddings are frequently held on the lawn of the residence, a temporary chapel or background being arranged for the ceremony. An alcove formed of plants over which, and extending in front, is a canopy of laurel or oak leaved wreathing. This space can be more or less elaborately decorated with cut flowers, a fine display being made entirely with rambler roses. The effect is much better when this is arranged at the bottom of a slope with the guests' chairs placed on the rising ground. A wide path across the lawn from the residence is outlined on either side with garlands of wreathing, supported on low posts, each decorated with a bunch of flowers.

The Bouquets.

The bridal flowers call for great attention as they are examined minutely and in their coloring, harmonious and artistic arrangement add so much to the general effect. The bride's bouquet is a shower or semi-shower bunch of lily of the valley and orchids, or white roses for orchids or all white sweet peas and lilies. Her maids carry roses or hydrangeas, either pink or blue, pink or bronze snapdragons or pink sweet peas. For the maid of honor red, pink or yellow roses are appropriate with small baskets for the little flower girls. Staffs decorated with various flowers or baskets of the same are often carried by the maids in place of bouquets. Good quality ribbons and chiffons are essentials for all these arrangements, adding much to their appearance.

Counting the Costs.

The way to gain is to save, a "penny saved is a penny earned," and these soon mount into dollars. Energy is the main-spring of business, but it also must be conserved and intelligently directed to produce the best results, and in no way can it be more efficient than in its power to save, to work out economies in purchasing, in handling and saving stock, in deliveries and in all the details relating to the management of the business.

Business is with nearly every one a necessity as a means of livelihood, and why not get the most possible out of it so as to better enjoy the worth while things of life. Be it small or large, there is a fascination and pleasure in the management of a successful business, and a great satisfaction, when at the close of the business year one finds \$1,000 or a number of them as the case may be, to add to the resources as a fitting reward for the hard work of the season, which can be used to extend the business or invested as thought best.

Every retail florist should manage his business so as to make from eight to 10

per cent on his total volume of sales. This at first glance looks very easy when he buys 100 roses for \$8 and sells them for \$2 per dozen, twice as much as they cost, and 50 per cent profit on the selling price, a fine gross gain on the single transaction. If, however, one dozen of the eight go to waste, one-eighth of the dollar margin is gone, and right here is one of the biggest leaks in the business and most difficult to keep track of in dollars and cents. Any retailer who will keep a daily account of the flowers that go to waste or are sacrificed and used up at less than regular profit, will be surprised at the total reached at the end of the month, and will arouse his energy to the utmost to find effective methods to prevent this addition to his overhead.

GETTING AT THE COSTS.

The great majority of men deceive themselves with the idea that because they are doing a lot of business, keeping at it from morning until night, they must be laying up a big profit, yet their balance in the bank from one year to another shows little if any gain, and



BRIDE'S SHOWER BOUQUET OF CATTLEYS AND LILY OF THE VALLEY.

GRAND RAPIDS, MICH.—Alphonse Peters recently opened an up-to-date flower shop at 130 West Spring street.

KNOXVILLE, TENN.—Baum's Home of Flowers featured an attractive one-half page Mothers' Day advertisement in the Journal and Tribune of this city May 13.

this unfortunately is the only way that many have of knowing how they stand.

The reason such men fail to make money is because they do not know how much it costs them to do business. If one of this class was ill he would at once call in his doctor and if necessary a specialist, and perhaps run up a bill of \$200 or \$300 before he was able to be about again. His ailing business, however, goes on just the same, getting no better but worse if anything, but to call in a business specialist never occurs to him.

At an expense of \$100, or perhaps a good deal less, a practical bookkeeper would soon show him just where he stood and give him in detail, if he could secure from his records or himself sufficient data to work on, his cost of doing business and what percentage this was of his total volume of trade for the year. He would show that he must allow himself a salary and also a sum to members of his family who assisted, but whose place would have to be taken by extra help if they were not available. He would be shown that this overhead expense amounted to nearly 50 cents on every dollar's worth of business done, that if he bought roses that cost 50 cents a dozen and sold them for \$1, the overhead ate up all the profit and there was nothing left for himself. He would then add this 50 cents of overhead to every dollar's worth that he bought and adding the same ratio of profit as before he would be able to make a substantial showing at the end of the year.

ECONOMIES.

One of the greatest savings is in quantity buying, particularly in standard stocks, the various items of which are always cheaper by the 100 than the dozen, or the case than the dozen bunches, and the same is true of nearly all the requisites of the supply house. Delivery is also free, while in the stock that has frequently to be renewed there is the time wasted and the expense of sending for the same, which often entails additional separate delivery of an article which could have gone with others if it had been ready.

There is an important saving, when for the making of any kind of floral arrangements the necessary flowers are first selected of a value that with the cost of frame and time of making up allows the necessary margin of profit. If when completed the piece does not look finished or worth the price asked, then the frame has been too large or there was not enough charged for it when the order was taken. To go on sticking flowers into an arrangement without knowing their collective cost is very hard on the profit.

Preparedness is the watchword of the progressive florist, always keeping a sharp lookout ahead and having the stock on hand for the early work of tomorrow, so that it is in the best of condition in point of size, as in the case of roses nicely opened up, as against the tight buds of the early morning of which it will take so many more to make the same effect.

A good line of wreaths of prepared material ready for instant trimming with natural flowers, greatly expedites the work of a busy day, when late orders come in that leave but little time to make trains. It is astonishing what a lot of work can be put through in half an hour if the material is at hand. An assortment of shipping boxes for large pieces is most necessary as there may be no time in these emergencies to prepare one and neither the train or the profit is then made.

These and many other details in the management of the business can be



BRIDAL BOUQUET BY Z. D. BLACKSTONE, WASHINGTON, D. C.

handled in such an economical way as to materially reduce the overhead, and by lowering the costs, add materially to the profits. The timid may say they cannot get more for their flowers, neither can they afford to do business at a loss. Their prices now fluctuate with the season, being based on what the flowers cost, which their customers pay willingly, and will just as freely pay the little extra which would provide a better service and profits that will soon make a new man of the proprietor.

Progressive Advertising.

The Idle Hour Nurseries, Macon, Ga., has taken advantage of the geographic position of their city, which is situated in the center of the state, by sending out a circular letter on the back of which is an outline map showing the position of all the principal cities and towns. They are bidding in this way for telegraph orders, their location enabling them to make quick delivery.

Here is a pointer for others who desire to keep pace with this rapidly increasing F. T. D. business.

F. T. D. Idea.

While in Indianapolis, Vincent Gorly, of Grimm & Gorly, St. Louis, Mo., spoke to the writer in regard to an idea that he had regarding an index, or keying telegrams received on F. T. D. orders. His idea concerning all advertising matter carried is that this key could be used:

1. † Closed Sundays. Will open telegrams Monday a. m.
2. * Closed Sunday, but will take care of telegraph orders.
3. O Open Sunday.

This seems to me a real idea that is an absolute necessity. So many disappointments have occurred by telegrams being received Sunday when the shop is not open and no one there to receive them, that such a key as this would be a real help.

I would like to have a discussion on this point and hear what other retailers think of it.

ELLA GRANT WILSON.

PLANT NOTES.

Winter-Flowering Geraniums.

With all growers having a greenhouse and doing a retail business there is in the fall a good demand for pot geraniums for house culture. Plants lifted from the open ground and potted in the fall are not very satisfactory, for the plants recover from the later transplanting slowly and go out of bloom and often do not flower again until spring. It is better to grow plants for this purpose in pots through the summer, and these, with good culture, will bloom all winter long if in a sunny position. Cuttings taken at this time will make nice stock for this purpose, or small plants left over after the spring sales can be used. The plants should be potted firmly, so that they will make a short, stocky growth, and kept well pinched back throughout the summer, that as many branches may be procured as is possible. All buds should be picked off as soon as formed, allowing no blooms until the plants are firmly established in blooming pots, in which they should be planted the last of August. A 6-inch pot makes the best size for house culture, and the plant can be easily grown so that it will fill this size nicely. A frame outside is the most convenient and best place for growing them through the summer.

Cinerarias.

The sowing of cinerarias is better done in June than later. Many postpone this until July, but during the extremely hot days of that month it is often difficult to obtain good germination, and the seed pans or boxes will have to be watched carefully or they will become dry and the young seedlings burn off. The soil should be well shaded until the young seedlings show themselves, when the shade should be made lighter. As soon as the plants have one or two well defined leaves they should be potted in small pots and given a nice, dry position near the glass, which should be shaded, but care should be taken that the young stock does not get drawn. Always bear in mind that the one thing in growing cinerarias to be on the watch for is the aphid. These insects quickly infest these plants and rapidly suck the life out of them. Constant fumigation will keep them in check, but if not attended to regularly it will be time and money thrown away to attempt their culture. *Cineraria hybrida* is the variety most grown, and these are obtainable in some elegant strains with large high-colored flowers. The *Cineraria stellata* is much larger and more rapid growing plant which is very showy but is not so well adapted for house culture when in flower.

Peonies.

The work on these plants is not by any means finished when the blooms are cut, for they must be taken care of to insure a good crop for another year. Where the plants are grown in rows the constant traveling has packed the soil down hard, and the ground should be given a good cultivation in order to lighten it up. The weeds should be kept down all summer and not allowed to rob the soil of its richness. If the plants were severely cut in harvesting the bloom, so that there is not much foliage left on them, it is well to spread a mulch of strawy manure on the surface. This is often the case with

the officinalis varieties, which do not make the heavy growth of the later varieties, and, as it is natural for the roots of the peonies to have the shade of the heavy foliage of the plants during the summer, the cutting of the stems and foliage of these varieties robs the roots of this, and a mulch that will protect the ground from the hot summer sun is very beneficial and will also reduce the labor of weeding. Any old blooms left on the plant should be cut and thrown away. Plants that have become broken down by high winds or heavy rains should be tied up in shape.

Ardisias.

One of the most popular berried plants for Christmas is the ardisia, but it is not grown as generally as it should be, the production being left to a few plant growers, for it is of very easy culture, the only drawback being that it is of very slow growth. When the seeds of the old plants are thoroughly ripe, they should be sown. They germinate slowly, and should be sown about an inch apart, in rows the same distance apart, and they can be left in the seed box until early summer and plotted in 2½ or 3-inch pots and grown in a warm, lightly shaded location. They should be potted in good fibrous loam and kept in a moist, close house, that all the growth possible may be obtained at this time, for the plant naturally checks in winter. In early spring these young plants will flower and produce a crop of berries for the next winter. The plants that have been grown for three years or more have

generally passed the ornamental stage, for they lose their leaves and have a "leggy" appearance. When they reach this stage the tops can be rooted and fine plants obtained. This can best be done at this time of the year by cutting into the stem and wrapping the cut with wet moss firmly tied around. Keep the plants in a warm, close atmosphere and the moss continually damp, and in four or five weeks new roots will grow in the moss, when the tops can be cut off and potted, still keeping the plant in the same temperature until new growths start. This operation will not in any way interfere with the plants blooming, for they frequently set an abundance of buds while the top is making new roots. The brown scale is the greatest enemy of ardisias, even in the young stage, and they must be removed at once when found, for they sap the growth of the plant. The older plants should be frequently sponged with a strong nicotine solution.

Small Ferns

The fern spores that were sown in late winter should now be in condition to transplant into flats. It will be difficult to separate the plants yet into individual specimens, but little clumps can be lifted with a toothpick and planted in flats about an inch apart. The flats or boxes should not be deep; about an inch and a half of soil is sufficient. The soil should be composed of two parts of live loam and one part leaf mold, with a generous sprinkling of sand, and sifted through a fine sieve. The flats should be placed in a moist



MAGNOLIA WREATH WITH GLADIOLUS AMERICA AND CRESTED FERNS.

house that is well shaded and the walks kept well wet down all through the hot weather. If a nice, warm, moist temperature is maintained the plants themselves will not require much watering, only light sprinklings, and they will very rapidly root into the new soil and send forth their fronds. If the grower has not grown his own ferns, it is a good time now to place an order for them with the fern specialists, for they can be purchased at very low prices and they are very easily grown on, and where there are many fern dishes to be filled in the fall the difference in cost of the young plants lifted from the flats in midsummer and those purchased out of small pots in the fall is considerable. A thousand or more of this small stock does not take up much space and will be disposed of before the bench room is needed in the winter.

Solanums.

These little Christmas plants should not be allowed to stand around in the hot greenhouses, badly pot bound and drying up every day for they will grow hard, and it cannot be expected to obtain a good plant under these conditions. They will stand lots of abuse and do fairly well, and that is the reason, probably, that they are so often neglected during the busy days. But it is much better to plant them out in the field than to carry them along in this condition. They can easily be handled in this manner, lifting them early in the fall. They will need to be kept pinched back into shape—any strong leading shoots should be cut back when they are soft. They can be planted fairly close together, and will need frequent cultivation. If there is no suitable outside location where they can be planted out, they can be plunged in a frame and potted up as it becomes necessary, but outside treatment of some kind is far preferable to the greenhouse, which is too warm, unless shaded, and they make better growth and bloom more freely in the bright sunlight.

Primulas.

The young primulas that were sown early should now be in 3-inch pots and be given as cool and airy a location as possible. To get the best growth on these plants, they should never be subjected to great heat, for the species are naturally cool growing plants on the edges of the woodland, in their native state. Outside in a frame with a lath covering is the best place that they can be grown, the pots sunk in the soil even with the rim. In potting these plants they should be placed in the soil deep enough for them to stand firmly; they will not stand deep potting, but many growers do not pot them deeply enough, and they frequently get turned over sideways during watering. They must be watered carefully, and preferably with a can with a fine rose. The later sowings will have to be carried on in the houses until they are large enough to be placed outside. They will have to be shaded, but do not shade them heavily enough to cause them to get drawn.

Larkspur.

Larkspur, or "poison weed," is treated of in a bulletin issued by the Department of Agriculture, in which it is pointed out that many losses are suffered each year by western ranchmen by reason of the stock eating the weed. There are two groups of these larkspurs on the ranges—the tall and the low varieties. The low larkspurs prefer the hills and rather dry ground, while the tall kinds grow in the can-



SPRAY OF RED AND WHITE PEONIES AND IRIS ON PALM LEAVES.

yons and gulches. Among the tall species are *Delphinium barbeyi* and *D. cucullatum*. The tall larkspur is easily distinguished after it blossoms, but in the early stages is often confused with the geranium and aconite. Of the low larkspurs, *D. Nelsoni* is a type. It grows in considerable abundance in Wyoming, Colorado, New Mexico and Utah. The root is short and tuberous and the plant never exceeds a foot in height. The blossoms are a violet-blue. They appear, arranged in a loose raceme, in May.

Lilacs in Arnold Arboretum.

A brief summary of the lilacs now in cultivation will serve to show how large has been the addition to the material available for the making of gardens in cold countries in comparatively recent years. And what is true of lilacs is true also of *malus*, *pyrus*, *crataegus*, *Philadelphus*, *diervilla*, *viburnum* and many other genera of trees and shrubs. Before the middle of the last century gardeners in Europe and America had at their disposition the common lilac (*Syringa vulgaris*), and a few of its varieties including the forms with lilac and white flowers, the forms of the so-called Persian lilac (*Syringa persica*), with rose-colored and white flowers and one with deeply divided leaves (var. la-

cinata), the Himalayan lilac (*S. Emodi*) and the Hungarian lilac (*S. Josikaea*). In the Botanic Garden at Rouen, France, a hybrid between *Syringa vulgaris* and *S. persica* appeared or was artificially produced in 1810 for which the correct name is unfortunately *Syringa chinensis*, a name first given to it by mistake. This hybrid, which has slender stems, leaves intermediate in size between those of its parents and immense clusters of narrow-tubed, red-purple fragrant flowers, is still one of the best of lilacs. There is a form with nearly white flowers (var. *alba*). As early as 1843 a Belgian nurseryman had raised a double-flowered form of the common lilac which was called *S. vulgaris azurca plena* and which was later used by Lemoine in his plant breeding attempts to improve the flowers of the common lilac. In 1850, therefore, it was possible to plant four species of lilac with a few varieties of two of these species and one hybrid lilac. In 1857 one of the so-called tree lilacs which had been found in the valley of the Amour river in eastern Siberia by Russian botanists was described in St. Petersburg under the name of *S. amurensis*. This handsome plant was growing in the Harvard Botanic Garden in Cambridge 10 years later. The first of the Chinese lilacs to reach Europe, *Syringa oblata*, was described in Lon-

don in 1859 and was imported from England into the United States as early as 1869 and perhaps earlier. This is one of the first lilacs to bloom in the spring and produces large, very fragrant, lilac-colored flowers in comparatively small-flowered clusters. From all other lilacs it differs in its thick lustrous leaves which turn scarlet in the autumn. It is a large round-topped, handsome shrub, but the flower-buds are often injured by extreme winter cold or spring frost. A hybrid between the double flowered *Syringa vulgaris* *azurea plena* and *S. oblata* made by Lemoine in 1859 produced the second hybrid lilac, *S. hyacinthiflora*, a large, round-topped shrub with small clusters of semidouble, lilac-colored, remarkably fragrant flowers. In 1878 this arboretum first raised the great Japanese tree lilac (*Syringa japonica*) from seed received from Sapporo in Hokkaido. For the introduction of new lilacs into the United States 1882 is an important date, for in that year the arboretum received from Dr. Bretschneider, the physician of the Russian embassy in Peking, seeds of *Syringa villosa*, *S. pubescens* and *S. pekinensis*. *S. villosa*, which has proved a valuable plant in this country where it is a round-topped, handsome bush 10 or 12 feet high and wide, with large, broadly elliptic to oblong leaves bright green and dull on the upper surface, and compact, broad or rarely narrow clusters of flesh-colored or nearly white flowers. As a garden plant this is one of the handsomest of the lilacs for its habit is excellent, and it flowers freely every year, the flowers remaining in good condition for several days. Unfortunately they have a rather disagreeable odor like those of the privet. *S. villosa* does not open its flowers until after those of all the forms of *S. vulgaris* has disappeared. By some persons it is considered the most attractive of all lilacs. Certainly the flowers of no other lilacs are so delightfully fragrant, and for this fragrance this shrub might well find a place in every northern garden. Unfortunately plants in the United States have not yet produced fertile seeds, and as this species has proved unusually difficult to increase by cuttings, it is still one of the rarest lilacs in American gardens. It can of course be increased by grafting it on other lilacs or on privet, and sooner or later no doubt fertile seeds will be produced on some of the plants established in Massachusetts. *S. pubescens*, which has been in bloom for several days, is one of the earliest lilacs to flower. It is a tall shrub with erect stems, small leaves, and broad clusters of pale lilac-colored flowers with a long slender corolla-tube, and unusually fragrant. In the hands of the skilful French gardener, L. Henry *Syringa villosa* crossed with *S. Josikea* has produced the third race of hybrid lilacs to which the general name of *S. Henryi* has been given. Plants of this breed are large, very vigorous, perfectly hardy and grow rapidly. The foliage resembles in a general way that of *S. villosa*, but the flowers are violet-purple or reddish purple, and are produced in great clusters 12 or 15 inches long and broad. One of the handsomest of this race has violet-purple flowers and has been named *Lutece*. The var. *eximia* has more compact clusters of rose-colored or reddish flowers which after opening become light pink. The third lilac, raised here in 1882 from Dr. Bretschneider's seeds, *Syringa pekinensis*, had been discovered and described as early as 1859, and was growing in Paris before it was raised in the arboretum. It is a large tree-

like shrub with wide-spreading and drooping branches, and short unsymmetrical clusters of white flowers.

No additional species of *Syringa* was added to the arboretum collection until 1902 when the introduction of eastern Asiatic species recommenced and during the next 15 years the following Chinese and Korean species were obtained: *S. Koehneana*, 1902, *S. affinis*, 1904, *S. affinis Geraldiana*, 1906, *S. Wolfii*, 1906, *S. tomentella*, 1907, *S. Julianae*, 1907, *S. Meyeri*, 1908, *S. Sweginzowii*, 1910, *S. pinnatifolia*, 1911, *S. reflexa*, 1911, *S. Sargentiana*, 1911, *S. microphylla*, 1913, *S. yunnanensis*, 1915, *S. velutina*, 1917, *S. dilatata*, 1917, *S. formosissima*, 1917, *S. Palibiniana*, 1917. Varieties of the common lilac crossed by Lemoine with the north China *S. affinis* var. *Geraldiana* have founded the fourth race of hybrid lilacs. Varieties of this hybrid are tall, fast growing plants with large clusters of unusually fragrant flowers. Of the new species of lilac introduced by the arboretum during the last 20 years the most promising as garden plants are *Syringa Sweginzowii*, *S. Julianae*, *S. reflexa* and *S. Wolfii*. *S. Sweginzowii* is a narrow shrub with slender erect branches and long narrow clusters of slightly fragrant flowers, with a slender corolla tube, flesh-colored in the bud and becoming nearly white after the flowers open. This plant blooms freely every year and the flowers are produced in great profusion. Its relationship is with *S. pubescens* but it is a smaller shrub; the flowers are less fragrant, and usually 10 or 12 days later. *S. Julianae* is also related to *S. pubescens* and has the same shaped flowers with long narrow corolla tubes, but although fragrant the flowers are less fragrant than those of that species and are produced in shorter clusters. The beauty of the flowers is increased by the contrast between the violet-purple color of the outer surface of the corolla and the white inner surface of its lobes. *S. reflexa* resembles *S. villosa* in size, habit and foliage, and differs from other lilacs in its narrow pendent flower-clusters. *S. Wolfii* is a native of Mongolia or northern Ko-

rea and is still little known either as a wild plant or in gardens. It reached the arboretum in 1906 from St. Petersburg where it had been sent by the Russian traveler and botanist Komarov. The foliage resembles that of *S. villosa* but the flowers are produced in much larger clusters and are smaller and violet-purple; in color they resemble that of the flowers of the hybrid *Lilac lutece* but they are smaller and in denser clusters than those of that plant. When *Syringa Wolfii* is better known it will probably be considered one of the handsomest of this group of late-flowering lilacs.

Lovers of lilacs can now see growing in the arboretum 25 species of lilacs, the four hybrids and their forms, and some 200 varieties, raised chiefly in France and Germany, of the common lilac. Three or four species found in remote parts of China, and described by botanists, have not yet been introduced into gardens, and by the use of some of the recently introduced species plant breeders may be able to produce new races which may add new and valuable varieties for garden makers.—Arnold Arboretum Bulletin, May 17, 1922.

THE S. A. F.

Kansas City Convention, August 15-17.

The space in the section to be devoted to the trade exhibition is being rapidly taken up. At the present time, practically all of the space in the oval, or center of the hall has been reserved and the arcade space is moving satisfactorily. There are two arcades, east and west of the oval, and all space in them is good; in fact, there is not a space laid out anywhere in the hall that suffers from a disadvantage or any kind. The outlook is that all available space will be taken up, and the exhibition will rank with the best ever staged by the society. Prospective visitors should lose no time in communicating with the secretary.

Among the contracts completed are some from such concerns as the Lord



COMMON WHITE LILAC.

& Burnham Co., American Greenhouse Mfg. Co., M. Rice Co., A. L. Randall Co., and Ove Gnatt Co., all of whose reservations are in the neighborhood of the one thousand feet mark. The following is a complete list of exhibitors to date:

American Greenhouse Mfg. Co., Chicago.
M. Rice Co., Philadelphia, Pa.
The McGlum Co., Pittsburgh, Pa.
Shearer & McCarthy Corp., Camden, N. J.
Burlington Willow Ware Shops, Burl'g'n.
American Bulb Co., Chicago.
The Garland Co., Cleveland O.
M. Levine Co., New York.
Hulson Grate Co., Keokuk, Ia.
Vaughan's Seed Store, Chicago.
A. L. Randall Co., Chicago.
C. C. Pollworth Co., Milwaukee, Wis.
Jackson & Perkins Co., Newark, N. Y.
Henshaw Floral Co., New York.
Ove Gnatt Co., La Porte, Ind.
Lion & Co., New York.
S. S. Pennock Co., Philadelphia, Pa.
W. W. Barnard Co., Chicago.
Schloss Bros., Ribbons, Inc., New York.
Roman J. Irwin, New York.
De LaMare Co., New York.
Lord & Burnham Co., Chicago.
Raedlein Basket Co., Chicago.
T. J. Noll Floral Co., Kansas City, Mo.
Henry A. Dreer, Inc., Philadelphia, Pa.
Bayersdorfer & Co., Philadelphia, Pa.
Woerner Weyer Works, Omaha, Neb.
A. Henderson & Co., Chicago.
H. Kusik & Co., Kansas City, Mo.
Cohen & Hiller, New York.
J. W. Dairs Co., Terre Haute, Ind.
DeWitt Sisters, Battle Creek, Mich.
J. K. Rugowski Seed Co., Manitowoc, Wis.

The necessary applications have been made to the different trunk line associations for railroad rate reductions, and we are assured that they will be granted. The Trans-Continental Passenger Association has agreed to make excursion rates from Pacific coast points between the first of June and the last of August, the rates being only slightly in excess of one fare for the round trip from San Francisco, Los Angeles, San Diego, Calif., Portland, Ore., Seattle, Tacoma, Wash., Vancouver, B. C., Victoria, B. C., and Spokane, Wash. The tickets permit of stop-overs at all points going and returning. Visitors from these points should confer with their home ticket agents for detailed information.

National Publicity Campaign.

Proofs of the campaign advertisements to be used in the national magazines during June, July and August are going out this week to all subscribers to the campaign fund, to members of the Society of American Florists and others interested. These advertisements are arranged for column spaces, and will appear in the following magazines: Red Book, McLean's Magazine (Canadian), Life, Colliers, Outlook, Vanity Fair, Atlantic Monthly, World's Work, American Magazine Literary Digest, Century, Scribner's, House Beautiful, Sunset, Independent, Harper's Magazine and Review of Reviews.

There is nothing to prevent a vigorous prosecution of the campaign from now on, excepting the one thing which has operated against it all along, shortage of funds, most of which has been subscribed, on paper, but is subject to a very tardy remittance. It might be well, right here, to impress upon all delinquents that the publicity committee can no longer prejudice personal credits in order to maintain the good work of the campaign. A pledge is a pledge, or should be, and the committee has a moral right to depend upon it, especially when arrangements for publicity must be made months in advance. Nobody now questions the immense amount of good brought about by the use of our slogan, nor could the question arise. One has only to look over the advertising pages of a national magazine to see how the influence of flowers has been sought to give emphasis to sentiment expected to arouse interest in other lines, and this influence

has been brought to the notice of those who seek to use it by our campaign work. Observe how flowers are featured in the illustrations. Realize the value of the delicate uses flowers are put in the various exemplifications. It is getting so that a prominent advertisement must in some form feature flowers. All this is publicity for our products, and costs the florists nothing.

Richey Floral Co., Albia, Ia.	5.00
Alfred G. Bennett, Jamaica, N. Y.	5.00
Davis Floral Co., Pine Bluff, Ark.	10.00
B. Katzwinkel, Mendota, Ill.	5.00
T. H. Keefe, Madison, N. J.	5.00
Richard Heron, Philadelphia, Pa.	10.00
Josiah L. Young, Watervliet, N. Y.	5.00
John Curwen, Berwyn, Pa.	5.00
Chas. Siegwart, Baltimore, Md.	10.00
John G. Esler, Hackensack, N. J.	25.00
G. H. Angermueller Co., St. Louis	10.00
Paul W. A. Grallert, Oakland, Calif.	10.00
Boston Flow'r Ex., Inc., Boston, Mass.	25.00



LILAC RUBRA TRIANONIANA.

The slogan, "Say It With Flowers," works in countless ways, too many to make specific mention possible — still, our committee has to beg for subscriptions, and, further, urge many who have sent in pledges to make them good. Is this right? Is this the return they should expect for their work, unselfishly performed?

Every delinquent in the matter of a campaign pledge should pride himself that he is not longer going to withhold from the campaign the support that he tendered. The most remote neighborhood in these days is reached by the various magazines the committee uses, and there should be satisfaction when a florist turns their pages to find the campaign, his own, advertisements flashing their message, all to the good of the industry from which he makes his living. Pay up, gentlemen, if you please!

The following subscriptions have been paid in since last publication:

Cunnis & Billerbeck, Chicago	\$ 10.00
H. W. Kropp, Columbus, O.	10.00
Helm Bros., Columbus	10.00
W. J. Brust, Columbus	15.00
Fifth Ave. Floral Co., Columbus	25.00
Munk Floral Co., Columbus	25.00
William Metzmaier, Columbus	10.00
Carl W. Huber, Columbus	25.00
Indianola Floral Co., Columbus	15.00
G. A. Ackerman Floral Co., Columbus	25.00
Franklin Park Floral Co., Columbus	50.00
Underwood Bros., Columbus	25.00
S. F. Stephens & Son, Columbus	25.00
T. J. Ludwig, Columbus	25.00
J. C. Rutenschroer, Cincinnati, O.	5.00
Muskogee Carnation Co., Muskogee	5.00
West Side Floral Co., St. Paul	5.00
E. E. Temperley, Indianapolis, Ind.	10.00
J. Fred Baker, Moosup, Conn.	2.00
Stenson & McGrail, Uniontown, Pa.	10.00
Kranz House of Flow., Grt. Falls, Mont.	10.00

Lord & Burnham Co.,	250.00
Wolfskills & Goldenson, Los Angeles	5.00
Edwin A. Bebb, Wichita Falls, Tex.	15.00
M. E. Ventres, Port Allegany, Pa.	5.00
Ernest Saunders, Lewiston, Me.	10.00
G. R. Clark, Scranton, Pa.	25.00
A. W. Smith Co., Pittsburgh, Pa.	100.00

Total	\$ 82.00
Amount previously reported	22,171.74

Grand Total \$23,053.74

The following are renewals:

Muskogee Carnation Co., Muskogee, Okla.
J. Fred Baker, Moosup, Conn.
T. H. Keefe, Madison, N. J.

The following are subscriptions obtained by members making subscription book canvass:

By A. L. Miller, Jamaica, N. Y.	
Alfred G. Bennett, Jamaica, N. Y.	\$ 5.00
By Edw. D. Ludwig, Columbus, O.	
T. J. Ludwig, Columbus	\$25.00
S. F. Stephens & Son, Columbus	25.00
Underwood Bros., Columbus	25.00
Franklin Park Floral Co., Columbus	50.00
G. A. Ackerman Floral Co., Columbus	25.00
Indianola Floral Co., Columbus	15.00
Carl W. Huber, Columbus	25.00
William Metzmaier, Columbus	10.00
The Munk Floral Co., Columbus	25.00
Fifth Ave. Floral Co., Columbus	25.00
W. J. Brust, Columbus	15.00
Helm Bros., Columbus	10.00
H. W. Kropp, Columbus	10.00

The following subscriptions have been received in response to the national publicity committee's special letter:

Four years sub.	
Knoble Bros. Co., Cleveland, O.	\$100.00
J. C. Rutenschroer, Price Hill Sta., Cin.	5.00
Stenson & McGrail, Uniontown, Pa.	10.00
Davis Floral Co., Pine Bluff, Ark.	10.00
B. Katzwinkel, Mendota, Ill.	5.00
Richard Heron, Philadelphia, Pa.	10.00
Wolfskills & Goldenson, Los Angeles	5.00
A. W. Smith Co., (1 yr.) Pittsburgh	100.00

Total, four years subscriptions	\$145.00
Total one years subscriptions	100.00

JOHN YOUNG, Sec'y.

Washington, D. C.

STREET VENDERS RULED OUT.

A matter of great interest to the trade was the order issued forbidding the sale of cut flowers on the streets. For many years some few of the retailers have tried to have this street competition stopped but without avail. It has been brought about now by a combination of circumstances. Parking of automobiles has to be done in the thronged retail section within lines drawn at certain angles. On account of the flower sellers taking up room on the sidewalk so as to prevent easy access to and from the cars, some would park into the forbidden area, resulting in arrest, fine and a lot of trouble, with blame thrown on the flower men for blocking the available space. Then several banana and fruit vendors were arrested and fined for selling on the streets and strongly objected, as they could not see why cut flowers could be sold and not fruit. They employed counsel who advised them to sell and get arrested. The cases were appealed to court with the result that no commodity can be sold on the streets in the central shopping districts. This, according to the wholesalers, is a great blow to the flower business as all the accumulations of stock was sold by the street men and there is no increase in the buying of the stores to show that the street trade is coming to them.

Another ruling that handicapped the market florists, who have since the introduction of the prepared materials and waxed imitation flowers done a large business with designs of this character, is that they cannot display more than three made-up pieces of this work at any one time except at holidays. The government has bought this market property and have found in the original deed of gift, it was to be used solely for the sale of fresh farm or garden truck, meats, eggs, etc., and on this ground they make their ruling against the imitation prepared materials. Some say that the fresh cut flower men who have stalls objected, but none of them plead guilty. It is said that sooner or later this market will be removed to another location as the large Memorial Hall, in memory of George Washington, for which money is now being actively collected, is to occupy the site of the old Pennsylvania railroad depot close by, and the neighborhood will be made in keeping with this fine building. This hall will be available for large meetings and conventions for which this city is fast becoming popular. There is also to be erected in the near future a large convention and exhibition hall which will adequately house automobile and other exhibitions requiring such facilities. This is to be located at Seventeenth street and New York avenue.

NOTES.

Gude Bros. Co.'s new store next door to their present location, the property of which was purchased by them over three years ago, is now being altered for their use and will be ready about August 1. This will make a magnificent show room, the front being 28x80 feet and continuing half this width from this point, 100 feet farther to the rear street. The two front windows are nine feet in width by 16 feet in depth. The interior is being fitted up with the idea of making it one of the handsomest cut flower stores in the country.

Manager Bauer, of the S. S. Pennock Co., said it would take more demand and less flowers to even things up. There was an abundance of excellent stock in all lines, with the peonies now in to further weigh the market down. Lowering prices made no difference as the retailers only bought for their daily needs. Shutting off the street competition would not help the retailers one iota. These street men formerly

handled one-fourth of the stock and now it would only pile up as a surplus.

Blackstone, Inc., who recently added to their cut flower and candy stores adjoining, are well satisfied with the season's business and that of Mothers' Day, which was very large. A strong bid was made for Memorial Day trade, a made-up wreath on a panel in the window and other set pieces, calling the public's attention to the event.

George Shaffer finds a steady increase in business. An especially strong appeal is made for F. T. D. business which, he says, is a very important factor with him. His original window cards bidding for this trade are very attractive. One reads "Cheer delivered anywhere with flowers to all parts of the world."

Adolph Gude's new wholesale house is modern and complete in every respect and handles the entire output of their large Anacostia greenhouses. Their cut of white carnations for Mothers' Day was over 20,000. Large supplies of roses and other cut flowers as well as plants are also seen in quantity.

The feature of the week was the large attendance of representative men of the trade from all parts of the country in attendance at the conference before the horticultural board in the matter of Quarantine No. 37. Many of these called upon the wholesale and retail stores renewing old acquaintances.

F. W. Meyer has succeeded the Washington Floral Co., 724 Fourteenth street, opening in March, since which time he has done a very satisfactory and increasing business. The shop looks up-to-date with a prettily dressed window across the center of which is a sign, "Say It To Meyers."

In the Dupont Flower Shop, with its well lighted interior and extensive show windows, there is always a fine display of plants. The front window featured the horse show, a fashionable event now on, in a well planned decoration. Trade for the season had been very satisfactory.

The Leo Niessen Co. were carrying a full line of flowers, fine roses, carnations, gladioli and peonies. There was a good Mothers' Day trade but the putting the boys off the street had made it hard to get rid of the surplus. New dagger ferns were a feature.

There is always activity in F. H. Kramer's large and busy store. Great stock of all kinds of plants and made-up wreaths and sprays of artificial flowers are seen in quantity. Fred is always on the job and to this attributes his success.

The Oehmler Floral Co. is making preparations for a good Memorial Day business with prepared wreaths and other designs. Small baskets for Mothers' Day had sold very well and business generally had been satisfactory.

The Louise Flower Shop finds plenty to keep them busy day by day. Since Mothers' Day they have had several important weddings. Miss Daugherty spent Thursday, May 18, in New York on important business.

George Cook's shop was well stocked with foliage and bedding plants. Landscape work, which was a specialty, was just now at its height. Weddings and other decorative work also kept them busy.

F. F. Leibley finds bedding plants and pot roses a good side line at this time. He specializes on funeral work and carries quite a line of made-up pieces of prepared stock as well as cut flowers.

At W. Marche Co.'s there was a large display of bedding plants with a special sale of ferns. Business had been very good for the season.

K.

TORONTO ONT.—The annual picnic of the Toronto Retail Florists' Club will be held at Exhibition park, July 5, everyone in the trade being cordially invited.

Baltimore, Md.

TRADE BRISK TOWARD WEEK-END.

The business in this city is growing rapidly, so fast that it now takes six wholesale houses to supply the demand. These establishments are in a sense like hospitals; the public got along without them but immediately they were established they have all the trade they can attend to. The light business since in contrast with the strong call for Mothers' Day makes the past week's showing rather poor, still there was a pretty good cleanup on Friday and Saturday and results were fair for the season.

NOTES.

Samuel Feast & Sons are about to make an important move, having purchased the property 527 North Charles street, three blocks above their present location, where, in a building 27½x128 feet, they intend to fit up one of the most modern cut flower stores in the country. The property extends to a rear street, the fall of the ground permitting of motor cars entering the rear, underneath the first floor. The show-room, 27½x50 feet, will contain two flower cases, one on either side, with a wide central stairway at the rear leading to the offices. Spacious workrooms in the rear, with large storage refrigerators, will give them advantages they do not enjoy in their present cramped quarters, which their increasing business has long outgrown. Alterations will go forward at once so as to have the store completed and ready for occupancy early in the autumn.

Preparations for the coming Florists' Telegraph Delivery Association convention are going forward surely and steadily. A large attendance is expected and will receive the hospitality for which this city is noted, next October. The business of the organization, or, rather, the service, through its members is rapidly growing in this city. Samuel Feast & Son, who were the first members here, say Mothers' Day business from out of town was the largest they have ever experienced, as was also the orders originating in their shop. R. L. Graham stated that an ad he had placed in the local newspapers had brought him a surprisingly large amount of business, several of the orders being for delivery abroad. Mary Johnson also reported an increased telegraph trade, both incoming and outgoing.

W. F. Ekas, who is specializing at present in plants of all kinds, has done remarkably well since he opened in March. Well budded pot roses are a feature. A splendid stock of ferns were selling well. He is sure from the demand he had that growers could sell quantities of flowering plants for Mothers' Day.

The growers are expanding their facilities. Mathew Richmond is adding two houses, 27x150 feet. Edward F. Holden plans for a new house, 20x100 feet, while Chas. T. Siegwart says he must find room for his ever-increasing stock of cattleyas, and contemplates one or more new houses.

Seick & Glick are pleased with the rapid growth of their business. Very choice roses, sweet peas and carnations are features of the stock. In common with others, early in the week was dull but a large quantity was unloaded Saturday.

The Baltimore Wholesale Florists' & Supply Co., who carry plants as well as cut flowers and supplies, found business dull through the week but an extra call on Friday and Saturday. Quantities of peonies are a feature.

At Leo Niessen Co.'s peonies were going slowly; they are good stock when other flowers are scarce but not otherwise. Considering the quantity of stock of all kinds the demand is good but prices low.

Glick & Guerth is a young firm but ambitious and are trying in every way

to fit the slogan "Watch us grow" to their business. So far they have exceeded their expectations.

The S. S. Pennock Co. reports a fair demand but prices too low, so much stock having to be handled to amount to anything in money, or satisfactory returns for the growers.

K.

Milwaukee, Wis.

LARGE VOLUME, LOWER PRICES, MOTHERS' DAY.

A very large volume of business was done Mothers' Day at prices more moderate than in 1921. The weather preceding May 14 was hot, which reduced the quality of indoor stock to a great degree, the supply of inferior stock being ahead of the good, the latter bringing quoted prices, while the inferior grades went cheaply. The call for pot plants was exceptionally brisk and the supply likewise. All in all it was a great success.

NOTES.

The annual May ball of the local Florists' Club, held at the Calumet Club, May 17, was well attended and everybody apparently had a fine time. The ballroom, lobby and fireplaces were artistically decorated and everyone wore flowers. Henry Welke, Walter Halliday and A. Hare, the committee in charge, are to be congratulated on the all around success of the affair.

J. B. Kavelage and wife announce the marriage of their daughter, Eleanore, to Harold Baumgarten, May 17. A wedding dinner was served at the Athletic Club following the ceremony. The young couple will be at home at 328 Twenty-sixth street. Harold has many friends amongst the craft, who wish him and Mrs. Baumgarten bon voyage on the seas of matrimony.

Wm. Edlefsen, of Lorane, Ore., arrived, May 15, to look after his greenhouse interests at Twenty-first street and Atkinson avenue, which will be vacated by Fred Gutermuth after July 1.

We regret to announce the death of Mrs. M. Pohl, aged 89 years, on May 17. She is survived by three sons and one daughter. Further particulars will be found in the obituary column.

E. O.

Boston.

HEAVY DECLINE IN TRADE.

The market had a bad set back this week on roses, carnations and sweet peas, the reaction coming soon after the opening on Monday. The high prices which stock brought for Mothers' Day was neutralized this past week. The amount of stock moved at a fair seasonable price was not 10 per cent of what arrived in the market. The balance was moved off to street boys or sent to hospitals. There is nothing else to say for the business this week. The stores complained of the high prices of a week ago saying that they acted as a boom-crang to the business.

GARDENERS' AND FLORISTS' CLUB.

The regular monthly meeting of the Gardeners' and Florists' Club was held at Horticultural hall, May 16. Prof. H. F. Thompson of the Lexington Experiment station, gave a lecture on "Market Gardening." It was voted to hold a ladies' night in June, the date to be set later. It was also decided to hold the annual picnic in July. J. Harris, of Penn the Florist, furnished some very good entertainment.

Morris August, the Dudley Terminal Florist, has gone to the hospital to be operated on.

The directors of the markets held a meeting on May 20 in regard to a new location. Three sites were discussed but nothing is decided yet.

E. F. S.

OBITUARY.

Frank F. Benthley.

Frank F. Benthley, well-known florist, died at Chicago, May 21, at the age of 71. He was born in Germany, but spent the greater part of his life in this city, being engaged in the florist business about 50 years. His first position was with W. B. Farrell who conducted a retail store at Wabash avenue near Harrison street at the time. He worked for several other retailers and later entered the wholesale cut flower market. In more recent years he was associated with Benthley & Coatesworth, Kyle & Foerster, Zech & Mann, Kennicott Bros. Co. and A. T. Pyfer & Co. with whom he was identified up to the time he was taken sick about six months ago.

Mr. Benthley was the second presi-



The Late F. F. Benthley.

dent of the Chicago Florists' Club, serving in 1887. He has been active in trade matters and assisted the late John Thorpe in the horticultural department at the World's Fair. He was well informed on trade subjects and was always ready to furnish information to those seeking it. His wife died several years ago and he is survived by the following children: Frederick, Edwin, Frank, Herbert and Irene Benthley, Mrs. L. C. Coatesworth, Mrs. Lincoln R. Clubine, Mrs. Walter P. Harder, Mrs. August J. Beckman and Mrs. Harry Riddell.

The funeral was held Tuesday, May 23, at 2 p. m. from the late residence, 4310 North Hermitage avenue, with interment at Rosehill cemetery. A. Lange, H. N. Bruns, A. T. Pyfer, H. B. Kennicott, T. E. Waters and John Degnan acted as pallbearers, representing all branches of the trade. The floral offerings were many and beautiful and the large attendance at the funeral was a fitting testimonial to the man who served his profession so well. The family has the sincere sympathy of the trade in the loss of a loving father and companion.

Mrs. Mary B. F. Martin.

Mrs. Mary Barr Fulton Martin, wife of H. O. Martin, well known florist and market gardener of What Cheer, Ia., died at her home in that city, May 1, after a brief illness, age 63 years. She was born at Beith, Ayrshire, Scotland, and had resided in What Cheer for over 30 years. Being of a retiring dispo-

sition, Mrs. Martin was a great home lover, a kind mother, and one who took a great interest in the florist business.

Mrs. Martin leaves to mourn her loss, her husband, a son, R. W. Martin, at home, two daughters, Nan, of Washington, D. C., and Mrs. Butts, of What Cheer. The funeral services were held at the late home, May 4, interment being at Highland cemetery.

John Gollan.

John Gollan, well known grower at Downers Grove, Ill., died at his home Saturday, May 20, from pneumonia. Mr. Gollan was born in Scotland and was about 50 years of age, with the greater part of his life being spent at Downers Grove in the florist business where he grew greens for the Chicago market. He was a stockholder in the Chicago Flower Growers' Association and was highly thought of in the village in which he lived. The funeral was held from his home the following Tuesday at 2 p. m. with interment at Bronswood cemetery, Hinsdale. He is survived by a wife who has the sympathy of the trade in her great loss.

Philip Pfisterer.

Philip Pfisterer, 84 years of age, died a few days ago at his home in Winchester, Ind., of Bright's disease. For more than 30 years past Mr. Pfisterer had greenhouses at Winchester and was widely known to the trade in that section of the state. He was born in Germany, but came to America and located in Winchester in 1864 and had lived there ever since. Mr. Pfisterer and wife celebrated their golden wedding anniversary seven years ago. He is survived by his wife, two sons and one daughter.

W. B. C.

Mrs. May Bonnot.

It is with deep regret that we announce the death of Mrs. May Bonnot, wife of Leon Bonnot, the well known florist of 228 Eighth avenue, New York. Mrs. Bonnot had been an invalid for several years and passed away at St. Francis hospital, that city, May 20. The burial was at Easton, Pa., where relatives of the deceased reside.

A. F. F.

Mrs. Marie Pohl.

Mrs. Marie Pohl died at her home in Milwaukee, Wis., May 17, age 79 years. She is survived by three sons, Gustave A., Herman J. and Walter Pohl, and a daughter, Mrs. M. J. Phillip. The funeral services were held from the funeral home of W. C. Feerick & Son, 1321 Grand avenue, interment being at Forest Home cemetery.

John Nelson.

John Nelson, one of the pioneer florists of Chicago, died May 15, at the residence of his niece, Louise E. Nelson, 1517 North Linder avenue, that city, age 80 years.

FRESNO, CALIF.—Mrs. Olivet Miller, formerly of Selma, has installed an up-to-date flower shop at 2134 Tulare street.

CHATHAM, ILL.—Fred Sabine is planning to add a greenhouse, 501 feet in length, to his establishment in the near future.

AMARILLO, TEX.—The Cunningham Flower Shop is doubling its growing capacity by building greenhouses and a salesroom on San Jacinto heights in addition to its houses at 1909 Van Buren street.

HOUSTON, TEX.—The Valley Citrus Orchards Co. was recently incorporated with a capital of \$100,000. The following are the officers: C. L. Hunter, president; E. H. Fleming, vice president; treasurer; E. J. Lapin, secretary.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

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MAY 29 is Poppy Day.

AN advance in the price of sphagnum moss is predicted.

PARIS, FRANCE, had the hottest May day in 116 years on the 24th inst., temperature slightly over 94 degrees.

TINFOIL buyers will be interested to know the price of lead has advanced from 5.25 cents to 5.50 cents per pound.

THE Elliott Nursery Co., Pittsburgh, Pa., will spend \$8,000 on a full page bulb advertisement in the June number of the Ladies' Home Journal.

MEMORIAL DAY.

On account of the holiday next week, advertisers and correspondents are requested to mail copy for next week's issue as early as possible.

Freight Rates Reduced.

The Interstate Commerce Commission ordered a reduction in rates May 24, averaging 10 per cent, on all freight, except agricultural commodities, on which the rates had been already reduced. The change is effective July 1.

American Iris Society.

DATE OF SHOW ADVANCED.

The eastern exhibition of the American Iris Society will be held in the Museum building, Bronx Park, New York, May 27, one week earlier than announced in last week's issue, page 890, due to the advanced season. The flowers will be staged May 26 and the annual meeting will be held the following day in connection with the show. Mrs. Geo. V. Nash, New York Botanic Garden, Bronx Park, New York, is secretary of the society.

Parcel Post Rates.

In view that increased costs of handling parcel post mail necessitates a corresponding advance in parcel post rates, Postmaster General Hubert Work is writing to a large number of parcel post users to get their views on the proposed change. Since January 1, 1913, when parcel post service was instituted, there has been practically no change in the rates of parcel post service. Then the parcel post business comprised less than five per cent of all the mail handled; now it is more than 60 per cent. The cost of railroad mail transportation has increased 60 per cent, salaries of assistant postmasters 65 per cent, city delivery carriers 35 per cent, railway mail clerks 74 per cent. Large increases have been made in the salaries of rural route carriers and others in the service. These increases amounted to more than \$300,000,000 for 1921 above those of 1913.

Two remedies have been suggested, one being to enact a service charge of one or two cents on each parcel mailed, regardless of weight or zone, and, to readjust rates by weight and zone. The replies which the postmaster general will receive from large users of parcel post are expected to carry weight with the department in its decision.

Landscape Gardening Textbook.

We are in receipt of the "Textbook of Landscape Gardening," by Frank A. Waugh, professor and head of the department of landscape gardening and chief of the division of horticulture of the Massachusetts Agricultural college, Amherst. The book has just been published and contains 344 pages, each 6 3/4 x 9 7/8 inches, printed on a high quality of heavy paper, with 168 fine illustrations and charts. The book is designed for the instruction of those who do not intend to become professional landscape gardeners. At the same time the author sincerely hopes that it will not turn any good men away from the profession.

The plan of the book is to teach the necessary lessons of the art through the actual work of the student upon concrete problems, who is assisted in his endeavors by a large number of diagrams and charts. Through a working understanding of these principles the student is shown how to apply them to the domestic landscape problems of the ordinary citizen and civic needs. It hopes to bring the student into intelligent contact with the natural landscape, giving him a key to its un-

surpassable beauty, pointing out its great social value and indicating what should be done by nations, states and communities for the preservation and use of the native landscape.

The "Textbook of Landscape Gardening" covers the various phases of the art in nine divisions, namely, the introductory, surveying, landscape gardening details, architectural details, domestic landscape gardening, civic problems, plant materials and planting, native landscape and literature or bibliography of landscape gardening. In landscape gardening details, methods of laying off the entrance road to private and public estates, automobile turn, cemetery lot, park entrance, baseball field, tennis court, etc., are fully explained. Civic problems treat of the court house square, railroad station grounds, small town square, civic centers, country road systems and various other phases. In plant materials and planting the student is introduced to the principal kinds, habits and requirements of trees, hardy shrubs and climbing vines, and the uses of foundation planting, shrubby border and mixed border. Domestic landscape gardening takes up the various phases of the small house lot, suburban home grounds, the formal garden, a garden in natural style and the farmstead group. The concluding feature of the book thoroughly considers the natural landscape, such as the national parks and forests, country road, the brook, state and neighborhood parks and the duty of the landscape gardener in conserving, protecting and interpreting this type of landscape, thus making it more accessible to the people as a whole.

Utah Postal Inspection.

The Post Office Department has issued an order, effective immediately, that packages containing plants or plant products destined to points in Utah may be accepted for mailing only when plainly marked, so that the contents may be easily ascertained by an inspection of the outside of the package, in accordance with the action of that state in establishing centers for terminal inspection. This service will be maintained at Salt Lake City, Provo, Price, Ogden, Logan, Brigham City, Heber, Delta and Farmington and all postmasters in Utah will be required to send promptly every package of plants or plant products to the nearest inspection point.

New York State Fair.

The eighty-second annual New York State Fair will be held at the State Fair grounds, Syracuse, September 11-16. Prof. D. Lumsden of the United States Department of Agriculture, Washington, D. C., has again been appointed superintendent of the flower department and is now making arrangements to take care of the largest exhibit of gladioli, dahlias, roses and asters ever staged at the fair. Premium lists may be obtained from the secretary, J. Dan Ackerman, Jr., New York State Fair, Syracuse, N. Y.

Personal.

Frederic W. Taylor, of Los Angeles, Calif., chief of horticulture at the St. Louis World's Fair, attended the National Chamber of Commerce meeting, in Washington last week.

E. H. Wilson, of the Arnold Arboretum, Jamaica Plain, Mass., is in London, Eng., returning from an extended tour of the orient.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted to Buy — A retail florist's business in New York or vicinity; give full particulars. Address.
Key 842, care American Florist.

Situation Wanted
GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.
Key 832, care American Florist.

Situation Wanted

Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.
Key 839, care American Florist.

Salesmen Wanted

We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also prize wreaths, funeral wreaths, florist fillers. Address
Key 838, care American Florist.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.
ELIZABETH, N. J.

Seed Salesman

With thorough knowledge of varieties, wanted to call on truckers and other growers in California. Good, progressive position to the right man. Address
Key 841, care American Florist.

Salesman Wanted

By large mail order seed house; experienced man to take full charge of flower, seed and bulb department, must be able to make up catalogue. State age, experience and salary. Address
P. O. Box 1296, Philadelphia, Pa.

HELP WANTED

A first-class, thoroughly experienced, live-wire nurseryman and florist, to help organize, take stock in, and assume the active management of a nursery business in Dallas, Texas, a city of 200,000 population. There is a big demand for shrubbery, roses, etc., and the location being splendid makes a fine opening for a business of this kind. For further information apply to
ROBERT NICHOLSON
DALLAS, TEXAS

ATTENTION!

About four years ago a notice appeared in the Trade papers that the gardener Paul Albert Thiele, about 54 years old had been killed by some railroad in the middle west.
I appeal to any one who knows about this accident to inform MR. WM. KLEINHEINZ, OGONTZ, PA., when and where this occurred.

UNSURPASSED OPPORTUNITY!

New GREENHOUSE, built right; set on iron posts, nearly 10,000 of feet of glass, big propagating room, sixty horse boiler. Over one acre of the best of ground, excellent location, good streets on three sides, \$2,000, tomato crop now flowering. A new big double-constructed bungalow in connection; also big garage and a good automobile. Dandy boiler also at the bungalow, heats the residence and the propagating room. Everything in excellent shape. Must sell quickly on account of wife's health.
Everything as described goes for \$11,000, if taken immediately. About \$5,000 cash will handle; balance can run on good terms.
This is fully \$5,000 under value. Inquire of
CABLE REALTY CO.
5829 72nd St., S. E., Portland, Ore.
Phone 613-33.

FOR RENT

Department store space for a cut flower department on a percentage basis or a guarantee. Best trade, large business and splendid opportunity. We prefer some one operating such departments in other cities centrally located. Chicago or nearby preferred. Address
Key 835, care American Florist.

FOR SALE

Well established retail store on busiest street in the city, thirty minutes from New York wholesale market. Reasons for selling: other business.
VRANA BROTHERS
294 Bergenline Ave., Union Hill, N. J.
Phone Union 4867

OFFICIAL S. A. F.
Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

Trade Directory

— OF THE —
Florists, Nurserymen, Seedsmen, Etc.

— OF THE —
United States and Canada
NEW EDITION NOW READY.

Price: \$5.00, Postpaid.

PUBLISHED BY THE
AMERICAN FLORIST CO.

440 South Dearborn Street, Chicago, Illinois

EASTER LILIES

— FOR —

MEMORIAL DAY

25,000 Easter Lilies, 100, \$20.00

Long Stems (average 30 inches). Large Flowers—Cool Grown.

PEONIES

50,000 Field Grown Peonies, 100, \$8.00

Write Us for Quotations on Lilies and
Peonies, in Lots of 1,000 or More.

**Stuppy Floral Co. ST. JOSEPH,
MISSOURI.**

Mention the American Florist when writing.

Toledo, O.

MOTHERS' DAY BUSINESS GREAT SUCCESS.

Florists here are well pleased over their tremendous business for one of the greatest flower days of the year. Gone are the days when only a white carnation was worn in the lapel; gone are the days when white flowers were necessary for mothers' memory and bright flowers for mothers living; gone are the days when flower shops could not show a variety of salable plants for this occasion. Co-operative publicity and advertising have changed the entire aspect of the situation in this city. Carnations are no longer the leading sellers; sweet peas, roses and all other cut flowers move easily. Plants have not only increased in supply and variety but sell with almost the same ease as at Easter; even ferns, pandanus, dracaenas, etc., are in great demand as Mothers' Day expressions. Flower shops throughout the city looked as if they were preparing for Easter, showing a profusion of plants which included hydrangeas, primroses, rose bushes, pelargoniums, daisies, begonias and others. The weather in the earlier part of the week was warm, bringing flowers out in great profusion; later it cooled off. Sunday was a perfect day and crowds thronged the shops all day long. Almost everything was cleaned up at the close of the day's business. Cut flowers were nearly sufficient for demand and quality was good in most cases. Retailers complained some about pickled stock. Sweet peas were plentiful as were roses and these sold briskly. Some retailers did not stock any carnations and report that they got along very well without them which shows how business can be trained along certain lines. Telegraphic orders showed

a substantial increase and all in all the day was most satisfactory. Unfavorable publicity in the press was limited by judicious work on the part of the publicity committee.

A FINE PUBLICITY STROKE.

The Florists' Club came back on the attacks of Miss Anna Jarvis with a vicious counter-attack and a barrage of publicity that made Mothers' Day one of the greatest ever experienced here. Growers donated plants while the retailers decorated them and each mother in such institutions as the Old Ladies' Home, County Infirmary, etc., were remembered with a plant bearing a card, "To Mother from the Florists' Club." Just to see these wrinkled faces light up was enough reward to say nothing of the free publicity obtained by this stroke. It is one of a number of effective ways of counteracting attacks without saying much. Co-operative advertising was used with fine results.

FLORISTS' CLUB MEETING.

One of the pepest, stormiest and most educational meetings ever held by the local Florists' Club, took place at Suder's Greenhouses shortly before Mothers' Day, President Armine Suder in the chair. It was very well attended. The subject of growers selling to grocers at Easter time who undersell florists was brought up. Growers and retailers argued the question from their respective standpoints with great frankness. Concerning Mothers' Day, it was resolved that flowers should be sold at the most reasonable prices possible and that high prices would eventually ruin the day if not curbed.

NOTES.

National Hospital Day, May 12, was observed here and the florists did their

share to make it a success, contributing flowers and palms for decorations. They also advertised the day. It comes too close to Mothers' Day when flowers are scarce and high priced.

The Federation of Women's Clubs is conducting a city beautiful campaign which is helping the spring planting campaign of the florists. Bedding stock of all kinds is moving lively although there is a great stock of geraniums.

The F. T. D. display window of the Spanner Flower Shop attracted a lot of favorable comment during the past week and resulted in a great increase of such orders. Mothers' Day was good at this shop.

A. C. K.

Des Moines Floral Arts Club.

The Floral Arts Club of Des Moines, Ia., held its monthly meeting in Yonker's Tea room, May 16. F. E. Wethered spoke of Keosauqua way, a diagonal thoroughfare passing through this city, and the proposed boulevard system.

The Garden Club recently held an outdoor daffodil show on the home grounds owned by former Senator Addison M. Parker, West 37th street. The spacious lawn was beautifully laid out with plots of these spring flowers, the collection of Narcissus Leedsii, planted by Mrs. Langtry being especially noteworthy, which had been growing there for three years. The Garden Club held another outdoor show on the adjoining grounds of Mrs. Henrietta Pfeifer and Mrs. Meyer Rosenfield, May 11, thousands of Darwin, Breeder and Cottage tulips greeting the eyes of the visitors. These were carefully labeled so that those interested could tell what kinds and colors appealed to them the most. The club is to be congratulated upon the success of these shows.

P. B. F.

BULBS, PRESENT and FUTURES

When you buy imported bulbs from us, you buy them by measure, in centimeters or inches and so accepted by us. This means much, as against those people who sell "firsts," "seconds" or "thirds" and give you no assurance as to what such grades measure.

For 40 years
VAUGHAN'S
SEED STORE
at New York
and Chicago
has supplied
the most
critical
FLORISTS
with
forcing bulbs.
If you
have not
placed your
ORDER
or you
have not
confirmed
your order
at stated
prices
why not
send us
your list
for pricing.
Where prices
are not
fixed
we can
give you
valuable
information.

- 1st Long and satisfactory connections
with the best foreign houses.
- 2nd Credit arrangements and closest
buying at favorable exchange rates.
- 3rd First early shipments, followed by
one or more later ones covering
entire shipping season.
- 4th Earliest deliveries of early forcing
items which cannot rightly be de-
layed for main supply.
- 5th Covering by us of all "Special Ex-
penses" excess brokers' fees and
port charges at New York, in which
nearly every U. S. Florist grower
has been persistently robbed for
the past five years. We eliminate
this.
- 6th Because of the above, we ask that
you submit to us a list as nearly
as possible of what you expect to
use between now and next Novem-
ber in these imports, part of which
we specify below, and let us sub-
mit to you approximate prices and
certain further details regarding
delivery dates which we know will
interest you.

We take
this
opportune time
to list
here
a few
vital reasons
why
Vaughan's
Seed Store
at New York
and Chicago
is especially
well prepared
to
take the
responsibility
of
supplying
in season
at
right prices
your
Whole list
of
Forcing Bulbs
both
American grown
and imported
French,
Dutch and
Japanese.

SPECIAL MAY OFFERS

For Immediate Shipment

GLADIOLUS BULBS

	Per 1000
America, First.....	\$20.00
America, Medium	16.00
Augusta, First.....	32.00
Augusta, Medium.....	25.00
Halley, First.....	33.00
Halley, Medium.....	27.00
MRS. F. PENDLETON, First.....	40.00
MRS. F. PENDLETON, Medium.....	35.00
Mad. Monneret, First	23.00
Florists' Mixed, First.....	25.00
Rainbow Mixed, First.....	40.00
Standard Mixed, First.....	18.00

FOR IMPORT

TULIPS

Darwins, 15 or 20 named varieties.....	1000 \$23.00
Single Early, 10 or 15 named varieties.....	20.00
Double Early, 8 named varieties.....	22.00
All of our selection from best leading sorts catalogued by us.	

HYACINTHS

First size, 19 ctms. and up, named vars ..	1000 \$72.00
Second size, 17-19 ctms., named vars....	50.00
Third size, 16-17 ctms., named vars....	37.00
Fourth size, 15-17 ctms., in colors.....	32.00

CHICAGO VAUGHAN'S SEED STORE, NEW YORK

Bulb Importers and Quantity growers of Gladiolus, Cannas, Etc.

MEMORIAL DAY ROSES

**Buy Direct From The Grower
OUR ROSES**

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

MEMORIAL DAY PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at rate of \$12.00 to \$16.00	
Choice long stems, all Russells.....	20.00
Good medium length, our selection.....	8.00
Good short in lots of 800 or more, our selection.....	5.00
Also a limited quantity of short stem roses at.....	3.00

(These stems are from six to eight inches in length.)

When ordering please state what grade wanted.

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

FANCY FERNS—Best New England Ferns at \$5.00 per 1000.

All seasonable flowers we will buy for our customers at market prices.

 **A limited supply of Carnations at Market Prices.**

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Mention the American Florist when writing.

Chicago.

ORDER NOW FOR MEMORIAL DAY.

Business was rather quiet the past week, but the demand was good, May 20 when a large supply of stock was moved and is improving as we go to press. Peonies are arriving in large quantities and will be in heavy supply for the holiday with prices reasonable compared to former years. The receipts of gladioli are large, but the demand for them is good and the market is well cleaned up on this item at all times. Carnations are arriving in quantity and considerable pushing is needed to keep the stock moving even at reduced prices. Roses are to be had in quantity at attractive prices, but fancy stock is commanding a good figure. Lily of the valley and orchids are holding their own. Cape jasmine made their appearance in larger quantities the past week and the early shipments are arriving in splendid condition. Lilac is still obtainable and some southern narcissus are to be had. Sweet peas are quite a factor in the market and the supply of snapdragons is equal to the demand. Daisies, lilies, callas, calendulas, mignonette, pansies, larkspur, statice, lupines, stocks, tulips, forget-me-nots and other miscellaneous indoor and outdoor flowers are included in the offerings. Greens are in good supply with one of the wholesalers ready to supply huckleberry in quantity at a moment's notice. The outlook is bright for a heavy Memorial Day business, and while stock promises to be in large supply for this occasion, it is well to place all orders in advance. The supply houses report a heavy call for made-up wreaths for Memorial day with new orders arriving in every mail. Practically all the wholesale cut flower houses will be open for business Sunday, May 28.

AMERICAN BULB CO.'S PICNIC.

Secretary Albert Koehler, of the American Bulb Co., piloted some 50 couples, via automobile to Morton Grove, where they were the guests for the day of Guy French and wife and their beautiful children. After a bountiful repast, various games were indulged in, followed by a ladies' beauty contest, which was judged by Coroner Peter M. Hoffman, who is a candidate for Cook county sheriff, and predicted by his many friends a sure winner for this important office. After holding a "post-mortem" Mr. Hoffman was unable to choose a winner from the galaxy of beauty in attendance, and therefore declared a draw, presenting a box of "Rosie's" famous Morton Grove marshmallows to each lady, the same being toasted on an old-fashioned bonfire in the Forest preserve, which closely adjoins the beautiful French residence. An added feature was a "Coney Island Weinerwurst" eating contest between traveling representatives of the firm, Mr. French, Mr. Rosnosky, Mr. Neil, Mr. Nielson and Mr. Degnan. "Ros" won by "three links" and at latest report the doctor says he will be able to be about after taking an order for the famous A. B. C. supreme quality Lilium giganteum. A well sunburnt party motored back to this city after voting the French family royal hosts and having enjoyed the time of their lives.

NOTES.

The Wholesale Cut Flower Dealers' Association met at the Hotel Randolph, Thursday, May 18, when the election of officers was held as follows: Eric Johnson, president; A. T. Pyfer, vice-president; A. C. Kohlbrand, secretary; Phil Schupp, treasurer. John Michelsen declined the nomination as president and requested all the members to vote for Mr. Johnson.

PEONIES

—FOR—

Memorial Day

**\$6.00, \$8.00, \$10.00,
\$12.00 per 100.**

The demand for stock will be heavier than ever for this occasion, and you should arrange for your supply immediately.

SWEET PEAS

**Heavy Supply at \$15.00 and \$20.00
Per 1000.**

 Place your orders with us also for Roses, Carnations and other miscellaneous stock for we will have plenty for everyone.

**ROSES, CARNATIONS, MISCELLANEOUS CUT FLOWERS AND GREENS.
SEND US YOUR ORDERS.**

TANNER



**30 E. Randolph St.
CHICAGO**

L. D. Phone Central 6284

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Calendulas, Sweet Peas, Easter Lilies, Callas,
Peonies, Snapdragons, Gladioli.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Frank F. Benthey and John Gollan have joined the ranks of the departed, accounts of which appear in the obituary column this week. The grim reaper has been exceedingly busy of late and the ranks of the old guard is rapidly thinning.

Frank Oechslein had a fire at his Harlem avenue range May 20, when the

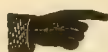
boiler shed was destroyed. Some of his Boston ferns were damaged but the total loss was not anywhere near as great as first reported.

C. L. Washburn, of Bassett & Washburn, spent Tuesday afternoon at the greenhouses at Hinsdale and Westmont but is on duty at the store at all other times.

A. L. Vaughan & Co. are handling large quantities of peonies in addition to a complete line of all other stock and report the outlook very bright for Memorial Day.

Wm. Jos. Werstler, manager of Thos. Franks & Son, Champaign, was a welcome visitor this week, making his headquarters at Percy Jones, Inc.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader
Ward

Sunburst
Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

PEONIES

DAISIES
TULIPS

PANSIES
JONQUILS

GLADIOLI

STOCKS
GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Fancy Handle Baskets

(With containers included)

For the Bride, the Graduate, for birthdays and many other occasions. We carry a liberal assortment of sizes, styles, etc. Prices vary at from 40c up to \$2.50 each. We recommend ordering a sample assortment for about \$10.00 to \$15.00.

(Complete list of many other items sent free.)

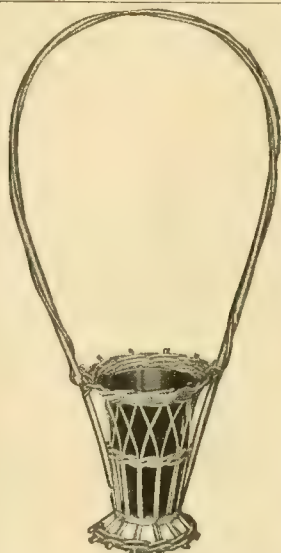
Geo. H. Angermueller Co.

WHOLESALE FLORISTS

1324 Pine Street,

ST. LOUIS, MO.

Established 1905



A large number in the trade attended the funeral of the late John Loeser, with the Joseph Foerster Co., May 20. John Kruchten, Leonard Koehler, Louis Hoeckner, Archie Spencer, Robert Northam and William Benzing acted as pallbearers and it is estimated that there were over 75 floral offerings sent to the home, showing the high esteem in which he was held by the trade. An account of his death appeared in the obituary column last week, page 889.

L. S. Elder, of Hartje & Elder, Indianapolis, Ind., was here this week on business. His firm is building a new Moninger house to be the home of the new pink carnation recently named **Winsome**. This variety has made a very creditable showing at the recent shows and was on display here at the last annual convention and exhibition of the Chrysanthemum Society of America.

Paul Klingsporn, George Weiland, Chas. McCauley, Fred Schramm, Frank Schramm, Ed. Muret, Rudolph Ellsworth and J. F. Kidwell attended the Golland funeral at Downers Grove, May 23. The late Mr. Golland was a stockholder of the Chicago Flower Growers' Association which concern the above named gentlemen are connected with.

The Commercial Flower Growers' Association met at the Hotel Randolph, May 18, when publicity and insurance were the two principal subjects discussed. President Pearson appointed a committee, consisting of Otto Amling, Andrew Benson and Rudolph Ellsworth, to make arrangements for the annual banquet to be held in June.

The passing of Frank Bentley removes a real landmark from the local trade. He was at the flower counter of King & Savage on State street, present

Marshall Field block, right after the Chicago fire. He was also with Hovy & Co. at one time.

Vaughan's Seed Store is doing a fine counter trade in gladiolus bulbs, canna plants, roses in bloom and bedding stock generally. Yellow King Humbert canna is in good demand. Import bulb prices are quoted.

John Witt has the sympathy of the trade in the loss of his wife, whose death occurred last week. The funeral was held from the home at 10423 Wallace street, May 22, with interment at Mount Hope cemetery.

The J. A. Budlong Co. is doing a splendid shipping business and everything is ready for a brisk Memorial Day trade. Ed. Martin is back on the job after being on the sick list for a couple of days.

Emil Maerz, with Chas. H. Fisk and a party of friends, drove to McHenry, May 20, to enjoy a few hours fishing. Mrs. Maerz and family leave next week to spend the summer at their cottage there.

Wietor Bros. will be through with the wholesale cut flower business May 31, as mentioned in the last issue of THE AMERICAN FLORIST.

The D. E. Freres Co. will handle the stock from the range that the Angel Guardian Orphanage purchased from Wietor Bros.

Joseph Kohout's new range at Libertyville is rapidly nearing completion and will be ready for planting soon.

At Tonner's establishment gladioli are in heavy supply and large shipments of peonies are arriving daily.

J. G. A. Johnson, of Johnson & Chronis, is back from a business trip to Alabama.

Everything in Large Supply FOR MEMORIAL DAY

You can get what you want here in quantity whenever you need it.

**PEONIES, ROSES, CARNATIONS,
GLADIOLI, SWEET PEAS, ETC.**

Open All Day Sunday, May 28

for the accomodation of all our customers
and others who need stock in a hurry.

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

MEMORIAL DAY

Send Your Orders To Us.

A heavy supply of Peonies, Roses, Carnations, Gladioli and all other miscellaneous seasonable Cut Flowers will enable us to fill your orders in full up to the last minute.

Complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Poehlmann Bros. Co. is cutting some of the finest *Cattleya gigas* ever seen in this market, as well as other varieties of the same family. Stock in general, including peonies, are in large supply for Memorial Day at this establishment, which will render day and night service in the shipping department, May 26-27-28-29.

Dan Simonds arranged the decorations at the Woods theater, on Mothers' Day, when the local lodge No. 4, B. P. O. Elks celebrated the occasion, previous mention being made in the last

issue. His tooth is one of the oldest in the city and his heart and soul is wrapped up in this organization.

Peter Reinberg, Inc., will have an increased supply of stock after June 1 and the store force will be enlarged when Gust. Alles and Charles Drissler of Wietor Bros.' staff join it.

Zech & Mann are strong on peonies in addition to all other seasonable stock for Memorial Day. Roses are in good supply at this house, not to mention carnations.

The Atlantic Floral Co. has discontin-

ued the candy department at its West Madison street store and will handle cut flowers exclusively in the future.

Miss Augusta Harper, formerly with E. H. Hunt and later with Bassett & Washburn, has joined the office force at Tonner's, acting as bookkeeper.

Louis Chorokomos and wife are planning to make a trip abroad in the near future, visiting their native homes in England and Greece.

Erne & Co. are busy storing peonies this week, which are arriving in quantity and splendid condition.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

Store Open All Day Sunday, May 28th, to Ship Flowers.

Stock is in exceptionally heavy
supply with us, particularly

PEONIES, ROSES, CARNATIONS, GLADIOLI.

Mention the American Florist when writing.

The American Railway Express Co. will give the wholesalers pick-up service, Sunday, May 28, for which Leo Gannon deserves credit. "Red" is always there in a pinch.

Paul Richmond, who has been employed at Oklahoma City, Okla., arrived here May 23. He has been offered several positions, but has made no selection as yet.

Frank X. Stuppy, of the Stuppy Floral Co., St. Joseph, Mo., and party stopped off here Monday, returning home from the east.

A. Henderson & Co. are having brisk demand for bedding stock and vegetable plants this week.

Visitors: J. P. Duffy and wife, Cedar Rapids, Ia.; Mr. Lockyear, of the Lockyear Floral Co., Evansville, Ind.; Raymond De Rycke, Moline.

St. Louis, Mo.

STOCK SELLING WELL.

Stock sold very well last week, the briskness being attributed to the influence of the Mothers' Day advertising, the effect of which was noticeable even after the publicity had ceased in the newspapers. The quality of roses is nothing exceptional, the outer petals being unusually burnt and the bloom's keeping quality not as good as during previous weeks. Outdoor flowers are in heavy supply, corn flowers, gladioli, larkspurs, both single and double, gaillardias and coreopsis constituting the bulk of the offerings. Prices are good for this stock. The call for the more staple flowers is somewhat less. Lily of the valley, carnations and roses moved slowly.

GARDEN CLUB FLOWER SHOW.

The third annual flower show of the local Garden Club, held in the garden



FOR MAY 30 CEMETERY VASE

Made of durable earthenware and stained permanent Green.

The best Vase for CEMETERY use.

Per doz., \$4.00; 3 doz., \$11.25.

Vaughan's Seed Store
CHICAGO NEW YORK

Mention the American Florist when writing.

display house of the Missouri Botanical garden, recently, was a great success. There were numerous amateur and commercial exhibitors. W. A. Rowe, Kirkwood, won most of the prizes in the commercial group, displaying some exceptional carnations, sweet peas, gladioli, calendulas and delphiniums. The Woodlawn Gardens, Edwardsville, Ill., received several first and many second awards, with roses, carnations and gladioli. Sweet peas, snapdragons, delphiniums and gladioli were shown by O. C. May, Sappington, who carried off a number of first prizes. W. T. Pilcher, Rock Hill road, had several prize winning vases of roses. A vase of superb gaillardias, some of the flowers being three inches in diameter, won a first prize for Geo. B. Windler. In the

amateur classes, awards were offered for cut flowers, pot plants and arrangements. Some very exceptional cut flowers were shown including digitalis, delphiniums, columbines, perennial poppies and irises. In pots nearly all of the hardy perennials were seen as well as many annuals. J. K. M.

BIDDEFORD, ME.—Strouts, Inc., sustained some loss by hail, May 7, when 300 lights in its greenhouses were smashed and others cracked. The Saco Flower Co. also reported some damage.

SAN FRANCISCO, CALIF.—The Francis Floral & Decorating Co. recently moved to its new location at 433 Powell street, discontinuing its former establishment at 465 Powell street.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

HEAVY SUPPLY MEMORIAL DAY FLOWERS

With plenty to take care of the late demand.

ROSES, CARNATIONS, PEONIES AND GLADIOLI
are our leaders for this occasion, but we have a complete line of all other Cut Flowers and Greens.

OPEN ALL DAY, SUNDAY, MAY 28

Memorial Day Poppies

Silk and Lawn Poppy

For Boutonniere or Corsage

\$15.00 per 1000

No orders will be accepted for less than 500.

Check or money order must be enclosed with order.

NATURAL PLANT PRESERVERS COMPANY

233 FIFTH AVENUE

--

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NEW YORK CITY

Largest Manufacturers of Poppies in America

Columbus, O.

TRADE FAIRLY SATISFACTORY.

Trade has been about all that could be expected and retailers in all sections of the city profess to see an improvement in many ways. The employment situation has improved considerably and a better demand for flowers and plants is developing. The feature of the daily call is the sale of roses, carnations, sweet peas and peonies of good quality. Roses bring \$3 to \$8 per dozen and the varieties are mostly Premier, Columbia,

Sunburst, Ward and Butterfly. Carnations are selling around \$2 per dozen, while peonies are selling from \$3 to \$5 per dozen. Funeral work has been rather active and all florists have been sharing in this work. Some orders for graduation entertainments and receptions have been secured. The graduation season at the various schools and colleges is near at hand. Pot plants are selling exceptionally well and many householders are filling porch boxes and hanging baskets.

IRIS SHOW.

The regular iris show given in the Archaeological Museum building at the Ohio State university, May 20-21 by the local Iris Society was a success in every particular. The attendance during the two days was exceptionally large and many displays from out of town were exhibited. Charles Wing, of the Wing Seed Co., Mechanicsburg, had a table of 50 varieties of seedlings which attracted considerable attention. A smaller display of seedlings was made

ERNE & COMPANY

-WHOLESALE FLORISTS-

10 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

by Charles Grosvenor, Napoleon, who was a big exhibitor in the professional class. Prizes for the best individual exhibits of 50 kinds or more were won by Mrs. E. J. Spencer first and Mrs. Dudley Filler second. Prizes for the best artistic arrangement were won by Mrs. E. J. Spencer, first; Mrs. S. R. Merrick, second, and Mrs. Malcolm McDonald, third. The award for the best collection of 25 varieties or more of irises was won by Mrs. J. C. Arbuckle, this city, first; Geo. Sifrit, second, and Miss Nellie Ustick, third. For the best collection of bearded irises Mrs. J. C. Arbuckle was the winner. She also won the prize for the best collection of Iris Hexagona foliosa. Many amateur growers received pointers at the show. The judges were W. H. Grosvenor, Napoleon; Charles Wing, Mechanicsburg, and Dr. Bales, Circleville. The officers of the club are: Mrs. J. C. Arbuckle, Shepard, president; Prof. H. C. Hottes, first vice-president; Mrs. Alex. Johnson, second vice-president; Mrs. J. R. Poste, secretary; Mrs. E. J. Spencer, treasurer; Mrs. Edw. Howard, chairman executive committee; Mrs. Raymond Dalzell, chairman garden committee.

FLOWER GROWERS' AND RETAILERS' ASS'N.

The regular meeting of the Flower Growers' and Retailers' Association, which was held at the Chittenden hotel May 16, was well attended. The question of holding a flower show took up the entire evening's time following a dinner. Many different opinions were expressed, but all agreed that a flower show under the auspices of the local association was a good thing. It is proposed to hold the show in October, the exact date and place to be decided later. At the next meeting, May 30, it is hoped to have all of the details ironed out and possibly the appointment of a committee to have charge.

One of the features of the gallery of fine arts on East Broad street, this city, is a large iris garden which contains about 225 different kinds. The seeds were donated by the Wing Seed Co., Inc., Mechanicsburg, and comprised about 225 varieties of pogon or bearded irises, as well as a number of apagon or beardless varieties. Vari-colored species from Siberia and Japan are also included in the garden. Among the most beautiful kinds are Mary Garden, Trojana, Crusader, Black Knight, White Knight, Sappho, Erich, Afterglow, Sarpoden, Stamboul, Nine Wells, Mt. Penn, Opera and others.

NOTES.

Frank C. Viereck, who operates the Viereck Floral Shop on East State

Neponset Waterproof Paper FLOWER POTS

These pots are nested and packed in cases of 1,000 each.

Sizes	Per 1000	Per 500	Per 100	Sizes	Per 1000	Per 500	Per 100
2 1/4 inch	\$4.50	\$2.75	\$0.65	4 inch	\$11.50	\$ 6.25	\$1.50
2 1/2 inch	5.50	3.25	.75	5 inch	18.00	9.00	2.00
3 inch	7.50	4.25	1.00	6 inch	24.00	12.00	2.75
3 1/4 inch	9.50	5.25	1.25				

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.



Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co., LOWELL, MASS., U. S. A. DEPT. XYZ

Mention the American Florist when writing.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone: Humboldt 8853.

CHICAGO

street, is preparing for a good Memorial Day trade. He is located in the heart of the market section and always gets a good trade during that season.

A good call for pot plants and seasonable flowers by Carl W. Huber, 964 Lockbourne avenue. His plant is one of the modern ones of the city and the capacity is being gradually increased.

Underwood Bros., florists and growers on Fair avenue, report a decided improvement in the call for plants and ferns. The firm will soon start a number of improvements at its plant.

The Vanity Flower Shop, 701 North High street, is a newcomer among the retailers. This concern has been in operation a few months and is getting along very nicely.

A good steady demand for carnations, roses, sweet peas and summer flowers has characterized business at T. J. Ludwig's, North High street, during the past week.

S. F. Stephens & Son have been rushed to the limit during the past few weeks. Pot plants are the big feature at this time.

J. W. L.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1129-1131 Arch St., Philadelphia, Pa.

146 West 18th St., New York.

Mention the American Florist when writing

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY
Wholesale Commission Florists

163-5 NO. WABASH AVE., CHICAGO
Telephone Central 466

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
MEMORIAL DAY PRICE LIST

	Dozen.	
Roses Mrs. Chas. Russell...	\$12.00 @ \$35.00	
" Butterfly	10.00 @ 30.00	
" Columbia	10.00 @ 30.00	
" Dunlop	10.00 @ 30.00	
" Premier	12.00 @ 35.00	
" Hoosier Beauty	12.00 @ 35.00	
" Killarney Brilliant	10.00 @ 25.00	
" White Killarney	10.00 @ 25.00	
" Mrs. Geo. Shawyer	6.00 @ 20.00	
" Milady	12.00 @ 35.00	
" Mrs. Aaron Ward	8.00 @ 20.00	
" Sunburst	10.00 @ 25.00	
" Ophelia	10.00 @ 25.00	
" Dbl. W. Killarney	10.00 @ 25.00	
" Cecile Bruner	4.00	
" Our Selection	10.00	
Calendulas	3.00 @ 5.00	
Daisies	2.00 @ 3.00	
Cattleyas, per doz	12.00 @ 18.00	
Valley	6.00 @ 8.00	
Carnation	8.00 @ 15.00	
Easter Lilies	2.00 @ 4.00	
Sweet Peas	8.00 @ 10.00	
Tulips	6.00	
Jonquils	2.00	
Pansies, dozen bunches	.75 @ 1.50	
Adiantum	4.00	
Ferns, per 1,000	2.00	
Galax, per 1,000	1.00	
Leucothoe	.50 @ .75	
Sprengerii, Plumous Sprays, per bunch	1.00	
Mexican Ivy	9.00	
Boxwood, 35c per lb., case	7.50	
Huckleberry, per case		

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Enough for two quarts, either pink or
yellow, for a Dollar.

MCCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.



THE BOOK OF GLADIOLUS

BY

**Matthew
Crawford**

AND

Dr.

Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50

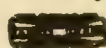
AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

A. L. Randall Co.,



Wabash Ave., and Lake St.
CHICAGO, ILL.



**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Kill-
arney Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE
General Office: Federal Life Building
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing

Double Blue Cornflowers

We can furnish now in most any quantity. Can we interest you in regular shipments two or three times a week.

For Decoration Day you can use quantities of them. Let us know your requirements.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

STOCK CLEANS UP AT LOWER PRICES.

The market was very full of flowers the past week with only a slight demand during the early part, but which strengthened on Friday and Saturday so that with all high-grade stock sold up, and joblets to the street men, the boxes were cleaned out, making a fairly satisfactory week for the season. The quality of the stock is fine and there is good variety. Mrs. Chas. Russell, Premier, Columbia, Butterfly and Pilgrim roses are exceptionally good for the season, as are also Double White Killarney. Prices, while low, are satisfactory as most of the stock is sold. Carnations are much more plentiful than last year and just now are having a hard time in competition as are all flowers, for that matter, with peonies. These latter have come in a week or 10 days earlier than usual, and were never better in condition. They brought six to eight cents up to May 20, and dropped to four and six cents May 22. Snapdragon is working over time, there being quantities in all grades that is sold in job lots or not at all. Callas are still plentiful and the quality very good. Easter lilies have shortened up and will from now on be in the hands of specialists. Candytuft, pyrethrum, annual larkspurs and cornflowers, the latter nearly all double, are seen in quantity. Sweet peas are still plentiful, but beginning to show that their season is closing, as most of the stock is short stemmed. Very good gladioli are coming from a number of growers and is one of the best sellers. There is a full line of greens, the new crop of dagger ferns being a great help.

MEMORIAL DAY.

All are now looking forward to Decoration Day, the final floral holiday of the season, which, on account of the

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, May 24.		Per 100
Roses, American Beauty.	\$ 8.00 @	\$100.00
" Russel	6.00 @	16.00
" Dunlop	4.00 @	12.00
" Pilgrim	6.00 @	16.00
" Crusader	6.00 @	20.00
" White Killarney	6.00 @	16.00
" Ward	4.00 @	12.00
" Maryland	4.00 @	12.00
" Hoosier Beauty	6.00 @	16.00
" Columbia	6.00 @	16.00
" Hadley	6.00 @	25.00
" Premier	6.00 @	16.00
" Ophelia	6.00 @	16.00
" Butterfly	6.00 @	16.00
" Cecile Brunner		3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50 @	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00 @	3.00
Carnations, fancy	8.00 @	12.00
Carnations, ordinary	6.00 @	10.00
Cattleyas, per doz.	12.00	
Callas	1.00 @	2.00
Easter Lilies	25.00	
Lily of the Valley		16.00
Smilax, per dozen		6.00
Cypripediums, dozen	4.00 @	3.00
Sweet Peas	2.00 @	3.00
Jonquils	6.00	
Myosotis per bch.	.50 @	.75
Poeticus		3.00
Marguerites	3.00 @	5.00
Snapdragons	1.50 @	2.50
Valley	8.00	
Pansies	1.50 @	2.50

BUFFALO, May 24.		Per 100
Roses, White Killarney.	\$ 3.00 @	\$ 6.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Milady	6.00 @	12.00
" Maryland	3.00 @	10.00
" Sunburst	4.00 @	12.00
" Columbia	6.00 @	25.00
" Ophelia	8.00 @	12.00
" Russell	5.00 @	15.00
" Premier	6.00 @	18.00
" Cecile Brunner	3.00 @	4.00
Calendulas	3.00 @	5.00
Carnations	6.00 @	8.00
Easter Lilies	15.00 @	20.00
Mignonette	3.00 @	5.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	3.00 @	10.00
Sweet Peas	1.00 @	2.00
Daisies	1.00 @	2.00
Tulips	4.00 @	6.00
Calla Lilies	10.00 @	20.00
Gladioli	10.00 @	12.00

PHILADELPHIA, May 24.		Per 100
Roses, Beauty, special.	\$50.00 @	\$75.00
" Butterfly	6.00 @	10.00
" Ophelia	6.00 @	10.00
" Columbia	6.00 @	15.00
" Mrs. Chas. Russell	6.00 @	20.00
" Dbl. Wt. Killarney	4.00 @	10.00
" Hadley	10.00 @	20.00
" Sunburst	6.00 @	10.00
" Wards	3.00 @	6.00
" Premier	6.00 @	20.00
Adiantum	1.00 @	1.50
Asparagus, bunches.	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.00 @	2.00
Carnations	4.00 @	6.00
Cattleyas	100.00 @	150.00
Easter Lilies	10.00 @	20.00
Sweet Peas	.50 @	1.50
Callas	15.00 @	20.00
Snapdragon, per doz.	.50 @	1.00
Smilax		.35
Lily of the Valley	5.00 @	6.00
Gladiolus, doz.	.75 @	1.50
Peonies	4.00 @	8.00

activeness of the American Legion, promises to be the greatest of any that have gone before. A large wholesaler said the call could be greatly increased if the retail stores would only feature the event as they should. Most of them wait for the demand, when it is up to them to create it. "Flowers for Memorial Day" should be the sign in all the florist's windows, along with made-up wreaths, sprays and pans of growing plants. People would buy flowers here the same as in the New England states if we make it the custom.

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

No. 7 South Mole Street.

WM. C. LYNCH, Manager

PHILADELPHIA, - PA.

This Week High Grade
Roses, Sweet Peas, Violets
and Carnations

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

FLORIST'S CLUB MEETING, JUNE 6.

The essay committee is to be congratulated in having secured as a speaker, for the June 6 meeting, our honorable mayor, J. Hampton Moore, whose subject is to be the "Sesqui-Centennial Exposition—Its Importance to the City and the Part the Florists Can Take in Making It a Success." There should be a full turnout of the club in honor of our distinguished guest. The annual convention of the Society of American Florists will also be taken up and an endeavor made to secure a good attendance from this city to accompany President S. S. Pennock to Kansas City, Mo., in August, next.

NOTES.

Edward Reid reports that the various subscriptions to the Mothers' Day advertising were nearly all in and he feels sure that the publicity was a great success as all wholesalers and retailers report the largest business they have ever had. Mr. Reid motored up through the New England states last week for Memorial Day orders. Edward is a hustler and has a way with him that helps fill the order book. This week he is taking a trip nearer home that will probably be as fruitful.

Henry Pennock and family, of Jupiter, Fla., are here on a visit. Mr. Pennock has six acres in asparagus for sprays which he ships to the northern markets. He finds a steady demand, but increased express rates cut a large hole in the profits.

The Leo Niessen Co. is handling an enormous stock of flowers of all kinds and are booking orders for a big Memorial Day trade. Peonies are a feature, as are also roses and carnations, of which the quality is very fine.

The Philadelphia Growers' Cut Flower Market is handling choice roses from the Doemling greenhouses, Lansdowne. Sweet peas are also a feature.

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers

and Greens

Mention the American Florist when writing.

C.C. POLLWORTH CO.

CUT FLOWERS

PLANTS, BULBS

FLORISTS'

SUPPLIES

MILWAUKEE, - WIS.

Mention the American Florist when writing.

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies

Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 676

444-446 Milwaukee Street

MILWAUKEE, WIS.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,

PITTSBURGH, - PA.

LATEST CENSUS FIGURES OF

Commercial Floriculture

will be found in the new edition of the

TRADE DIRECTORY

just issued.

\$5.00 PER COPY, POSTPAID.

American Florist Co.

440 S. Dearborn St., CHICAGO

Wholesale Flower Markets

PITTSBURGH, May 24.		Per 100
Roses, Beauty, spl.	doz...	\$ 9.00
" " fcy.	doz...	7.50
" " ex.	doz...	6.00
" " No. 1.	doz...	4.00
" American Legion.		\$ 8.00 @ \$ 25.00
" Killarney		6.00 @ 15.00
" Maryland		6.00 @ 15.00
" Sunburst		6.00 @ 15.00
" Mrs. Aaron Ward.		6.00 @ 15.00
" Russell		10.00 @ 30.00
" Columbia		8.00 @ 25.00
" Ophelia		8.00 @ 20.00
" Hilda		8.00 @ 15.00
" Premier		8.00 @ 30.00
" Madam Butterfly.		6.00 @ 25.00
Carnations		5.00 @ 6.00
Calendulas		2.00 @ 3.00
Calla Lilies, per doz.		2.50 @ 3.00
Daisies, Yellow		2.00 @ 4.00
Lilies		15.00 @ 20.00
Valley		6.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumosos, per bunch		.50
Sprengerl, per bunch		.80
Sweet Peas		1.00 @ 3.00
Snadragons, per doz.		.75 @ 2.00

CINCINNATI, May 24.		Per 100
Roses, Premier		\$6.00 @ \$20.00
" Russell		6.00 @ 20.00
" Columbia		6.00 @ 20.00
" Butterfly		6.00 @ 20.00
" Pink Killarney		6.00 @ 20.00
" White Killarney		6.00 @ 20.00
" Sunburst		6.00 @ 20.00
" Mrs. Aaron Ward.		6.00 @ 20.00
" Ophelia		6.00 @ 20.00
" Baby Doll		4.00 @ 4.00
Rubrum		4.00 @ 8.00
Calla		12.50 @ 15.00
Easter Lilies		15.00
Yellow Daisies		1.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosos (south) per bch.		.25
Smilax, per string		.15 @ .25
Coontie Leaves		2.00
Mahonia Leaves		1.00

SEATTLE, WASH.—The Garden Shop is the name of a new flower and seed store recently opened by Ronald E. Chapman, at 1913 Westlake street.

FORT WAYNE, IND.—The Blossom Floral Co. advises that all cut flowers cleaned up on Mothers' Day, the firm's business comparing favorably with the Easter trade.

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

ST. LOUIS, May 24.		Per 100
Roses, Premier		\$6.00 @ \$20.00
" White Killarney		3.00 @ 10.00
" Columbia		6.00 @ 15.00
" Crusader		6.00 @ 12.00
" Ophelia		4.00 @ 15.00
" Russell		6.00 @ 25.00
" Ward		2.00 @ 6.00
" Butterfly		3.00 @ 12.50
" Sunburst		4.00 @ 12.50
Carnations		2.00 @ 8.00
Valley		6.00
Sweet Peas		3.00 @ 4.00
Callas, per doz.		3.00 @ 12.50
Lilies, per doz.		10.00 @ 12.50
Galax, green, per 1,000		1.50
Galax, bronze, per 1,000		1.50
Ferns, per 1,000		4.50 @ 5.00

MILWAUKEE, May 24.		Per 100
Roses, Killarney, W. K'l'y.		\$10.00 @ \$18.00
" Premier		10.00 @ 30.00
" Ophelia		8.00 @ 20.00
" Columbia		8.00 @ 25.00
" Ward		6.00 @ 12.00
" Butterfly		8.00 @ 20.00
Carnations		6.00 @ 8.00
Daisies		1.50 @ 4.00
Orchids, Cattleyas, doz.		18.00 @ 24.00
Sweet Peas		1.00 @ 3.00
Calendulas		4.00 @ 6.00
Valley		4.00 @ 6.00
Callas, per doz.		2.00 @ 2.50
Snadragons, per doz.		.75 @ 1.50
Forget-Me-Nots		1.50 @ 2.00
Fancy Ferns, per 1,000		5.00
Asparagus, per bunch		.50 @ .75

HARRY CHARLES, VIOLETS

Daily supply of Siebrecht's Valley. Cut Lilies always on hand.
104 West 28th Street, NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.

WHOLESALE FLORIST

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid

AMERICAN FLORIST CO.

440 SOUTH DEARBORN STREET, CHICAGO

New York.

BUSINESS EXCEPTIONALLY QUIET.

Business was extremely quiet during the past week, with heavy arrivals of stock and a light demand. Admitting that there was a fair Mothers' Day business, one is inclined to ask was it worth while? It brought in a great flood of stock that created a surplus that was an aftermath and a burden; gave a large portion of the public a poor opinion of the florists in general, and started a nasty quarrel between retailers and wholesalers that got into the newspapers. The propagandists and publicity agents might take a vacation to see what the effect will be. All seasonable flowers are arriving in large quantities. Roses, carnations, irises, sweet peas, lilacs, stocks and minor offerings are plentiful. The peonies are now arriving in considerable volume, but that is only a beginning. Darwin tulips, grown in the open, are also factors, and as the weather has been generally cool, they are of good quality and there is a fair demand for them. Cool weather is also keeping the carnations, particularly the New England shipments, in fine condition.

May 22.—With warmer weather there is an increasing supply of stock.

FLORAL DECORATIONS ON S. S. MAJESTIC.

The new S. S. Majestic of the White Star line arrived here May 16. Under ordinary circumstances the arrival of a steamship is not a great event, but the Majestic is in a class by itself, being the largest ship in the world. To be exact, the Majestic is 956 feet long and has a beam of 100 feet, depth from bridge to keel 102 feet. What would the shades of Drake and Nelson think of such a ship? The broadside viewed from the water line up reminds a landsman of a nine-story apartment house. An "elderly naval man," as Gilbert expressed it, could give a better description and we will confine ourselves to the horticultural features on board, for we went aboard for that purpose. Few of the large hotels make as good a display of plants and cut flowers as were found on this ship. In suitable locations we found large palms in five-foot tubs, flowers being arranged in the spare space at the tops of the tubs. In corners and niches there were many groups of smaller plants. At the entrance to the dining room there was a group of tall and heavy vases filled with cut flowers. The dining room has 167 tables, all handsomely decorated with cut flowers and small ferns. In the vases of the table lamp stands there are clever arrangements that hold the ferns. In the after part of the ship there is a conservatory that houses quite a collection of plants. Necessarily there is a florist on board to care for and arrange the stock.

NOTES.

The wholesalers of the Eighteenth street market are handling quantities of good stock. Noteworthy at J. J. Coan's stand are carnations and Darwin tulips. In addition to American Beauty and American Legion roses, M. C. Ford is receiving a good supply of peonies. H. E. Froment continues to receive heavy shipments of all the popular tea roses. In addition to a great stock of roses and other staple flowers, J. S. Fenrich, who has a section for green and other outdoor stock, is handling

great quantities of lilac. William Mackie, I. Goldstein and others are well supplied.

The Sun records the following in a recent issue: "Oil has been found in Scotland. Any one who thinks he can work a 'get rich quick' stunt in that country will find a real test of his ability." So say we.

W. E. Marshall & Co., Inc., 166 West Twenty-third street, have been making a fine display of lilac blooms at their store. They had over 100 named kinds and offer plants for sale.

Calling recently on G. L. Wilson, 341 Franklin avenue, Brooklyn, we found him busy with funeral work. He stated that he had a good Mothers' Day trade.

Fred G. Hawkins, Port Richmond, Staten Island, is sending exceptionally fine English ivy and geraniums to J. K. Allen in the Eighteenth street market.

Tryforas Bros., who have a retail store on 125th street and another on Willis avenue, state that Mothers' Day business was good at both places.

May sweet peas are short stemmed, as a rule, but Wm. Kessler, 113 West Eighteenth street, is handling an exceptionally fine supply of them.

Mrs. May Bonnot, wife of Leon Bonnot, florist at 228 Eighth avenue, died May 20. Further particulars will be found in the obituary column.

The Brooklyn Florists' Supply Co. is a new enterprise recently located at 36 Willoughby street, Brooklyn. They carry a good line of supplies.

In addition to other good stock, Joseph A. Millang of the New York Cut Flower Co. is selling exceptionally fine Scott Key roses.

The Algerti Flower Shoppe is a retail enterprise recently opened at 782 Lexington avenue.

Wm. P. Ford, 107 West Twenty-eighth street, is receiving a fine lot of peonies.

A. F. F.

Evansville, Ind.

EXCELLENT BUSINESS REPORTED.

Trade continues exceptionally good and florists are looking forward to a fine business Memorial Day. Peonies are arriving in considerable quantities and the quality is very fine, the crop in southern Indiana greatly exceeding that of last year. Roses and sweet peas are in good demand and prices satisfactory. Social activities are in full swing and several weddings during the past week called for additional stock. Funeral work has held up well. Memorial Day in many towns in southern Indiana, southern Illinois and western and northern Kentucky will be observed this year on a more elaborate scale than ever. Roses will be in especially strong demand, it is said. Many of the large manufacturing plants here are being operated on better time than they were three or four months ago.

NOTES.

Reports from Vincennes, Washington, and Huntingburg, Ind., Owensboro, Henderson and Hopkinsville, Ky., and Mt. Carmel, Ill., say the florists have done a splendid business during the past three months and that their trade has shown a nice increase over the corresponding months of last year. A number of shows for the towns and cities in the tri-state sections have been arranged for the summer months.



1921—Established 1887

J. K. ALLEN, 43 W. 18th St. N. Y. CITY

Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street.

Solicits Roses, Carnations, Valley, Orchids. Best facilities for handling. Highest prices. Quick returns. Prompt payments.

Telephones: Watkins 0167-3058.

J. J. COAN, Inc.

WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Ernst Lutz, florist at Boonville, Ind., says the trade in that section of the state is looking forward to the best Memorial Day for several years past.

Philip Pflasterer, Winchester, died at his home in that city recently, age 84 years. Further particulars will be found in the obituary column.

W. B. C.

Cleveland Horticultural Society.

The regular monthly meeting of the Cleveland Horticultural Society was held May 11, President R. P. Brydon in the chair. It was decided that the society have a field trip once a month for the next four months to visit the surrounding estates and nurseries. The exhibits of the evening were Darwin tulips, grown by Frank McNicoll and Fred Heyl, which were exceptionally fine, and caused a good deal of discussion.

It was decided that the June show be passed up this year, but to stage a chrysanthemum show in the autumn. Two new members were elected to the society.

W. J. Bruce, Sec'y.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26th STREET
New York City

Telephones:
3864 and 3158 Watkins

W. L. DOYLE

A. E. BOOTH

DOYLE & BOOTH
WHOLESALE FLORISTS
116 W. 28th St., NEW YORK

Consignments Solicited
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31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
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Mention the American Florist when writing.

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4428

D. J. Pappas
President

United Cut Flower Co., Inc.
WHOLESALE
111 W. 28th St., NEW YORK

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of
Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301

Mention the American Florist when writing.

Wholesale Flower Markets

NEW YORK, May 24. Per 100

Roses, Beauty	4.00@	\$ 50.00
Premier	2.00@	12.00
American Legion ..	2.00@	15.00
Crusader	4.00@	25.00
Golden Ophelia	2.00@	10.00
Columbia	2.00@	12.00
Pilgrim	2.00@	10.00
Hadley	4.00@	25.00
White Killarney ..	2.00@	6.00
Dbl. Wt. Killarney ..	2.00@	10.00
Dunlop	2.00@	10.00
Aaron Ward	3.00@	10.00
Ophelia	2.00@	12.00
Scott Key	4.00@	50.00
Sunburst	2.00@	10.00
Mdm. Butterfly	2.00@	12.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Carnations	2.00@	5.00
Carnation Laddie	8.00@	10.00
Cattleyas	35.00@	75.00
Daisies, Yellow	.50@	1.50
Gardenias, per doz.	.50@	4.00
Gladiolus, per doz.	1.50@	2.00
Iris	.75@	1.00
L. Rubrum	6.00@	10.00
Leucothoe, per 1,000.	5.00@	7.00
Lilies, White	6.00@	10.00
Lily of the Valley	4.00@	6.00
Snapdragons, per doz.	.50@	1.00
Darwin Tulips, per doz.	.50@	.75
Smilax, doz. strings	2.00@	2.25
Galax, green and bronze, per 1,000.	1.50@	2.50
Ferns, per 1,000.	2.00@	2.50
Sweet Peas	.50@	1.25
Lilac, per bunch	.25@	.50
Asp. Plumosus, per bunch.	.50@	1.00
southern	.15@	.50
Peonies, per doz.	.50@	1.00
Larkspur, per doz.	1.00@	2.50

M. C. FORD
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins

A complete assortment of the best in the market can always be relied upon.

Mention the American Florist when writing.

PHONE 2335 WATKINS
2336

WM. KESSLER
Wholesale Florist
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK

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Telephone Watkins 9254

Edward Brenner
Wholesale Florist
31 and 43 W. 18th St., NEW YORK

Everything in Cut Flowers
Consignments Solicited.

Telephone Chelsea 5713
For prompt and satisfactory results ship to

Sullivan, Dolan & Co.
WHOLESALE FLORISTS
112 West 28th St. NEW YORK

All Seasonable Flowers

William P. Ford
WHOLESALE FLORIST
107 W. 28th St., NEW YORK
Telephone 5335 Watkins

Mention the American Florist when writing.

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

Geo. C. Siebrecht
Wholesale Florist
109 W. 28th St., NEW YORK
Tel. 608 and 609 Watkins

CONSIGNMENTS SOLICITED

Mention the American Florist when writing.

Frank H. Traendly

Charles Schenck

Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK

Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins

Orchids, Roses, Carnations, and all the other best products of the leading growers.

Mention the American Florist when writing.

GEO. B. HART
Wholesale Florist
24-30 Stone Street
ROCHESTER, NEW YORK

I. Goldstein
Wholesale Florist
31 and 43 W. 18th St., NEW YORK

Prompt and careful attention to your interests. Consignments Solicited.

Mention the American Florist when writing.

HERMAN WEISS
121 W. 28th St., NEW YORK

Snapdragons, Roses, Carnations, Bouvardias and Orchids.

As Well As All Other Flowers in Season.

Member
New York Wholesale Florists' Protective Ass'n

Joseph S. Fenrich
WHOLESALE FLORIST
43 West 18th Street, NEW YORK

Phones 0420-21-22 Watkins

Roses, Carnations, Peas, Violets and Lilies.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

FOR CHICAGO SCHILLER'S

4509 Broadway and
2221 W. Madison Street

GEORGE ASMUS
Manager

Member of F. T. D. A.

Mention the American Florist when writing.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

705 WEST SIXTH STREET

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing.

CHICAGO

Engel
The
Palmer House
Florist
17 E. MONROE ST.

ORDERS IN OR AROUND

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Central City Shop, 1908 Market St.

Member of Florists' Telegraph Delivery.

SAVANNAH, GA. ←

John Wolf

The Largest Grower
of Cut Flowers in the South

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
Niagara Falls and Western New York.
Members of Florists' Telegraph Delivery.

Providence, R. I.

TRADE RATHER QUIET.

After Mothers' Day trade has been rather quiet. Some cut flowers sold well, however, the last of the week. Stock is good, and more than enough to fill the demand. Memorial Day is keeping every one on the jump getting ready for the rush. As usual all of the department stores, markets and groceries are filled with wax wreaths and sprays, and the supply seems to be unlimited. Geraniums are good and sell well, and there will be a good supply of all stock for the occasion, it is believed. Fine southern asparagus is still being shipped here. Carnations are good, never better, and the rose growers are cutting a good crop again after some very small cuts for several weeks past. Very few callas can be cut now, as most of the plants are run out.

NOTES.

One of our local charities had a flower day this week, selling upward from 10,000 to 20,000 flowers on the street. These were obtained from the Boston markets, and were distributed from the wholesale store of Joseph Koppleman, Custom House street, Mr. Koppleman turning over a large part of his establishment for the use of the committee in charge.

Mrs. Olsen has been bringing in some very fine outdoor Poeticus narcissi.

A lot of good sword ferns could be sold if the florists could get them.

H. A. T.

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLVUE-STRAFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing.

Trade Directory

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Florists,
Nurserymen,
Seedsman

— OF THE —

United States and Canada
Price \$5.00, Postpaid.

American Florist Co.

440 S. Dearborn St. CHICAGO

Hartford, Conn.

George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association

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Canada's Best Known and Most Reliable
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Only
the
Best

Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and
guarantee safe arrival.

New York.

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David Clarke's Sons

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Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO
75 E. Adams St.

**Wittbold and Son**
HENRY
FLORAL FLORISTS
EVANSTON, ILL. 3025 Central St.

Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

Chicago.

**A. Lange**
77-79 E. Madison Street
Mention the American Florist when writing.

ENGLAND

**Bees Ltd**
Bold Street
LIVERPOOL

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.
(Members F. T. D.)
Steamers arriving at or leaving any port can be served at a few hours' notice.
(Members F. T. D.)
Mention the American Florist when writing.

Minneapolis, Minn.

ADAMS, FLORIST
The House of Roses
STATE THEATER BUILDING.
Eleven South Eighth Street

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Ft. Wayne, Ind.

Flick Floral Co.
Ft. Wayne's Largest Up-to-date Cut Flower Store.
Fresh Cut Flowers and Plants From Our Own Greenhouses.
Personal Attention to all orders.

Mention the American Florist when writing.

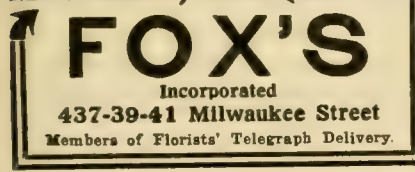
Salt Lake City.

Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Member of Florists' Telegraph Delivery.

**STEAMSHIP SAILINGS**
FOR
NEXT WEEK

Randolph & McClements
Floral Experts
5936 Penn Ave., Pittsburgh, Pa.

Milwaukee, Wis.

**FOX'S**
Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico.
No orders too large, none too small.

CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

TERRE HAUTE, IND.
THINK OF HEINL'S

FROM NEW YORK EXCEPT AS NOTED.

May 29.
FROM PHILADELPHIA, Carlsholm, Swedish America Line (Gothenburg - Malmö - Norrköping-Stockholm).

May 30.
Londonier, Belgian Line (Havre-Antwerp).
Berengaria, Cunard-Anchor Line (Cherbourg-Southampton).
Canada, Fast Line (Lisbon-Piræus-Smyrna-Berut-Jaffa).
FROM BALTIMORE, Charlott, States Marine Company (Stockholm - Copenhagen - Kristiania-Bergen).
FROM GALVESTON, Napierian, I. M. M. Lines (Liverpool).

May 31.
France, French Line (Havre).
Manchuria, I. M. M. Lines (Hamburg).
FROM HAMPTON ROADS, Scythian, I. M. M. Lines (Manchester-Liverpool).
Southern Cross, Munsen Steamship Lines (South America).
Jolee, West African Line (Azores-Madeira-Canary Islands-West Africa).
Storaker, Stray Line (Trondhjem-Bergen-Kristiania-Helsingfors).
Estonia, Baltic American Line (Danzig-Libau-Riga-Reval).

June 1.
Rochambeau, French Line (Havre).
FROM BALTIMORE, Valemores, Furness Lines (Liverpool).

June 3.
New Amsterdam, Holland - America Line (Rotterdam).
Virgilia, Cunard-Anchor Line (London).
Cameronia, Cunard-Anchor Line (Glasgow).
Parima, Quebec Steamship Company (St. Thomas-Antigua-Dominica-St. Lucia-Barbadoes).
Ponce, Porto Rico Line (San Juan).
Iroquois, Santo Domingo Line (Monte Cristi-Puerto Plata-Sanchez-Samana-La Romana-San Pedro de Macoris-Santo Domingo City-Azua-Barahona-Turk's Island).
FROM MONTREAL, Canada, I. M. M. Lines (Liverpool).

Ia Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured
Mention the American Florist when writing.

**New York's**
SHOP OF QUALITY
Irene Hayes, Inc.
799 Park Avenue
F. T. D.
Telephone Rhinelander 0202 and 0203

Freeport Floral Co.
Freeport, Illinois
House of Quality and Service
Complete line of Cut Flowers and Potted Plants for Decoration Day.

AUSTIN, TEX.
AUSTIN FLORAL CO.
(Inc.)
"FLOWERLAND"
722 CONGRESS AVENUE
900 feet glass, 7 acres flowers. Largest plant in city.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

**KANSAS CITY,
MISSOURI.**

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

Cleveland, O., and vicinity

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

Kansas City, Mo.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

Mention the American Florist when writing.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Omaha, Neb.

**Hess & Swoboda
FLORISTS**

1415 Farnum St.

PHONES
1501 and 11532

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New York.

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists Filling Telegraph Orders.

Asheville, N. C.—Middlemount Gardens.
Austin, Texas—Austin Floral Co.
Boston, Mass.—Penn, the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Brettmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Minneapolis, Minn.—Adams, Florist.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave. &
New York—Broadway Florist.
New York—Christatos & Koster.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandro Bros.
New York—Matthew A. Battista.
New York—Myer, Madison Ave., at 58th St.
New York—Olympia Florist.
New York—Vidal, Mackintosh, Inc.
New York—G. E. M. Stump.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Seery.
Paterson, N. J.—Edward Seery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

**SEATTLE, WASH.
HOLLYWOOD GARDENS**

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray
1017 Grand Avenue
Member Florists' Telegraph Delivery.

Mention the American Florist when writing.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing.

**LITTLEFIELD, Florist
WORCESTER, MASS.**

Mention the American Florist when writing.

Tacoma, Wash.

California Florists
will take care of all telegraph orders.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
Rhineclander
107-420-775

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Bronx, New York City

Fordham Florist
421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

New York. Telephone Audubon 6613
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G.E.M. Stumpff

Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS

South Jefferson Street Dayton, O.
Elks' Building

Telegraph orders for Dayton will receive
our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

Montclair, N. J.

Tel. L. D. 438

F. W. MASSMANN, INC.

416-418 Bloomfield Ave.
F.T.D. & NATIONAL FLORIST



Deliveries: Mont-
clair, Caldwell,
Verona, Glen
Ridge, Bloom-
field and all of the
Oranges.



Orders in
or around Washington, D.C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

New York.

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.
Orders from other cities receive our per-
sonal attention.

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

New York.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

W.J. Barnes
FLORIST, KCMO

Kansas and Western
Missouri.

Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



Worcester's
Shop
of
Quality and
Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.



"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepoint

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

Michigan.

Orders will be care-
fully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.



Mention the American Florist when writing.

J. W. ROSS
THE LEADING FLORIST

F. T. D. MEMBER

CENTRALIA, ILL.

Mention the American Florist when writing.

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West,

Montreal, Que., Canada

Every order receives prompt and careful
attention.

Salt Lake City.

VERY HEAVY MOTHERS' DAY TRADE.

That Mothers' Day is growing more popular every year is evidenced by the heavy orders placed for flowers in this section of the country. Most florists reported cash receipts in excess of those of last year, which seems remarkable when considering conditions and reports from other lines of business. The cool weather of the fore part of the week lessened the supply of cut flowers to some extent. The wholesalers were swamped with orders; as usual on days such as these flowers had to be apportioned among the customers. Plant growers did a remarkable business, cleaning up on practically all salable flowers. Retail florists were more than pleased with their sales, cleaning up on everything early Sunday. Carnations were held at \$2.50 per dozen, Laddie, \$4. The supply of reds and pinks was very limited. Sweet peas were disposed of quickly at 75 cents and \$1.50 per bunch. Roses were held at \$3.50 to \$7.50. These went fast as soon as the carnations were disposed of. Cut tulips were a little slow at \$2, Snapdragons sold fairly well at \$3.50 per dozen. Perlagoniums, Marguerites and lily of the valley plants went quickly.

NOTES.

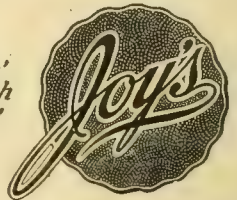
A canvass of Ogden floral shops showed Mothers' Day business quite satisfactory. Flowers in that city sold somewhat under the prices here.

The B. C. Morris Floral Co. ordered heavily, but everything went "just right," as the owner expressed herself, selling out of everything.

Mrs. Beuble, who acquired the Evans Floral Co. about eight months ago, reported holiday sales as very satisfactory.

The Huddart Floral Co. was ready for the rush and were more than pleased with their sales.

J. W. W.

Nashville, THREE
STORES
Chattanooga
and AtlantaMEMBER
Florists'
Telegraph
Delivery

Mention the American Florist when writing.

New York

44 Carmine Street
Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing.

Washington, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Trade Directory

Price, \$5.00 Postpaid

American Florist Co.

440 S. Dearborn St., CHICAGO

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Denver, Colo.

The Park Floral Co.

G. E. GILLIS, President.
E. P. NEWMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.



WASHINGTON
D. C.

Gude's

GUDE BROS. CO.
FLORISTS
1214 F ST NW
WASHINGTON, D. C.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

National Florist

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Chicago, June 19-20, 1922.

JAPANESE cables indicate a greatly advanced price for *Formosum* lily bulbs.

REPORTS of short crop prospects in biennials in Holland, have been verified.

ROCKFORD, ILL.—The will of H. W. Buckberg is said to indicate that he left \$500,000.

CHAS. P. GUELF, of the Jerome B. Rice Seed Co., Cambridge, N. Y., is making a trip to the northwest.

FRENCH bulb traders should be interested in the low French exchange rate this week, of 9.03 May 23.

THE Henry F. Michell Co., Philadelphia, Pa., says its business this year to date compares favorably with that of last year.

VAUGHAN'S SEED STORE, Chicago and New York, is offering American grown narcissus bulbs of the Chinese type for delivery June 10.

PETER HOLLENBACH, Chicago, celebrated his seventy-second anniversary May 25, and expects to sail for Europe with Mrs. Hollenbach on the S. S. Resolute, May 30.

C. C. MORSE & Co., San Francisco, Calif., had an unusually good business throughout April in their retail and bulk departments, continuing quite satisfactory through May to date.

NEW YORK.—Business was more active during the past week than at any time since the season opened. There was heavy rain and a rise in temperature. Vegetable and bedding plants sold well.

WASHINGTON, D. C.—Recent tariff visitors included A. E. Reynolds, Crawfordsville, Ind., W. G. Scarlett, Baltimore, Md., Curtis Nye Smith, Boston, Mass., and J. C. Vaughan, chairman of the American Seed Trade Association committee on customs and tariff.

GALVESTON, TEX.—J. F. Hargrave, head of Hargrave's Seed Store, died May 10. The business will be continued under the firm name, and the court has appointed J. C. Purcell as temporary administrator. When court again convenes Mr. Purcell will be made permanent administrator.

THE Albert Dickinson Co., Chicago, which formerly bought liberally from Russian producers, can do nothing in that way now, and are shipping seeds there in large quantities. It is not unlikely this firm will furnish the country during the famine with more seed than they have bought from Russia in the entire period of relations with her. The company has recently sent four men abroad.

DALLAS, TEX.—Robert Nicholson reports very good demand for garden and field seeds, but says work on the ground has been greatly delayed this season by heavy rains. The merchants throughout his territory have not bought in such large quantities as heretofore, but buy oftener in smaller lots.

THE Henry Field Seed Co., Shenandoah, Ia., says its mail order figures up to May 1 shows a gain of 32 per cent over last year in orders and about the same percentage in money. The big day was the last Monday in February, with 6,153 orders. The first Monday in May brought 3,476 orders, which is unusual for that late date.

W. ATLEE BURPEE, JR., Philadelphia, Pa., is planning to leave shortly for California and will remain on his firm's Flordale farms, at Lompoc, during the sweet pea season. On his return he expects to sail for England early in August. Alfred Putz, of this firm, will also sail for Europe, July 12, spending most of his time on the continent.

CHICAGO.—Double page exploitation in a seed trade paper of an attempted "comeback" by a local seed concern in bankruptcy, has caused resentment among seedsmen here, some of whom have fought long and hard over slippery ground to maintain the old-fashioned though still honorable custom of paying 100 cents on the dollar.

MADISON, WIS.—The Dunkirk Seed Co., Dunkirk, N. Y., has been prohibited from selling seed in Milwaukee, Fond du Lac, Racine, Beloit and Janesville by the Wisconsin state department of agriculture, which alleges the company has been offering for sale in that state seed that is not up to the standard in quality and which will not likely germinate. C. P. Norgord, commissioner of agriculture, has issued a special bulletin ordering the concern to close its boxes and has requested the arrest of the company's agents for failure to observe the state law establishing germination standards.

Landreth's Hundred Thirty Eight Year.

At a business luncheon held in Philadelphia, Pa., May 22, of 54 firms who have been in business in that city for 100 years or over, Burnet Landreth, representing the D. Landreth Seed Co., which business was established in 1784, spoke for the company, giving reminiscences and history of the seed business in the early years of the firm's existence.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Long Island Cabbage Seed.

J. M. Lupton & Son, of Mattituck, say that the prospect is that a fair crop will be made from a comparatively small planting. The large stocks which accumulated in previous years have been entirely cleaned up and there is no seed of the 1921 crop for sale at present. It is therefore probable that even if a fair crop is secured, it will be impossible to meet the fall demand in full.

Blue Grass Seed.

Preliminary carload offers on blue grass are being made at the rate of \$33 per 100 pounds for 19-pound seed, and \$35 per 100 pounds for 21-pound seed, F. O. B. Missouri River points.

Other jobbers are quoting August shipment F. O. B. Chicago, 19-pound seed at \$26 per 100 pounds and 21-pound seed at \$29 per 100 pounds.

The Missouri growers claim higher germination for their stock.

Peas and Beans.

The Alfred J. Brown Seed Co., Grand Rapids, Mich., writes May 17 as follows: "We completed our sowings of pea acreage about April 25. All are up and looking fine. We do not expect to plant beans for two or three weeks, but have already engaged our acreage. Dealers throughout the country seem to be very conservative in placing contract orders, and growers are also conservative in planting acreage, which all tends to good, healthy future business."

French Bulbs.

French advices on Paper White narcissus bulbs are to the effect that the syndicate has fixed the same prices as last year, but that the growers will demand higher prices. One hundred and forty francs per 1,000 for 12 centimeters are mentioned, 175 francs for 13-centimeter, 200 francs for 14-centimeter, and 250 francs for 15-centimeter and up.

The next question is how to get it from American buyers. Easier rates at the moment may help. More definite news as to the size of the crop is awaited. The cry of short crop has been raised so often that buyers are skeptical.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

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Company, Inc.

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Wholesale Seed Grower

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Seed Beans

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BRISTOL, PA.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Northrup, King & Co's. Retail Store.

Sale is announced of the Northrup, King & Co. building on Bridge square, Minneapolis, Minn., to the Northwestern Drug Co. This building was erected especially for Northrup, King & Co. in 1896, and has been continuously occupied by them up to four years ago, when the entire business, with the exception of the retail store, was moved to the new nine-acre plant in northeast Minneapolis. The firm has conducted a retail store in the old building, or in the same block, for nearly 40 years, so when Minneapolis people think of seed they think of the corner seed store on Bridge square. Arrangements have been made whereby the same store will be leased for some years, so that it will still be identified with the retail seed business.

American Seed Trade Association.

CHICAGO CONVENTION, JUNE 21-23.

The fortieth annual convention of the American Seed Trade Association will be held at the Hotel Sherman, Chicago, June 21-23, and an excellent programme has been prepared for the occasion. At the opening session, Wednesday morning at 10 o'clock, Lemuel F. Owen, of the Chicago Building Exchange, will welcome the delegates to the city and will be followed by President L. L. Olds, Madison, Wis., who will deliver his address. The balance of the morning will be taken up with the secretary's and treasurer's reports and those of the following committees: Membership, customs and tariff, postal laws, and necrology. The entertainment committee will announce at this time its plans for the entertainment of the members while in Chicago. The Association of Official Seed Analysts will hold its annual convention on the same dates and its members are cordially invited to attend and participate in all of the open meetings of the American Seed Trade Association.

The Wednesday afternoon session will convene promptly at 2 o'clock, the opening to be in the nature of a gar-

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HEADQUARTERS FOR

Lawn Seed to the Trade

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SWEET PEAS - ALL VARIETIES

PEAS - KENTUCKY WONDER BEANS

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den seed session when the reports of Leonard H. Vaughan, chairman, and James H. Burdett, both of Chicago, director of the garden bureau committee will be presented. After the report of the committee on nomenclature and registration has been heard, Lester L. Morse, of C. C. Morse & Co., San Francisco, Calif., will tell of "The Growing of Vegetable Seed in California." "Seed Borne Diseases," by Dr. C. R. Orton, secretary of the Crop Protection in-

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Choice Cold Storage Pips

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Per 500.... 16.00

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Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

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FLOWER SEEDS

WHOLESALE GROWERS

The L. D. Waller Seed Co.
Guadalupe, California

Mention the American Florist when writing

stitute and professor of plant pathology, Pennsylvania State college, will be the concluding feature of the Wednesday afternoon session.

The executive session will be held Thursday morning, convening at 9:30 o'clock, when new members will be elected to the association, followed by the reports of the legislative committee, and counsel, Curtis N. Smith, Boston, Mass. Other executive business will be wound up at this time.

A joint session with the Association of Official Seed Analysts will take place Thursday afternoon at 2 o'clock, followed by a number of instructive addresses. Dr. E. H. Toole, of the United States Department of Agriculture, will speak of "Research and Seed Testing." "Problems of a Commercial Seed Analyst," will be presented by W. C. Pfaender, of the Albert Dickinson Co., Chicago. Other addresses include: "Safe-guards in the Seed Business," by Leonard H. Vaughan, Chicago; "Some of the Difficulties Field Seedsmen Encounter in Securing Clean Seed," by Geo. S. Green, Chicago, and "Practical Co-operation Between Seed Trade and Seed Analyst Associations," by W. L. Oswald, Chicago. The annual banquet of the association will be held Thursday evening when many interesting addresses will be heard.

The field seed session of the association will be held Friday morning at 9:30 o'clock, the reports of the committee on experiment stations, H. H. Miller, Bloomington, Ill., chairman, and seed testing apparatus and publicity, of which C. C. Massie, Minneapolis, Minn., is chairman, being presented. James R. Howard, president of the American

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Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington, Milford, Conn

Farm Bureau Federation will tell of "The Farmer and the Seedsman." After the election of officers and the disposal of miscellaneous and unfinished business the convention will adjourn. C. E. Kendel, 216 Prospect avenue, Cleveland, O., is secretary of the association.



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Offers for the first time in the United States seeds of his well known

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Large Flowering White	\$0.35
Crimson	.35
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Flesh (soft pink)	.35
Matador, brilliant scarlet	.50
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Grandiflora, extra choice mixed, 1-32 oz., \$2.00	.50
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Japanese Bulbs, Plants and Seeds



KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; 1/2 oz., 90c; 1/4 oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., \$1.00; 1/4 oz., \$1.30; 1 oz., \$5.00.



Henry Fish Seed Co.

Carpinteria, Calif.

Contract Growers of

Seed Beans

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

LAKE FOREST, ILL. — Emil Bollinger, park superintendent here, is critically ill, having been stricken with paralysis May 21.

European Corn Borer.

Because of the spread of the European corn borer, the secretary of agriculture, announces effective, May 1, that certain sections of Michigan, Ohio, Pennsylvania, New Hampshire, Massachusetts and New York have been quarantined, applying in the latter state to parts of Albany, Fulton, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Washington, Warren and other counties. Many plants and vegetable products are prohibited from interstate shipment. Further particulars about the quarantine may be secured from the United States Department of Agriculture, Washington, D. C.

Bryant Fined Under Nursery Law.

Referring to the item under this heading in our issue of May 20, page 924, Bryant's Nurseries, Princeton, Ill., write as follows May 17:

"There is a small part of truth in the item as published, and a good deal of exaggeration. Last October (1921) during the rush of shipping, an order was placed with us by a Lawrence, Kans., party for a considerable amount of stock, including a few gooseberries. Care enough was not taken by our office force and the gooseberries, which were perfectly healthy in every way, were included in the shipment, which was sent by express. The stock never got beyond Kansas City, Mo., this side of the quarantine area, and was returned to us from there. We immediately took the matter up with the Federal Horticultural Board and told them that any violation of the quarantine was not intended and we would see that it did not happen again. We judged by their reply that we had satisfied them, and knew nothing to the contrary until a week ago today, when we were called to Peoria. We explained the facts to the judge, who said that technically we had been guilty of evading the blister rust quarantine, and the firm was fined \$50 and costs. This is all there was to the case."

Increasing Production of Fruit Trees.

Mrs. Lanie Wilbur of Yuba City, Sutter county, produced an average of more than 20 tons of peaches to the acre when she won the Sutter county peach growers' contest. The average yield of peaches per acre in California is about three tons to the acre. Mrs. Wilbur's winning is reported in the current issue of the United States Department of Agriculture News Letter which says in part:

"Careful judging was done under a strict set of rules formulated by a committee from the country extension organization in which the United States

Department of Agriculture and the State Agricultural college were represented. The first prize was awarded to a woman grower whose orchard produced at the rate of 40,240 pounds per acre of No. 1 peaches, for which payment was made by the cannery."

Mrs. Wilbur, who won the contest both in 1920 and in 1921 is a careful orchardist, practicing the best cultural methods advocated by the California College of Agriculture. Her superintendent is often in conference with the county farm advisor. But there is another factor, too, Mrs. Wilbur has an orchard of very uniform trees, true to the variety she grows. And this directs attention to an important point.

Observation by experts have shown that not all trees bear the same amount of fruit, no matter if soil conditions and cultural methods are similar. In other words, there are scrub trees, just the same as scrub animals and human derelicts.

Trees need to be "bred up," just as livestock is improved by selective breeding. Pedigree is needed in trees, not only to increase production, but to purify the varieties and hold them true to type, or name.

The California Nurserymen's Bud Selection Association is working on this very thing. Headed by William T. Kirkman, Jr., of Fresno, this association has a crew of men throughout California now selecting buds from the best trees. These best trees—in matter of productivity and type—are to be the future parents of California orchards. Prof. Joseph A. Cocannouer, recommended to the association by President Barrows of the University of California, is in charge of bud selection work and Charles W. Weeks is field manager of the association.

The bud contains the germ of life of the future tree. What the bud is, the future tree will be in variety and productivity. It is possible, too, to take buds from heavy bearing and true-type trees and insert them in the limbs of established or growing drone trees. A drone tree with a good root system may just as well be bearing good fruit in abundance—it need be given only a new top through the budding process.

A great deal toward putting the pedigree in citrus trees of California has already been done through the work of A. D. Shamel of the United States

Department of Agriculture. Shamel has shown how drone trees may be made productive by the insertion of buds from better trees. Citrus men say his work is worth \$1,000,000 a year to the California citrus industry.

Now that the California Bud Selection Association is at work on putting the pedigree in deciduous trees, more fruit per acre may be expected in a few years from peach, pear, prune, apricot and cherry orchards. It is a long cry from the state average of three tons of peaches to the acre to Mrs. Wilbur's 20 tons to the acre. But then, Thomas A. Edison says: "Nothing is impossible."—California Development.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

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The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
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Runners from our new Boston Nep. Schubert Compacta, at \$80.00 per 1000. Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

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Select your own varieties—and have us grow them for you in the open field out here in the Santa Clara Valley, where the soil and climatic conditions are ideal.

That's the way to get hardy, vigorous, strongly rooted plants at low cost.

We grow for some of the largest rose dealers in the United States, and have shipped roses into every section.

We do not confine ourselves, how-

ever, to large orders only—but are glad to take care of small orders as well.

Our roses are thoroughly matured and hardened by October 1, and we ship from then until March.

Let us do your rose growing, while you devote your time and effort to developing your sales.

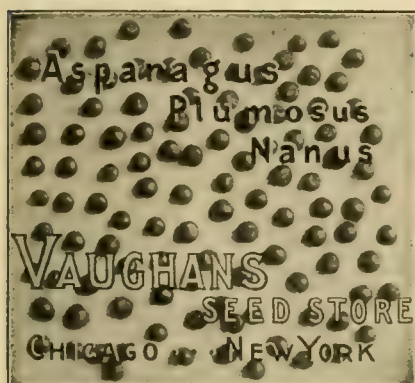
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BOXWOOD:—	Each
Ball Shaped, 14x14 inches, B&B.....	\$3.50
Ball Shaped, 16x16 inches, B&B.....	4.25
Ball Shaped, 18x18 inches, B&B.....	5.50
Pyramid Shaped, 2½ feet, B&B.....	4.50
Pyramid Shaped, 3 feet, B&B.....	6.50
Standards—Stem, 14 inch, Crown 16 inch, B&B.....	6.50

B&B signifies balled and burlapped.

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Seasonable Stock

READY NOW

Asparagus Plumosus, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.
Asparagus Sprengeri, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.
Begonia Gracilis Luminosa, **Prima Donna**, **Erfordia**, **Superba** and **Mignon**, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.
Begonia Metallica, **Argentea**, **Guttata**, **Sandersoni** and **Alba Picta**, 2¼ inch, \$8.00 per 100.
Boston Fern and **Teddy, Jr.**, 2¼ inch, \$6.50 per 100, \$60.00 per 1000.
Buddleia Asiatica, 2½ inch, \$5.00 per 100.
Coleus, standard varieties, 2¼ inch, \$4.00 per 100 \$35.00 per 1000. **Brilliant**, 2¼ inch, \$7.00 per 100.
Fuchias, **Avalanche**, **Black Prince**, **Mrs. E. G. Hill**, **Speciosa**, 2½ inch, \$5.00 per 100; 3 inch, \$10.00 per 100; 4 inch, \$20.00 per 100.
Heliotrope, **Jersey Beauty** and **Florence Nightingale**, good purples, 2¼ inch, at \$5.00 per 100, \$45.00 per 1000.
Petunia, **Single Giant Ruffled** and **Rosy Morn**, 2 inch, \$5.00 per 100, \$40.00 per 1000.
Plumbago Capensis and **Capensis Alba**, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.
Santolina Incana, 2 inch, grand for carpet bedding, \$5.00, per 100, \$45.00 per 1000.
Snapdragon, 2 inch, **Giant Flowered**, separate colors, \$5.00 per 100, \$45.00 per 1000.

The Storrs & Harrison Co., Painesville, Ohio

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich. Treasurer.

FLORIDA, Georgia and South Carolina have 102,100 acres planted to watermelons this year, compared to 63,300 acres in 1921.

Vegetable Movement.

Car lot movements of 12 leading lines of fruits and vegetables for the week ending May 20, was one-eighth lighter than for the preceding week, but was 20 per cent heavier than for the same week last year. The week's decrease was largely due to lighter shipments of onions, potatoes, sweet potatoes, strawberries and lettuce. Watermelon shipments are increasing. Most lines showed a weaker tone, but new potatoes advanced toward the close. Texas Bermuda onions were lower, with slight recovery at the week end.

Prices of Indoor Fruits and Vegetables.

Chicago, May 23.—Cucumbers, per hamper, \$1 to \$1.25; lettuce, per crate, \$2 to \$3.25; carrots, \$1.50 to \$1.75 per hamper; cabbage, \$2 to \$2.50 per crate; cauliflower, per crate, \$1.75 to \$3.25; radishes, 75 cents per hamper.

New York, May 19.—Cucumbers, \$1 to \$1.25 per dozen; radishes, per basket 50 cents to \$1; lettuce, per crate, 50 cents to \$2.50; mushrooms, white, \$1.75 to \$2 per three-pound basket; cauliflower, \$2 to \$6 per dozen; tomatoes, per pound 10 to 25 cents; eggplants, \$1 to \$2.75 per carrier.

Bean Glut in New York.

South Carolina string beans went begging in New York, May 22. Forty carloads of them were landed on Pier 29 of the Pennsylvania railroad, almost double a normal day's supply. Twenty carloads, or 8,000 baskets, were abandoned to the railroad company, refused by the merchants as not worth the average freight charge of 65 cents a basket. Beans just as good as those that brought \$6 and \$6.50 a basket 10 days ago were sold today at as low a price as 10 cents, although the container was worth 12½ or 15 cents. Finally W. A. Diegel, president of the wholesale firm of A. A. Meyer & Co., 134 Park place, offered the Salvation Army two carloads free if they were removed at once. The tracks have to be cleared immediately. The prices paid today ranged from 10 to 25 cents a basket. Each basket contained 32 quarts.—New York Sun.

Rochester, N. Y.

EXCELLENT MOTHERS' DAY BUSINESS.

The business for Mothers' Day was the largest experienced for several years, resembling the Easter trade, although on a slightly smaller scale. Everything sold well, including cut flowers, baskets of plants and corsages. Daffodils are now finished but Darwin tulips are very plentiful as are cut lilacs, Poeticus narcissi, outdoor lily of the valley, sweet peas and other miscellaneous offerings. The quality of both roses and carnations is excellent.

NOTES.

At the greenhouses of J. B. Keller's Sons the employees are busy filling veranda boxes and cemetery urns. John

Valler, of the firm, executed the decorations for a wedding at Geneva, May 20. The monthly meeting of the Florists' Association was held May 12 at the Osborn house. The coming peony show was discussed but no definite date was announced.

May 21 was lilac day at Highland park and great crowds were present in spite of the rainy weather.

Frank Mahoney met with an accident, though not serious, when he was run into by a bicycle, May 18.

The lilacs at Cobb's Hill park are unusually beautiful, especially the Chinese and Persian kinds.

Geo. J. Keller is cutting some fine snapdragons at his Mount Hope avenue range.

Cecil Lester has just returned from a trip in Northern Pennsylvania.

CHESTER.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

GERANIUMS

S. A. Nutt, Buchner, Vland, Landry, Montmort and others, from 2 in. pots, \$35.00 per 1000.

COLEUS, a very fine assortment of choice kinds from 2 in. pots, \$3.00 per 100.

PETUNIAS, Dreer's Superb Single Fringed and Rosy Morn, from 2 in. pots, \$3.00 per 100.

PEPPERS NEAPOLITAIN, \$3.00 per 1000.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

Some Excellent Stock

	Per 100	1,000
50,000 2-in., Geraniums, Ricard		
Poitevine, Nutt, Montmort,		
Perkins, Vland, Buchner, etc.	\$5.25	\$50.00
2¼-in., Heliotropes, 3 varieties.	4.00	38.00
2¼-in., Marguerites, 3 varieties.	5.00	45.00
2¼-in., Stocks, 2 varieties.	3.25	30.00
2¼-in., Calendula Orange King.	3.00	28.00

Also abundance of other stock.

Liberal extras for early orders.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

Adrian, ' ' MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

HARDY ENGLISH IVY

Strong stock.

2 inch, \$2.75 per 100, \$25.00 per 1000.

3 inch, 3.75 per 100, 35.00 per 1000.

Strong, bushy plants in 4-inch pots, tied up to 2-foot stakes, \$4.80 per doz., \$25.00 per 100.

BEGONIAS

Luminosa, Prima Donna.	Per 100	Per 1000
2-inch	\$3.00	\$27.50
3-inch	5.00	45.00

Glorie de Chataleine.

2-inch	3.00	27.50
3-inch	6.00	50.00

Prize of New Castle, 3-inch, 10.00

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

CANNA PLANTS

NOW READY

	Prices per 100	3 inch	4 inch
Chas. Henderson	\$ 8.00	\$10.00	
David Harum	8.00	10.00	
Firebird	12.00	18.00	
Louisiana	8.00	10.00	
Marvel	8.00	10.00	
Meteor	8.00	12.00	
Milwaukee	8.00	10.00	
Niagara	8.00	10.00	
Orange Bedder	8.00	12.00	
Uncle Sam	8.00	10.00	
Prince Weid.	8.00	10.00	
Queen Charlotte	8.00	10.00	
Souv. de Crozy	8.00	10.00	
President	10.00	15.00	
Wyoming	8.00	10.00	
Wintzer's Colossal	8.00	10.00	

VAUGHAN'S SEED STORE

CHICAGO

NEW ORK

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway,

New York

15 CENTS, NET, PER LINE

Cyclamen, for one week only. 2½-in., \$10.00 per 100; \$90.00 per 1,000; 3-in., \$20.09 and \$25.00; 4-in., \$40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

DAHLIAS.

Dahlias. 18, all different, labeled, several classes and colors, \$2.00—retail value about \$5.00; 6 sets (108 dahlias), \$10.00. 18 mixed, unlabeled, \$1.00—\$5.00 per 100. Hybrid dahlia seed, \$1.00 per packet. Named cut-flower sorts, double red, pink, yellow or white, \$9.00 per 100. Everything PREPAID. Catalogue FREE. ALT F. CLARK, "The Dahliast," Netcong, N. J.

DRACAENAS.

Dracaena Indivisa. Extra strong, 3-in. Per 100, \$12.50. Cash with order. MERIAM PARK FLORAL CO., St. Paul, Minn.

FERNS.**TABLE FERN SEEDLINGS.**
Ready June and later.

Per flat, \$3.00; 5 flats, each, \$2.75; 10 flats, each, \$2.50.

In all best varieties as follows: Pteris Wilsonii, Pteris Victoria, Pteris Mayii, Pteris Serrulata, Pteris Argylea, Aspidium Teussimense, Cyrtomium Flaccatum, Cyrtomium Rochfordianum, Albo-Lineata, 2½-in. pots, per 100, \$6.50; per 1000, \$55.00. Boston, Roosevelt, Whitmanii, Verona, Teddy Jr., Scotti, Dwarf Boston, 2½-in. pots, per 100, \$8.00; per 1000, \$75.00. Macawii, 2½-in. pots, per 100, \$7.00; per 1000, \$65.00. Bird's Nest Ferns, 2½-in. pots, per 100, \$25.00.

ROMAN J. IRWIN
43 West 18th St. New York

BOSTON FERNS

Good, strong bushy stock.

5-inch		\$0.40
6-inch		.75
7-inch		.90
10-inch		2.00

Packing charges free

DAVIS FLORAL CO.,
Davenport, Iowa.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00; 5-in., \$50.00 per 100. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsia. Avalanche, Black Prince, Mrs. E. G. Hill, Speciosa, 2½-in., per 100, \$5.00; 3-in., per 100, \$10.00; 4-in., per 100, \$20.00. The Storrs & Harrison Co., Painesville, O.

GLADIOLI.

Gladiolus Bulbs. Clean, healthy stock; best we have ever had. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladiolus bulbs for immediate shipment. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli. America, Principine, Primulinus Hybrids and good mixed, 1-in. and up, all blooming size, \$10.00 per 1000. H. HILLS, Bristol, Ind.

GERANIUMS.

Geraniums, Nutt Buckner, Ricard, Poitevine and Vland. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

GERANIUMS.

Geranium, S. A. Nutt and Beaute Poitevine, 2-in., per 100, \$3.00, per 1,000, \$30.00. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

Geraniums, Nutt, per 100, \$16.00. Single red, per 100, \$15.00. NICK REDING, 6731 Ridge Blvd., Chicago.

GREENS.

Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

Home Grown Stock**Greatly Increased Demand**

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

HYDRANGEAS.**CLEARANCE SALE.**

New sorts, 4-in. FRENCH HYDRANGEAS, per 100, \$15.00.

Fine Plants

175 Satinette	250 Baby Bimbinet
270 Trophie	150 Etincelante

New FRENCH HYDRANGEAS, Fine Plants, 4-in., per 100, \$10.00.

200 Avalanche	40 Gen. de Vibraye
700 Lillie Mouillere	140 L'1 slette
110 La Lorraine	100 La France
75 Mad. A. Nonin	350 Mme. E. Mouillere
75 Pres. Fallieres	325 Souv. Mme. E. Chautard

250 Hydrangea Otaska, the old standby, 4 in., per 100, \$10.00.

THE GOOD & REESE CO.
The Largest Rose Growers in the World.
Springfield, Dept. C. Ohio

IRISES.**IRISES.**

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., \$2.75 per 100; \$25.00 per 1,000; 3-in., \$3.75 per 100; \$35.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. Chicago Market Brand, \$35 per 1000; \$18 per 500; \$10 per 250. Florists' Money Maker Brand, \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

200,000 PANSIES, FALL TRANSPLANTED. Superb strain raised from seed of my own saving; the result of twenty-five years' selection.

\$1.75 per 100;	\$15.00 per 1,000
3.00 per 100;	25.00 per 1,000
2.25 per 100;	20.00 per 1,000

April delivery. Express only.
Cash please.

LEONARD COUSINS, JR.

Concord Junction Mass.

PRIMULAS.

Primula Obconica Gigantea. Mile High Strain. This strain cannot be surpassed. Flowers will average over the size of a dollar. Ready May and June. 2½-in., per 100, \$7.00.

THE PARK FLORAL COMPANY,
Denver, Colo.

Primula obconica, 2½-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

ROSES.**ROSES—OWN ROOT**

Fancy Stock from 2½-in. Pots
At Fair Prices

Mrs. Aaron Ward, Columbia, Russell, Kaiserin, White Killarney, My Maryland, Radiance, The Bride, Bridesmaid, Magna Charta, Druschki, Climbing Lady Ashton, Jubilee, Shower of Gold, Mile. Cecile Brunner, Mrs. Chas. Bell, Khea Reid, Winnie Davis, George Elgar, Mrs. A. R. Waddell, Climbing American Beauty, Paul Neyron, Red Letter Day, Mme. Second Weber, Cath. Christy, Marechal Niel, Lady Ashton, Gruss au Teplitz and a number of other fine forcing and bedding varieties.

Guaranteed QUALITY that proves a bargain for the planter.

THE AMERICAN ROSE & PLANT CO.
Producers of Plants that Grow and Bloom.
Springfield Ohio

ANGELUS.

The Sensational White for 1922. Order now for March delivery.

Prices will be:

Grafted.	Own Root.
100.....\$ 42.50	100.....\$ 35.00
1,000..... 375.00	1,000..... 300.00
2,500..... 912.50	2,500..... 725.00
5,000..... 1,750.00	5,000..... 1,375.00
10,000..... 3,350.00	10,000..... 2,600.00

CHARLES H. TOTTY CO.,

Madison, N. J.

ROSES.

Ready for planting out May 10. Am. Legion, 5-in. pots, each, 75c. Mrs. Aaron Ward, Cornelia, Mrs. Prentiss Nicholls, Premier, Double White Killarney, Columbia, Butterfly, Ophelia and others, 6-in. pots, per 100, \$60.00.

WM. K. HARRIS

55th and Springfield Ave., Phila., Pa.

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

See ad Mch. 4. Send for list 350 best sorts. Ledlie Co., Expert Rose Grow., Springfield, O.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

HEADQUARTERS FOR ROSES.
2 1/4-inch

Look over the list. It may contain sorts you are "short on." Prices low—considering quality. Our guarantee of thirty years "Satisfaction Guaranteed" still stands.

BABY ROSES.

Per 100, \$7.00.
 Anna Mueller Baby Rambler
 Baby Echo Geo. Elger
 Ellen Poulsen Orleans
 Etelle Luisante Baby Dorothy
 (Baby Herriott) Catherine Zelmet
 Le Ponceau Lemarne
 Mrs. Wm. H. Cutbush Mdle. F. Favre
 Baby Doll Gruss an Aachen
 (Tip Top)
 Edith Cavel, per 100, \$8.00.

HYBRID PERPETUALS.

Per 100, \$8.00.
 Anne de Diesbach Gen. Jacqueminot
 Conrad F. Myer Hugh Dickson
 His Majesty Paul Neyron
 Magna Charta Captain Christy
 Prince C. de Rohan J. B. Clark
 Boule de Neige Geo. Dickson
 Duc de Rohan Jubilee
 Frau Karl Druschki, per 100, \$10.00.

TEAS AND HYBRID TEAS.

Per 100, \$6.00.
 Bridesmaid Souv. de P. Notting
 Mdle. F. Kruger Crimson Queen
 Burbank Catherine Mermet
 Mrs. Benj. R. Cant F. R. Patzer
 Yvonne Vacherot The Queen
 Champion of the World Louis Phillipe
 Wellesley

Per 100, \$6.50.
 Countess of Gosford Rhea Reid
 Helen Gould Florence Forrester
 Helen Good Marie Guillot
 Meteor White M. Cochet
 Clothilde Soupert Florence Pemberton
 Mad. A. Chateau Papa Gontier
 Safrano Maman Cochet
 Duchess de Brabant Blumenschmidt
 Marie Van Houtte Gruss an Teplitz
 Lady Hillingdon Miss Cynthia Forde

Per 100, \$7.00.
 Etelle de France President Taft
 Mrs. Geo. Shawyer Edward Mawley
 Eugene E. Marlitt Laurent Carle
 Mad. Paul Euler Sunburst
 Souv. de Pres. Carnot Mad. Lombard
 Kaiserin A. Victoria Duchess of Albany
 Radiance Helness
 Hadley White La France
 Red Radiance Francis Scott Key
 Gen. McArthur Mad. J. Guillemot

Per 100, \$8.00.
 Antoine Rivrore Winnie Davis
 (Mrs. Taft) Mad. Segmond Weber
 Mrs. A. R. Waddell Ophella
 My Maryland Mad. C. Testout
 Arthur R. Goodwin Mrs. Chas. Bell
 (Pernetiana)

Per 100, \$7.50

Killarney
 Legion, per 100, \$15.00.
 Frank W. Dunlop, per 100, \$10.00.
 Chas. K. Douglas, per 100, \$25.00.
 Mad. Butterfly, per 100, \$15.00.
 Crusader, per 100, \$12.00.
 Col. Oswald Fitzgerald, per 100, \$25.00.

HARDY AND TENDER CLIMBERS.

Per 100, \$6.00.
 Cl. American Beauty Dorothy Perkins
 Cl. Gruss an Teplitz Cloth of Gold
 Red Dorothy Perkins White Dorothy Perkins
 (Excelsa)
 Gardenia William Allen Richardson
 (Hardy Marechal) Aviateur Bleriot
 Nell) Crimson Rambler
 Tausendschon Hiawatha
 Pink Tausendschon (Rosarie) Lady Gay
 Veilchenblau Silver Moon
 (Blue Rambler)

Per 100, \$6.50.
 American Pillar Cl. Mad. C. Testout
 Cl. White M. Cochet Bess Lovett
 Dr. W. Van Fleet Paul's Carmine Pillar
 Cl. Kaiserin A. Victoria Cl. Marie Guillot
 Cl. Lady Ashtown Cl. Papa Gontier
 Climbing Ophella, per 100, \$10.00
 Paul's Scarlet Climber, per 100, \$8.00
 Not less than six of any variety of plants supplied in our wholesale department; under 25 of a variety are billed at dozen rate; 25 and over at 100 rate.

THE GOOD & REESE CO.

The Largest Rose Growers in the World.
 Springfield, Dept. C. Ohio.

BENCH ROSE PLANTS.

4000 Hoosier Beauty
 1000 Premier
 5000 Columbia
 \$120 per 1000. 200 at 100 price.

BASSETT & WASHBURN.

Wholesale Florists,
 187 North Wabash Ave. Chicago

ROSES.

ROSES UNDER GRADE.

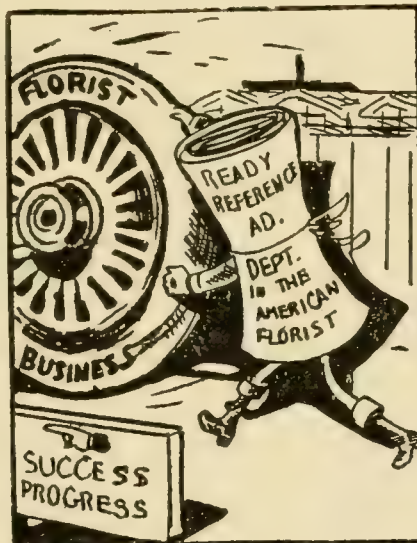
From 2 1/4-in. Pots
 The entire unsold stock of one of the largest rose growers in the world is at our disposal at slaughtered prices. There is approximately two hundred varieties in the lot and these roses must sell regardless of price. If you can use short Under Grade plants, send us your list and mark "Under-grade." Price on this stock is no object. Samples free for postage to cover packing and delivery.

THE AMERICAN ROSE & PLANT CO.
 Springfield Ohio

SEEDS.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.



It Puts Its Shoulder to the Wheel

Seeds. Zinnia. Obtain from headquarters. Watkins & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and the highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

SEEDS.

Seed. Cineraria. Consists of a mixture of the best English and French strains. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds.—Asparagus Plumosus Nanus. Per 1,000, \$1.75; for 10,000, \$15.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Kohnert, Gilroy, Calif.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds. Lettuce Seed Specialists and general wholesale seed growers. C. C. MORSE & CO., San Francisco, California.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClennahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

TO EXCHANGE.

Will exchange Queen's Wreath or Pink vine for 2 1/4-in. carnations (no cuttings), or per 100, \$10.00. VALDOSTA GREENHOUSE, Valdosta, Ga.

VEGETABLE PLANTS.

Cabbage and tomato plants. Hardy, field-grown, ready for transplanting to the field. Plants are grown from pedigreed seed stocks only. Varieties: Cabbage, Flat Dutch, Copenhagen Market, Danish Ballhead, Tomato, Earliana, Bonny Best, Stone (Greater Baltimore strain). Price, per 1000, \$1.50, F. O. B. Moorestown. Express shipments advised. Please mention this paper when ordering. STOKES SEED FARMS COMPANY, Moorestown, New Jersey.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

VEGETABLE PLANTS.

Cabbage Plants. Strong, stocky, spring sown from choice strains of seed. Early Jersey Wakefield, Copenhagen Market, Louisville Drumhead, All Seasons, per 1,000, \$2.00. Special prices quoted on lots of over 10,000. Orders for less than 1,000 not accepted. Sample plants mailed on receipt of postage. ELMS PLANTATION CO., Roper, N. C.

VINCAS.

Vincas Variegated, fine stock. Special for orders accompanied by cash; 3-in. Per 100, \$8.00. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. DE WITT SISTERS, Feather flowers exclusively, Battle Creek, Mich.

Concrete bench legs, 16-inches high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Seed packets for 1922. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Chief flower boxes makes it easy to raise flowers at home; increases your sales of house plants. Shrauger & Johnson, 805 Walnut St., Atlantic, Ia.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$3.50. Good stock. Cash, please. Gorham Printery, 642 S. Dearborn St., Chicago.

Dreers "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Glass, large stock and good prices. Sharp Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Bauer Window glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

GREATEST FERTILIZER ON EARTH. No. 1 Canadian unbleached hardwood ashes with a kick in them. For gardens, lawns and flowers. Do not take some other fertilizer just as good from your dealer. If he does not keep them in stock you can be the agent for them and make \$10.00 a ton by selling them to your neighbors for \$2.00 per 100-lb. sack. Send me your order; I will deliver them to your railroad station, all charges paid, for \$30 a ton.

GEORGE STEVENS, Peterborough, Ontario, Can.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 132 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress reef material and all greenhouse fittings. Plans and sketches submitted on request. John C. Monlger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kind of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouses. Estimate, plans and information gladly given. Write us for catalogue. King Construction Co., North Tonawanda, N. Y.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Aphine, \$1 per qt., \$2.50 per gal. Fungine, \$1 per qt., \$3.50 per gal. Vermine, \$1 per qt., \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

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Lancaster County Florists' Association.

The monthly meeting of the Lancaster County Florists' Association was held at the W. B. Girvin establishment, Lancaster, Pa., May 18, after an inspection of the vast area of glass. Roses and carnations constitute the main crop of cut flowers but there is a general assortment of other stock to supply the stores of Reading, Lancaster and suburban towns.

A number of houses are devoted to growing plants for this same trade nearly all of which is supplied by electric trolley service and John Shoenberger, the manager, says there is hardly a car passes the door that does not carry some of their products. The refrigerator plant is working in good shape and the cool room was filled with some very fine stock for the next day's trade.

A series of thunder storms cut down the attendance to about twelve but that dozen were well repaid and the absentees missed one of the most instructive meetings we have had for some years. The speaker was Mr. Holdridge, who is crop pest adviser for the state department of agriculture, of the bureau plant industry, Harrisburg. He told us just what the bureau is doing and is willing to do and answered many questions relative to greenhouse pests and plant diseases, emphasizing the fact that it is just as important for the florist to know insects and plant fungi as it is to know plants and seeds.

Mr. Holdridge has been working with several of the florists in this section and is willing and anxious to be called upon for advice or help in any troubles they may have. He has made a number of experiments with geranium cuttings and has had much encouragement along these lines but not enough as yet to make it public. A rising vote of thanks was given him for his very valuable talk. Mr. Holdridge presented the members present with bulletins on snapdragon rust and the chrysanthemum midge.

The June 16 meeting will be in the form of an automobile trip to visit the H. A. Dreer establishment, at Riverton, N. J. The date will be decided by J. D. Eisele, manager at Riverton, as we will want to see all that can be seen in one day.

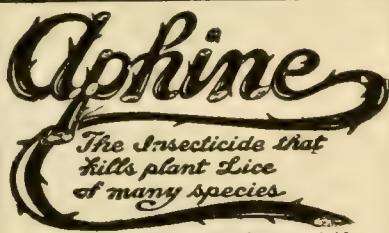
An invitation was extended by the Reading Florists' Club to join them in a picnic in July, which was accepted, and our own picnic postponed until some time in August. The secretary was instructed to write a letter to John Young, secretary of the Society of American Florists, asking that the society make an effort to get the present exorbitant express rates modified.

M. J. Brinton was elected to membership in the association. The meeting adjourned at 9 p. m., when the run back to Lancaster was made in a driving rain.

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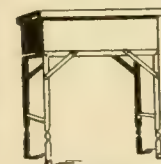
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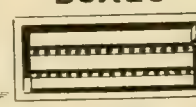
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Vol. LVIII.

CHICAGO AND NEW YORK, JUNE 3, 1922.

No. 1774

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Fertilization of Greenhouse Soils.

Address by Prof. P. A. Lehenbauer, of the University of Illinois, Before
the Annual Meeting of the Ohio District of the National Flower
Growers' Association, at Columbus.

Complex Problems Confront Growers.

The practice of soil fertilization is based on the fact that plants, during their period of growth, take from the soil certain chemical elements—a fact which has been established by means of repeated, rigid experiments. We know rather definitely what chemical elements are necessary for plant growth and, therefore, it is but natural to assume that in order to prevent depletion of the soil, all that we need to do is to put back in the soil those substances which the plant removes. The problem of soil fertility, however, is not so simple. Many factors are involved, in fact the question of the maintenance of soil fertility is so varied and complex that only general principles can be discussed.

I should hesitate very much to give to a group of experienced growers, such as you are, specific directions as to how to fertilize a particular crop and how to treat your soil in order to get maximum results. We who have been working in the experimental field have learned long ago that extreme caution is necessary in giving advice on the problem of soil fertilization and that only general principles can be given. There are many types of soil, differing in chemical composition and in physical structure, and each greenhouse no doubt has a soil which responds differently to a degree than does the soil in another greenhouse. The problem, therefore, is one which must be solved in its details by each individual grower, solved with a full knowledge and a true understanding of the principles involved.

The problem of soil fertilization for greenhouse crops is in many respects distinct from that of fertilization for outdoor crops. In the greenhouse we are dealing with conditions of temperature, soil moisture, and humidity, in

many respects unlike those outside. The bacterial flora of the soil too very likely differs at times from that of the soil outside. Add to this the fact that many greenhouse crops are grown, in part or wholly, in porous pots, a practice which adds to the problem still other complex factors, all of which must be considered. We can see that the practice of growing plants under glass is one full of uncertainties, and one, from the standpoint of exact information, very incomplete. However, thanks to the painstaking labors of many investigators, we have a foundation of certain principles upon which we can build and construct a system of treating our soils so that we may be reasonably sure of maximum results.

For our greenhouse crops we have been depending to a great extent upon farmyard manures. From the standpoint of food materials natural manures furnish some phosphorus and potash but they are chiefly a nitrogenous fertilizer. The nitrogen is largely in the organic form, a form which is not utilized directly by plants, but one which must be changed first, through the agency of bacteria, into an available form. The rate at which this nitrogen becomes available varies with a number of conditions such as temperature, soil moisture, composition of soil, number of bacteria, and the degree of decomposition of the manure when applied; however, in our greenhouses where ideal conditions for decomposition usually prevail, unquestionably the nitrogen becomes available quickly.

Manures, however, furnish relatively small quantities of available nitrogen. A ton of manure contains on the average only about ten pounds of nitrogen. This nitrogen can be furnished to plants more cheaply and probably as efficiently by means of chemical fertil-

izers. But the value of natural manures lies not only in the fertilizing elements which they contain. This is probably the least important function. Far more important is the relation of manures to the bacterial flora of the soil. Manures contain useful bacteria, forms which bring about important changes in the food materials contained in soil, making them available to the plant.

We must keep in mind the fact that the soil is not a dead inert material but that in it are teeming millions of living organisms, harmful as well as useful, and it seems to be a function of natural manures to supply the soil with forms of life which make the soil a better material to support plant growth. At any rate the applications of small amounts of manure to soil often produce effects on the crop which seem out of proportion to the results that we should expect from the food elements contained in the manure.

In addition, natural manures have an effect on the physical structure of soil which is highly important. Soils with an adequate amount of humus permit of better aeration, are more retentive of moisture and are less subject to unfavorable temperatures. Florists know well enough the importance of natural manures. Unfortunately the supply of this valuable material is comparatively small today. Instead of larger quantities being available, the grower is being restricted to smaller quantities. The problem, therefore, is to find a substitute for this material. Unfortunately, there is nothing known which will entirely take the place of it. From the standpoint of plant nutrients, artificial fertilizers may be substituted. By means of dried blood, sodium nitrate, tankage, etc., the nitrogen may be furnished to plants readily enough. This is true also for the other fertilizing ingredients of manure, such as the phosphorus and potash which can be supplied by means of chemical fertilizers easily enough.

Soda a Good Substitute.

As a substitute for natural manures when the latter are not available, the use of sod is often resorted to by florists and this unquestionably produces good results. The use of muck and peat has been tried experimentally and favorable results have been reported. Another very satisfactory substitute for manures are the green manures. Plowing under green crops of legumes and other plants puts humus into the soil and since humus is the important constituent of natural manures, the value of green manures is readily seen. Any green crop may be grown for this purpose, such as oats, rye, buckwheat, etc.

It has been determined experimentally that the greatest benefit is derived when these crops are plowed under at the half-grown stage. In other words, the crop should not be permitted to mature but should be plowed under when about half mature, for by this method humus is formed more rapidly and as well the nitrates accumulate readily. The nitrates begin to accumulate as soon as the green manures are considerably decomposed. If, on the other hand, decomposition goes too far, that is if too much time elapses before the soil is put to use, there is a loss of humus and also a loss of nitrates.

The question often is raised if it is profitable to use a soil continuously, year after year, in the greenhouse for the same crop. It is unquestionably true that the practice of using new or fresh soil in our greenhouse benches involves not only a large amount of la-

bor but also a waste of fertilizers. Much of the fertilizing material put into greenhouse soils is not used by the plants in one season, due to the slow rate of availability of some materials and when the soil is discarded the fertilizing material is discarded with it. But there are some growers who believe that soils lose in productiveness after one or two seasons, especially if the same crop plant is grown. It is conceivable that this is true for there may be a change in the number of bacteria, or certain substances may have accumulated which are detrimental. No definite answer can as yet be given to this problem. We are attempting, however, at the Illinois station to determine if the continued use of soils in our greenhouse benches influences production, when the soil is properly cared for; in other words, is it possible to keep up the fertility of the soil in our greenhouses without using each year or two new soil brought in from outdoors?



Prof. P. A. Lehenbauer.
University of Illinois, Urbana.

We now have soil which has produced carnations continuously for four years, three years, two years, and one year. All these soils were treated each year in a similar way, as regards fertilizers. The data, although not yet conclusive, shows a slight decrease in production, this decrease being less than one flower per plant.

After we have determined that it is actually true, if it is true, that soils cannot be used continuously, by proper treatment, in our greenhouses, we must determine why this is true. In other words, we should be able to find the cause and when we are able satisfactorily to explain the reason why production decreases, we possibly can find a means to keep up production readily enough.

It is an established fact that nitrogen is used by growing plants in large quantities. Nitrogen, when applied in available form, is rather pronounced in its effects on the plant, too much nitrogen resulting in slender and soft growth. In the form used by the plant, it also leaches readily from the soil and thus is lost. Nitrogen then must be applied with care in order to secure growth in quantity and quality and, at the same time, it must be applied in such a way that there is a minimum of loss. For our greenhouse practice

I believe firmly in the use of nitrogen as the determining factor both in producing and in regulating growth. In other words, I believe in the system of treating the soil in such a way that it contains, before planting to the crop, the proper physical condition, the proper amount of humus, and an abundance of all nutrient elements, save nitrogen, which should be furnished from time to time as the needs of the plant may indicate. This is the system that florists follow as a rule. In other words florists practice feeding with liquid manure, and using manure mulches, both of which supply soluble and available nitrogen. But often times the soil perhaps is lacking in other ingredients, at any rate, in quantities sufficient to support maximum growth. We must not forget that if any other essential element aside from nitrogen is lacking, the best results are not possible by the addition of more nitrogen. The nitrogen can be effective only if all other elements are present in ample quantities.

The other elements of soil fertility with which we are chiefly concerned are phosphorus and sulphur. I do not mention potassium or potash because with us in Illinois nearly all soils contain sufficient quantities of this material (though since potassium is an essential element, the above facts hold also for this element). Phosphorus and sulphur both are essential to plant growth, in smaller quantities than nitrogen, but essential, nevertheless. Phosphorus stimulates root growth, especially of the smaller and younger roots. In addition, it is needed for flower and fruit formation. Sulphur is necessary for the development of young cells. Phosphorus is obtained in such fertilizers as acid phosphate, rock phosphate, bone meal, steamed bone, basic slag, bone tankage, etc. Sulphur is contained in the commercial acid phosphate, gypsum, and the various other sulphates. These different phosphorus and sulphur containing fertilizers differ, so far as we are concerned, in their availabilities, that is in the rate and ease with which they are taken up by plants.

We have been carrying on some experiments at the Illinois station, to determine the value of phosphorus and sulphur for the production of roses and carnations. In a three-year test with roses, acid phosphate was tested as to its efficiency in increasing production and we attempted to determine also the quantities that may be used safely with these crops. Commercial acid phosphate is a mixture of pure acid phosphate and gypsum in approximately equal quantities. The acid phosphate is in a form which is soluble and readily available to plants. Our experiment embodied a sufficient number of plants to make the data reliable, a total of 1,152 rose plants and 1,228 carnation plants being used.

The data shows an appreciable increase in production, slightly over three flowers per plant, in the acid phosphate sections over the sections not treated with acid phosphate. This increase of 4,800 flowers was produced at a cost of \$5.60 in fertilizers. For each variety also the average stem length was increased slightly, showing that as the result of the increase in the number of flowers the stem length did not correspondingly decrease. The experiment with two varieties of carnations showed similar results, although the increase was not quite so large, the increase due to the acid phosphate treatment being slightly over one flower per plant.

Acid phosphate can be applied to soil before planting in quantities sufficient for the entire growing season, for it



LOUISE FLOWER SHOP, WASHINGTON, D. C.
And the Famous Messenger Car Known Far and Wide.

does not leach readily from the soil, differing in this respect from the soluble nitrogen compounds, and neither does it injure plant roots when applied to soil in relatively large quantities. It is for these reasons, as well as for the increased production that I recommend the incorporation in the soil of ample quantities of acid phosphate, before the stock is planted for the season.

Many florists are using bone as a fertilizer. Bone contains phosphorus and in addition frequently small quantities of nitrogen. Bone is a good fertilizer for if properly prepared it contains much phosphorus. Ordinary bone meal and steamed bone differ from acid phosphate as a phosphatic fertilizer in that the phosphorus is less slowly available to plants. We are making a study of the comparative value of acid phosphate and the various bone fertilizers, the experiment being arranged in such a way that in all sections the plants receive the same amount of phosphorus. In a one-year test with roses, the acid phosphate proved decidedly superior to the steamed bone.

We are repeating this experiment now in a three-year test with roses, and using other forms of bone as well. At the present time, although acid phosphate again shows a greater influence than does steamed bone, other forms of bone may prove as efficient as does the acid phosphate. The data for this year up to date shows an increase of almost two flowers per plant from the use of steamed bone and an increase of three flowers per plant from the use of acid phosphate.

As stated above, commercial acid phosphate is a mixture of pure acid phosphate and gypsum, the latter con-

taining calcium and sulphur. There is much discussion at the present time in regard to the necessity of more sulphur in our soils. There are some investigators who believe that practically all soils contain sufficient sulphur and that rains bring into the soil each year as much sulphur as is removed by the crop. On the other hand, experiments have shown that for certain soils and certain crops the addition of sulphur compounds to the soil results in a material increase in production. If the necessity of sulphur as a fertilizer for our soils should prove correct, we may attribute at least a part of the beneficial effects in our experiments with acid phosphate, to the gypsum. Gypsum is often considered as a soil stimulant rather than a food material. In our present tests with gypsum, carnation plants have shown much vigor and the plants are equally as good and productive as those treated with acid phosphates.

Soil Acidity.

Thus far I have discussed the subject of soil fertility only from the standpoint of food materials. There are other factors relating to soils and the growing of greenhouse crops which are fully as important and which have often a very positive influence. Fertilizers can be effective only when no other positive limiting factors are involved. A soil which has all the essential chemical elements in usable form will not give maximum production if it is deficient in water or if it is kept constantly wet. Neither will a soil produce the best results if it is high in acidity. Under conditions of high acidity, bacterial action is slow and abnormal processes are going on.

The causes of acidity are complex

and we need not dwell upon them here. I simply want to point out that any system of fertilization loses in effectiveness if conditions of soil acidity prevail and that the grower must be on the alert to remedy this condition if it occurs. The remedy is the application of lime. Lime should preferably be put in the soil in the field, some time before the soil is used inside. After the soil has been plowed the lime may be harrowed into the soil in quantities sufficient to reduce the acidity. This method is recommended because if acid phosphate is used to fertilize the soil, the lime, when mixed with it, tends to make the phosphorus insoluble. Lime when added to manure also hastens decomposition so that as a result of a too rapid decomposition, much soluble nitrogen may be lost.

In addition to soil acidity as a positive factor which may influence results obtained with fertilizers, I want to call your attention also to some factors which operate above the soil.

Greenhouse plants, grown either for cut-flowers or as potted plants are, as a rule, highly forced. By this I mean that the plants are grown under conditions of soil fertilization, temperature and moisture which make for the greatest possible growth in the shortest period of time. By this method, plants are developed which are less resistant and less hardy. In other words, such plants are more susceptible to sudden changes of the environment.

A plant grown under ideal conditions, conditions which produce maximum growth, good color and substance, may suddenly lose its vigor, lose its leaves perhaps, or in general give the appearance of good health. It is but natural to suppose that something is wrong with the soil and that something should

be added to the soil to cure this trouble. But such unhealthy conditions of plants are more frequently the result of some positive factor operating above the soil.

A plant highly forced is very susceptible to rapid and prolonged changes in temperature and humidity. For instance when a period of cloudy weather comes there is a change not only in the amount of light but also a change in temperature and humidity. The temperature drops and the relative humidity rises. A change in temperature takes place in the soil less rapidly for the soil temperature changes but slowly. This is particularly true of soil in solid beds.

We have, therefore, a condition of relative high temperature of the soil, ample moisture, and an abundance of available food materials; on the other hand, the temperature of the air may be several degrees lower than that of the soil, the humidity high, and the amount of light materially reduced; we have, then, in the soil a set of conditions which favor intake of water and of food materials while in the air we have a combination of conditions which tend to check the outgo of materials. A plant which has been grown rapidly will respond under these conditions, very often by losing its leaves, or perhaps only losing its color, or the buds may drop, or there may be flowers of abnormal structure. Letters come to me frequently in regard to these troubles and the assumption is made that the soil is lacking in fertility. The cause is, very often, not a lack of fertility but the fact that the plant, because of the conditions under which it has been produced is not hardy enough to withstand any sudden change in the environmental conditions.

Again we find cases in which plants fail to respond entirely, or they respond only to a small degree to fertilizer treatments. Aside from the fact that the soil may be acid in reaction, or the roots may be infested by nematodes, or the physical structure of the soil may be defective, the conditions above soil may operate in such a way that soil treatment is ineffective. If, for example, there is a lack of light or if the temperature is high, stems will grow long and weak, flowers will lack in substance and no fertilizer treatment will prevent this. More nitrogen in the soil would only accentuate the trouble. A low relative humidity will produce hard brittle foliage and short stems, and no fertilizer treatment will overcome the detrimental influence of the lack of moisture in the air.

Briefly, in order that fertilizer treatments may prove effective, all other factors must be studied as well. If the limiting factor of production is in the soil, a rational soil treatment will be rewarded, but if the limiting factor lies above soil, the use of fertilizers may not only lead to regret but it will be a useless procedure economically as well.

SPRINGPORT, MICH.—Mrs. Ella West recently opened an up-to-date flower shop in this city.

WINNIPEG, MAN.—Girls of St. John's high school sent maple seeds to be planted on Canadian soldiers' graves, Shorncliffe cemetery, England.

COLUMBIA STATION, O.—The Columbia Greenhouse Co., in Lorain county, has been incorporated with a capital of \$60,000 to build and operate greenhouses and to acquire real estate for that purpose. The incorporators are Walter H. Sykes, Thomas J. Gunning, Ernest C. Butchler, J. A. Matousek and John F. Crowl. J. W. L.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The June weddings are now on and, while all the large affairs are booked, there is a percentage, and a pretty large one, of those who leave things to the last minute, which makes it worth while to keep featuring these events and making a bid for the business or orders that have not yet been placed.

How has the window box campaign turned out? It appears difficult to get the great majority of retailers interested in this important part of the business. Not one store in 10 takes advantage of the great publicity this feature would bring to them. There is nothing more effective or decorative than well filled boxes of plants that, with their showy blossoms, foliage, trailing vines, etc., kept to their highest efficiency and placed at every vantage point on the front of the flower shop, from the pavement to the roof, will make the store stand out the most conspicuous in the block. No other form of publicity is equal to this street front decoration, as it is always in the public eye and comes to the mind whenever flowers are required. Dwellings everywhere in cities and suburbs would be greatly improved with such ornamentation, if all florists would pull together to make it the custom. Tourists returning from abroad frequently speak of the European love for flowers as evidenced by the quantities of boxes of flowering plants seen even on the humblest dwellings.

Water lilies are now obtainable in quantity; an effective use can be made of these beautiful flowers in window and store in large, shallow dishes. The large white flowers make a good finish to early morning funeral work and also top off a choice box of flowers.

Feature the greenhouse gladioli that are now one of the choicest flowers of the shop; they are fine for basket or sprays and a large vase of choice spikes is very decorative for the window. How about that window? Go outside and take a look and see if the decoration is striking enough to make you stop and admire. The window mirrors the establishment and it should always have a story to tell and say it in such a way that people will listen. Every one who passes is a prospect, a possible customer, who with proper appeal may come in, or there is an impression made that will have its effect later on. Nothing will pay better than well planned window appeals that suggest uses for flowers and bring to mind occasions that would otherwise have been forgotten.

COMMENCEMENT ORDERS.

Commencements are now in order, with the sweet girl graduates in the limelight. Some of these occasions are quite important from the florist's standpoint, the order at times for several hundred bouquets being placed with one house, in addition to flowers sent by friends. Then there are the decorations and, in the select schools or ladies' seminaries, class day flowers, a handsome bouquet for each member, which makes an order worth having. Progressive florists who keep their eyes



WEDDING GIFTS OF THE FLOWER SHOP.

Low Bowl with Figure Insert Flower Holder, Iris and Calendulas.

trained on coming events have a way of booking these orders before the importance of the event is generally known.

Get the books cleaned up as far as possible; there is a long summer coming and now is the time to catch them before they get away. A gentle reminder in a plain envelope will bring to time those who mean to pay but are careless. Others who fail to respond need something stronger. Remember that \$1 lost is the net profit on a \$10 order, so keep this in mind and collect them all while there is opportunity.

Always have some little attractive things made up ready for instant sale. A few choice buds or spikes of bloom in a vase, miniature baskets filled with this or that flower, a shallow bowl nicely arranged, a small colonial bouquet or two, are often picked up by the transient visitor or added to the slip of the regular customer just because it was pretty and attracted them. This is nearly all new business, sales that would not have been made had the pretty little arrangements not been ready to catch the eye.

Keep the flower case in order, with the water in the vases or jars changed every day. The arrangement of the flowers in the case has much to do with their sale. Huddled together down deep in the jar they are not attractive, but raised with stems half way out and buds spread to show their individuality they are much more salable.

Are you a Florists' Telegraph Delivery man, and if so what do you do to let people know of this country-wide service? Those who believe in it and are enthusiastic in pushing it to the front are getting wonderful results. In a large store in Washington, D. C., the first telegraph boy on Easter Saturday brought in 105 orders. The first boy on Mothers' Day came in with 53; other shops received as many as 30 at one time. A large Baltimore, Md., firm when they thought the Mothers' Day business was about over received 60 telegrams for flowers. This service offers wonderful possibilities to the men who will push it in their own store, every dollar obtained through this service being new business. Start them going out and there will soon be plenty sent you in return.

Wedding Gifts of the Flower Shop.

The florist who will go carefully over his stock will find in it a number of items suitable to be used as worth while gifts for the wedding or other important obligations. There are handsome palms in variety, choice specimen cibotiums or ferns of the Boston type which, if fitted with a jardiniere or wicker cover on suitable pedestals, will present an ornament fit for any drawing room. The wicker fern or plant box on an ornamental stand for bay window or porch decoration, will when filled with plants and vines compare favorably with half the usual gifts that are generally first considered. The line of the better class of fern dishes from china and terra cotta to cut glass and plated metal ware, are, when filled, quite in line as appropriate gifts. Specimen flowering and foliage plants in jardiniere or pot covers when given a finish with ribbon have a gift appearance that fits them for any collection.

CUT FLOWER VASES.

Most establishments carry a line of cut flower vases, the higher grades of which in either cut glass or fine china, will, when filled with choice flowers, show their worth and usefulness and are sure to be much admired. The variety of rose bowls is now quite



WEDDING GIFTS OF THE FLOWER SHOP.
Decorated Lilac.

large, many of them very beautiful and expensive. The flower shops should be headquarters for such goods as when sent properly filled with flowers their beauty is greatly enhanced.

WEDDING ANNIVERSARIES.

As June has long been the month for weddings, many anniversaries occur at this time, celebrations of the tin, the more dignified silver, and the quite rare golden wedding, at which flowers are the most appropriate gift, are all occasions when flowers are most suitable to carry the message of congratulation. For the tin wedding bright metal receptacles of any kind from miniature watering cans through all kinds of kitchen utensils up to the wash boilers of the laundry, are often seen filled with flowers. Baskets of flowers with tin spoons, nutmeg graters or the like tied on the handles are appropriate and can be featured in this way in the window with good effect.

For the silver anniversary gifts are of a more substantial character, the

silver plated fernery or silver inlaid cut flower bowls and vases filled with flowers being popular. Then there is the silvered wicker basket in a number of shapes with high or low handles, which, when filled with choice flowers and tied with silver ribbon and chiffon certainly look the part. Foliage and flowering plants in silvered pot covers, given a further finish with a silver ribbon are certain to meet with favor.

For the last grand event everything is to have a golden tint, gilt baskets filled with yellow roses and tied with ribbon to match are always acceptable. A large gilt vase basket filled with 50 American Beauty or other choice roses tied with a gold ribbon makes an elaborate gift, while another on a smaller scale consists of a gilt lined vase of fine glass or of gilded wicker filled with 50 yellow roses.

In order to catch more of this business and keep the flower shop in the public eye when wedding gifts are wanted, there must be more featuring

in connection with these events, particularly in the spring and autumn when most weddings and anniversaries occur. The people must be shown the advantages of plants and flowers over other gifts. Newspaper publicity will help, it is the medium through which all other lines successfully make their appeal. If the majority of retail florists in any city would run a week of wedding gift windows, spring and fall, backed up with advertising, it would greatly help to establish this custom and at the same time increase the trade along other lines.

Society of American Florists.

J. C. Vaughan, national councillor to the Chamber of Commerce of the United States, has presented the following resolution to the chamber:

"May 20, 1922.

"To the President and Directors of the Chamber of Commerce, Washington, D. C.

"Gentlemen:

"On behalf of the Society of American Florists, a trade organization having 10 votes in the Chamber of Commerce, I enclose a statement and proposed resolution for action by your body. I hope for an early acceptance of the same."

J. C. VAUGHAN, Nat. Councillor.

STATEMENT AND RESOLUTION, QUAR. NO. 37.

"J. C. Vaughan, councillor, representing the Society of American Florists, wishes to call to the council's attention a most serious innovation in bureaucratic control of commerce under which, in the guise of a quarantine, an absolute prohibition has been established against imports of healthy plants and bulbs except a certain few specified varieties and, except in such cases as special permits may be granted for importation of the excluded material at the pleasure of the Federal Horticultural Board.

"This order, known as Quarantine No. 37, put in effect June 1, 1919, has destroyed an extensive commerce which has been in existence for 100 years, and it is now proposed to extend it further by an arbitrary executive action without legislative consideration or an opportunity for the interests affected to be heard before an impartial tribunal.

"Though defended as a measure to prevent the importation of insects and disease, this quarantine reverses the method of all other quarantines and, instead of specifying insects and diseases or plants subject to them which are barred from import, it prohibits all importations, even of plants free from disease and insects, except the few specified classes which are allowed. Power is retained by the Federal Horticultural Board to issue special permits to firms or individuals to import materials otherwise excluded. This sets up a system of special favors to be granted or withheld at the whim of a bureau official for reasons good or bad, honest or dishonest, without public record or the pretense of judicial hearing. This places concerns engaged in the business of importing horticultural material at the mercy of the Federal Horticultural Board and destroys the principle of equality before the law. The commercial effect of this alleged quarantine, which is really a wall erected against all imports, whether healthy or diseased, has been to afford certain special producing interests protection far in excess of any conceivable tariff protection, in so much that in discussions of the quarantine and in its defense by the chairman of the Federal Horticultural Board it is now considered not as a pro-

tection against foreign competition, thus presenting the spectacle of a Federal Horticultural Board usurping the functions of a tariff board.

"Though as yet applied only to plants and bulbs, the reasoning which is behind Quarantine No. 37, if allowed to prevail and to be extended, would justify the exclusion of fruits and other food products; indeed, of all materials of vegetable or animal origin which an executive board might profess to believe harbored insect life or disease germs and decide to shut out of this country except when imported under special permits issued by themselves. In view of the importance of this novel and radical application of the quarantine to commerce in general and the danger of its indefinite extension by doctrinaires should its present use be confirmed and amplified, I move the adoption of the following resolution:

"Resolved, That the directors of the United States Chamber of Commerce be, and they are hereby, requested to investigate the legality of Quarantine No. 37 as established by the Federal Horticultural Board, the fairness of its enforcement and the possibility of the application of its principle for restraint of commerce in general and that if such investigation indicates cause a congressional investigation of the Federal Horticultural Board and its action in protection against disease, but as a promulgating and enforcing Quarantine No. 37 shall be requested in the name of the United States Chamber of Commerce."

JOHN YOUNG, Sec'y.

Chrysanthemum Midge.

ED. AMERICAN FLORIST:

My chrysanthemums are badly infested with the midge, with the treatment of which I am not familiar. Would appreciate any information on the subject by any one of your readers, through the columns of your valuable paper.

T. R.

Pennsylvania.

In entomology, this little insect is known as *Phopalomyia hypogaea*, is of European origin, and until two years ago was unknown in this country. Doubtless it has come upon us by importation of stock. In the adult stage it is a minute fly, not as large as the winged form of aphids, and in this state deposits its eggs, which in a few days begin development and show slight swellings or galls. By opening these galls, we find a yellow colored maggot which, in the course of time, develops to the fly, and so the multiplication is continued. They deposit eggs in all parts of the plants when the growth is young and tender; upon the leaf and leaf stems, the stem of the plant, the buds, and even on subterranean shoots or root stalks, provided, of course, these are exposed to the air. Their molestations are confined to the chrysanthemum family, including both the section in which florists are most interested as well as the garden kinds. In aggravating cases they become very numerous. Stems and foliage are literally covered



WEDDING GIFTS OF THE FLOWER SHOP.
Basket of Roses and Orchids.

with these little galls, which seem to affect their development. They become stunted and distorted, and if allowed to go unchecked, the plants will not produce cuttings suitable for propagation. There seems to be but two ways to destroy them; one by careful hand-picking and burning the leaves and stems to destroy those in the larval state, and the use of hydrocyanic acid gas to dispose of the adults, which, as previously stated, deposit the eggs. From the most competent entomologists we learn that the life cycle of this insect, as near as can be determined, is about 21 days—that is, from the time the egg is deposited until the adult dies. From this will be seen that cyaniding should be continued for approximately 30 days, or sufficiently long to permit all the eggs to be hatched. There is one point that is worthy of consideration, and that is the possibility that under certain conditions the galls do not reach the fly stage within so short a period as 21 days, especially so if the houses are kept very cold. They seem to show greater activity during the early spring from March to May, and from the middle of August to October. Our observations lead us to believe that they do not lay many eggs during the hottest and coldest parts of the year. When the operation of cyaniding is begun it is important it should be repeated every second or third night for the period stated above—say 30 days, so there is no possibility of any eggs being laid. It is unnecessary to use a very strong cyanic gas. One ounce to 6,000 or 8,000 cubic feet of space is sufficient. Those who have not used this gas should remember that the plants must be as dry as possible, and the less humidity in the air the less liability of burning the foliage.

ELMER D. SMITH.

American Rose Society.

EXECUTIVE COMMITTEE MEETING.

The executive committee of the American Rose Society held a meeting at the Cosmos Club, Washington, D. C., May 25, with the following members in attendance: F. L. Atkins, Rutherford, N. J.; S. S. Pennock, Philadelphia, Pa.; Horace J. McFarland, Harrisburg, Pa.; J. H. Hill, Richmond, Ind. The invited guests were: E. G. Hill, Dr. W. A. Taylor, F. L. Mulford, and Dr. L. C. Corbett, of the United States Department of Agriculture; Prof. E. A. White, Cornell university; Mr. Wright and Mr. Lane, of House & Garden. Because of the absence of Secretary Wister, who is in Europe, Prof. White was appointed secretary pro tem.

President Pyle reported a membership of 2,487. The first business transacted was in regard to the distribution of the Mary Wallace rose. President Pyle reported that his firm had propagated about 1,700 plants for the Department of Agriculture and Professor Corbett stated the department had propagated about 700. It was pointed out that since the American Rose Society has now become incorporated it will be proper to enter into a definite contract with the Department of Agriculture, and it was decided to plant out the stock of the Mary Wallace rose thus far propagated so that the dormant plant of two years' size might be distributed to the firms who will have made application by December 1, 1922. Because the stock is sure to be irregular in size, it was decided that all should be brought together under charge of the Department of Agriculture for equitable distribution at the proper time.



WEDDING GIFTS OF THE FLOWER SHOP.
Japanese Bamboo Vase of Snapdragon, Iris and Calendulas.

Plans were made to have the Mary Wallace rose photographed at its best and that material be prepared so that all information and illustrations might be embodied in the circular to be issued to all the firms distributing the rose for use by them in advertising it, each firm to pay for the number of circulars used. It was further voted that the request should be addressed to the Department of Agriculture and that the American Rose Society be allowed to co-operate in the introduction of other Van Fleet novelties, including the rugosa hybrid, rugosa cross with polyantha and the cross between Wichuraiana and Duchess of Wellington. It is hoped that it may be possible to introduce several varieties at one time.

Due to the small attendance of members at the meeting at Indianapolis, at which time the annual meeting had been postponed, plans were made for the annual meeting to be held in the rose season. Invitations were received from Bobbink & Atkins, Rutherford, N. J.; Mrs. Aaron Ward, Roslyn, L. I., and the Syracuse Rose Society, the latter being supplemented by Prof. E. A. White, who stated that the rose test gardens at Cornell university would be on exhibition during June 23-24, at the time of the Farmers' Field Days.

It was felt that Dr. Mills, president of the Syracuse Rose Society, was entitled to special recognition by reason of his

work in establishing local rose societies throughout central New York; therefore, the invitation from the Syracuse Rose Society to hold the annual meeting under their charge was accepted, the precise date to be announced later, probably June 20, 21 or 22. Dr. Mills indicated that the plans for the meeting would be judging of exhibition by designated members of the executive committee, in the morning; luncheon at Skaneateles Lake, an afternoon meeting in Mrs. Hitchcock's rose garden, an evening session with speakers in the exhibition hall.

Plans were made to announce all pilgrimages to the different rose gardens associated with the American Rose Society, notice of these to be announced in the trade papers. Mr. McFarland, upon his request, was released as chairman of the membership committee, and Joseph J. Lane, now associated with House & Garden, was appointed chairman to fill the vacancy. The meeting adjourned.

E. A. WHITE, Sec'y Pro Tem.

NEW ORLEANS, LA.—The recent high water here of the Mississippi was 12 inches above the record for all time.

OSAWATOMIE, KANS.—Tilford & Wautlet are adding a greenhouse to their establishment, which now comprises 4,310 square feet under glass.

American Iris Society.

NEW YORK EXHIBITION AND MEETING.

The American Iris Society, in co-operation with the Horticultural Society of New York, staged a fine show in the Museum building, of the New York Botanical Gardens, Bronx Park, New York, May 27-28. Departing from the usual custom, the show was held in the main hall instead of the basement, as formerly. For scenic effect this may have been an improvement, but as for convenience it was not particularly desirable. The museum cases take up much space and the iris exhibits were scattered, some of them placed on the floor. But we believe that circumstances made the change necessary.

The majority of the exhibitors were amateurs and their exhibits were highly creditable. In the commercial line John Lewis Childs, Inc., Flowerfield, N. Y., represented by I. S. Hendrickson, made an excellent display, taking the sweepstakes prize, a silver medal, for the most comprehensive commercial display and a silver cup for an exhibit covering 100 square feet. Some of the varieties in this exhibit were Lohengrin, Pocahontas, Lord of June, Albert Victor, Queen Mary, Siberian Blue, Parc de Neuilly, Princess, Victoria Louise, Dalmatia, James Boyd, Mrs. Allen Gray, Khedive, Fairy, Kharput, Isolene, and Pallida Dalmatica.

On the landing at the head of the stairs, second floor, a good collection was staged by John Scheepers, New York, but not in competition. The silver medal presented by the Short Hills, N. J., Garden Club to the amateur exhibitor making the most comprehensive display was won by T. F. Donahue.

ANNUAL MEETING.

On May 27, at 12:30 p. m., a luncheon was served in the "Mansion" in the park, the annual meeting taking place at 2 o'clock. Routine business was transacted and it was decided to increase the life membership dues from \$25 to \$50.

The officers were re-elected as follows: John C. Wister, Germantown, Philadelphia, Pa., president; Wm. A. Peterson, Chicago, vice-president; R. S. Sturtevant, Wellesley Farms, Mass., secretary; Frank H. Presby, Montclair, N. J., treasurer.

After the meeting those present adjourned to the iris test garden to view the 1,000 or more kinds growing there. The test garden and its surroundings deserve more than passing mention, and its fine location and excellent condition is, we assume, due to the authorities and employees of the New York Botanical Garden. The land at this point is what is generally spoke of as rolling or undulating. The garden is laid out on a gentle declivity that slopes down to a dell. At the top of the slope there is a low and rocky ridge, but no trees to keep out the sunlight. In the dell and making something more than a half circle around the garden are a number of the finest forest trees to be seen in this part of the country. Black and white oaks, tulip trees, sweet gums, red maples, cherry or sweet birch are some of the trees noted. One black oak by actual measurement was almost five feet in diameter at the base of the trunk.

As above stated, there are over 1,000 varieties of irises in the test garden. We name a few that are among the most prominent: Tamar, Samapo, Queen Victoria, Mithras, Lohengrin, Sir Walter Scott, Versicolor, Candelabra, Mars, Her Majesty, Mandarin, Mrs. W. R. Fryer, A. M. Brand, Lady Frances, Fryer's Glory, Mrs. Sandford, Regale and Mrs. McKinney No. 3. La Nieve is one of the few pure whites in the garden. Parc De Neuilly is a most robust grower and prolific in flowers. There are borders of peonies and other plants and, with the surrounding monarchs of the wood, the garden is a sylvan paradise.

SECRETARY R. S. STURTEVANT'S REPORT.

Although this is our first meeting in New York and the occasion of our third annual meeting, we have already staged exhibits in Richmond, Va.; Nashville, Tenn.; Kansas City, Mo., and Louisville, Ky., and there will also be shows in St. Paul, Minn.; Toronto, Ont., and Belvidere, Ill. Mr. Wister, our president, is now attending the iris international conference at Paris, France, and London, and the vice-president, W. A. Peterson of Chicago will preside. Of our 600-odd members some 200 live in the vicinity of New York and are well represented among the exhibitors here, although the unusual season has made possible the staging of flowers by Philadelphia, Pa., and Boston, Mass., members as well. We consider the indoor exhibit most successful, but the fine display of irises in the test garden is even more worthy of study. This was started in 1920, with some 600 or more kinds. In 1921 the number was brought up to almost 1,000, and this year we are importing a large number from France and England. Although all varieties are not now in bloom, it is undoubtedly the largest collection in the world.

The iris has been known for centuries; it was listed for sale as early as 1790 and by 1840 there were some hundreds of varieties, but the first impetus to iris growing was given by Bertrand Farr in 1909 by the introduction of new seedlings. Within these last few years many seedlings have been added to our lists, some of them costing as much as \$50 to \$100 for a single root. The iris boom is on. Probably 50,000 seeds are a small estimate of last year's planting, and when one realizes that every plant is different in color the possibilities of the iris are apparent. In the exhibit to-day you will see some of the finest productions of French, English and American growers, among all these but one, Lent A. Williamson, was rated as 96 per cent good, and the experts will tell you that they expect 90 per cent of our present varieties to be superseded and improved. The iris is easy to grow. Give it good drainage and plenty of sun and everyone can have these iridescent colors as occupants of their garden and whoever owns an iris is welcome as a member of our society. I wish to express our sincere appreciation of the generous assistance and welcome given us by the Horticultural Society of New York and the staff of the New York Botanical Garden.

THE AWARDS.

Collection of irises, not bearded (including Siberica, Cristata, etc.)—Mrs. Frances Cleveland, 1st.

Artistic display of not more than 25 stems, with or without other hardy flowers and foliage—Mrs. James Montague, 1st; Mrs. F. Cleveland, 2nd.

Specimen bloom, self colored—Miss Grace Sturtevant, 1st; Mrs. E. A. Packham, 2nd.

Specimen bloom, white or plicata—Mrs. E. A. Packham, 1st.

Specimen bloom, standards or yellow—Mrs. C. H. Pratt, 1st; T. F. Donahue, 2nd.

Specimen bloom, amoena neglecta—T. F. Donahue, 1st; Miss M. C. Bissell, 2nd.

Specimen bloom, pink or lilac tones—Miss M. C. Bissell, 1st; T. F. Donahue, 2nd.

Specimen bloom, blended tones—B. H. Farr, Wyoming, Pa., 1st; Miss Grace Sturtevant, 2nd.

Fifty distinct varieties, one bloom of each—B. H. Farr, 1st; John Lewis Childs, Inc., Flowerfield, N. Y., 2nd.

Twenty-five distinct varieties, one bloom of each—T. F. Donahue, 1st; Mrs. F. Cleveland, 2nd.

Twelve distinct varieties, three blooms of each—John Lewis Childs, Inc., 1st; B. H. Farr, 2nd.

Six distinct varieties, three blooms of each—John Lewis Childs, Inc., 1st; B. H. Farr, 2nd.

Twelve distinct varieties, one bloom each—Miss M. C. Bissell, 1st; Mrs. E. A. Packham, 2nd.

Six distinct varieties, one bloom of each—Mrs. Packham, 1st; Miss Bissell, 2nd.

Three distinct varieties, one bloom of each—Mrs. Packham, 1st; Mrs. R. Nidians, 2nd.

Display of at least 10 varieties, with or without hardy flowers and foliage, in 15 square feet—Garden Club of New Rochelle, N. Y., 1st.

OBITUARY.

Patrick Welch.

Patrick Welch, senior member of the firm of Welch Bros. & Co., Boston, Mass., died at his home, 179 Columbia road, Dorchester, May 25, after an illness of several months, age 64 years. He was a native of Ireland, locating at Dorchester with his parents in 1871.

Mr. Welch was one of the pioneer wholesale florists of America, beginning as a boy and rising to the top by the sheer force of persistent endeavor and square dealing. He started with W. Wales, Dorchester, and in 1873 joined Holbrook & Tompkins, who leased the Wales establishment, having charge of the cut flower sales. He travelled in the interest of Wheeler's liquid distributor 1873-76, then joined the Waban Rose Conservatories, Natick, Mass., as salesman and later represented that firm at the Centennial Exposition in Philadelphia, Pa. He started business on his own account as a commission salesman in the Boston wholesale cut flower market in 1877. About 30 years ago he associated himself with his two brothers, David and Edward, under the firm name of Welch Bros. This concern was dissolved six years ago, and with the brother then living, Edward, the firm of Welch Bros. & Co. was formed. At various times the business was located at 165 Tremont street, 6 Beacon street, 15 Province court and finally 262 Devonshire street. Branches of the business were maintained for a time at Albany, N. Y., and Montreal, Que.

Mr. Welch was probably the first to ship choice roses and other flowers to Chicago and the middle west in the days when their wholesale production was unknown there. He built up a splendid business and always had time to help materially in every movement for the advancement of the trade. He was a charter member and past president of the Society of American Florists and the Gardeners' and Florists' Club of Boston. He was a practical, working member of nearly all other trade organizations, and gave liberally of his resources to their development. Many New England florists owe their beginning and success in business life to his support and counsel. He was an unfailing friend, and the soul and inspiration of every gathering favored by his presence.

Mr. Welch was married in 1891, Mrs. Welch and their six children, three sons and three daughters, remaining to mourn his loss. His brother Edward, and a sister also survive.

Funeral services were held in St. Peter's Catholic church, Dorchester, May 27, when there was a large attendance of the trade and a great wealth of floral tokens.

APPRECIATION.

For some time we have all been more or less anxious about our dear old friend Patrick Welch—hoping against hope for better news and, even though each succeeding letter that came from his daughter was more discouraging, when we got the telegram announcing he had passed away, we could not help but feel shocked.

Patrick Welch was one of the old guard, and we lose in him not only a good, warm friend, but a splendid business associate—a man always willing to throw his energy into any efforts that were for the good of horticulture. As president of the national society his year was one in every way full of work that was a splendid uplift for the Society of American Florists—a year that was a credit to him, and an honor to the society to have him as its president. His work for the society did not cease with that year, as he was a worker, up to the very last.

In the national flower shows he was one of the strongest and most able supporters—not only morally and financially, but backing the shows with his energy and effort. It was a source of deep regret to all who were at the last national flower show, at Indianapolis, that he could not be with us. More than one spoke of his genial and loving character, and what a pleasure it always was to work with him. It has often been remarked that his judgment was always of the very best,—thoroughly matured. In the death of Mr. Welch we lose one of our most valuable associates, and our sympathy goes out to his family and his many warm friends.

S. S. PENNOCK.

In the death of Patrick Welch of Boston, Mass., the Society of American Florists loses one of its pioneer members, one whose interest in its affairs was of the keenest, and whose loyalty to the organization was exceptional. During the year he was president, in 1915, I had an opportunity to judge of his sterling business qualities at close range, and always found his advice and suggestions of the highest order. It was my privilege to know him intimately for a period of years, and to look back upon our friendship is to arouse a feeling of sadness at the thought that he could not longer remain with us. He was the soul of honor, a delightful companion and excellent host. His wit was notable, and in many an argument served him in good stead. He was a diligent student along horticultural lines, and always ready to lend aid to any movement tending to advance horticulture and floriculture. No matter what service was expected of him, he went about it cheerfully and without thought of praise or commendation in the event of success. He could also take failures with good grace. Few among us have possessed the qualities of good fellowship found in such generous quantity as exemplified in the life of Patrick Welch, and I am sure his very many friends in all parts of the country and Canada will look upon his death as a loss beyond replacement.

JOHN YOUNG.

It is with the greatest regret, that I have just learned of the demise of my sincere friend Patrick Welch. I have had the pleasure of enjoying his friendship over 30 years and always felt, when with him, that gentle influence, denoting the quiet, unassuming, yet genial and gentlemanly quality so much admired in the real man. It was always a great pleasure to be with him in any gathering, and generally when surrounded by his fellow florists, he was greatly appreciated for his originality, and his natural wit was always enjoyed by all who happened to have the good fortune of being in his company.

In the matter of his business career, I can safely say, he left a record that will live long after him. He always had the interest of the craft at heart and never failed to perform his duty, even at personal sacrifice as the elevation of the flower business was the nearest thing to his heart. He was always a diligent and faithful worker on the many committees of the Society of American Florists to which he was assigned, and as the president of this society, his administration was of the highest standard, as the society benefited by his able, conservative and progressive policy.

I feel in the death of Patrick Welch, that I have lost a real friend, and the trade, a real worker, one who always had the interest of the craft at heart, and was ever ready to lend himself to any project which would advance the profession. It will be difficult to replace him.

FRANK H. TRAENDLY.

Another one of the unselfish and willing workers for the advancement of our industry has passed away. Patrick Welch of Boston was a man of pro-

nounced individuality and of unusually sound judgment, always active, until his health began to fail a few months ago, and no task was too big. I well remember him when I was but a boy at that time in the employ of William Scott, of Buffalo, N. Y., who passed away many years ago. He then was a regular visitor, for it was the custom in those days to call upon the trade and solicit orders for all the holidays. Boston at that time being the leading flower market. As years rolled on and I was privileged to know him better, I learned to love him and esteemed his friendship very highly. His wisdom was such that I availed myself of it many times in connection with organization work. One of the most important committees that Mr. Welch and I worked on was the national flower show committee, and time and again, his safe and sane logic helped material-



The Late Patrick Welch.

ly in solving many of our great problems. His work in connection with the big national flower show held in Boston will be forever a fixture in the memory of those who knew of his untiring efforts, which made that exhibition so great a success, and I might say the same of the national flower show held in Philadelphia in 1916, the committee placing the audit of receipts in his charge, and well the work was done. Many of the recommendations that came from his as president of the Society of American Florists, are still alive and helpful to us all. The entire trade has suffered a severe loss in his passing. Long may his memory live with us, and his record ought to be a shining example for the younger generation. I deeply sympathize with his family and business associates in their great loss.

GEORGE ASMUS.

Patrick Welch was no giant in stature; but in every other way he was one of the biggest and best that has ever adorned the florist business. He was away above the average mentally, and in a business way. He made his mark; and from boyhood up was always a great power for good. I knew him intimately for 35 or 40 years, and always loved him. He was a wit, philosopher, and poet; a keen humorist, a good story teller, and always willing to go out of his way to help the other fellow.

GEORGE C. WATSON.

Patrick Welch was a man of rare ability. When called upon for opinions and facts, he was ever ready to give unbiased views and had an unusual way of reasoning out the proper channel to

pursue. He was a tower of strength in bygone days upon questions of national importance to the Society of American Florists and the older generation would always look upon Pat Welch's advice with great favor. He was a credit to the roll and will be missed as the years roll on.

HENRY PENN.

Lawrence G. Geiger.

Lawrence G. Geiger, of Chicago, died in New Mexico, May 30, a telegram to that effect being received by Frank Oechslein, for whom he acted as office manager for many years. He was well known to the trade, especially the local buyers, and was a regular attendant at all trade meetings up to the time he left for the west for his health. He was an ambitious man and made friends quickly with everyone he met and the report of his death will be a great surprise to them. The body will arrive here Friday morning and the funeral will be held the following day at 2 p. m. from C. Kampp & Sons' chapel, 318 North Central avenue, with interment at Forest Home cemetery. Mrs. Geiger has the deepest sympathy of the trade in her great loss.

LARKSPUR, CALIF.—Niven Bros. are erecting a range of greenhouses here.

HASTINGS, ONT.—The Hastings Horticultural Society set aside May 23 for beautifying the city.

FORT WORTH, TEX.—The store of the Drumm Seed & Floral Co. was slightly damaged by fire, May 9.

ST. JOSEPH, MO.—Daniel M. Reichard, former well known florist of this city, died recently, age 91 years.

MIMICO, ONT.—Carl Grobba is adding a greenhouse, 65x200 feet, which will be completed at an early date.

SAN FRANCISCO, CALIF.—R. E. Mansell, head gardener at St. Francis' wood, Ingleside, this city, died recently.

BETHLEHEM, PA.—Chas. Vorkeller recently sold his floral establishment to a Detroit, Mich., concern for \$55,000.

LEXINGTON, ILL.—The Colfax Greenhouses, of Colfax, Ill., Frank Cole, proprietor, recently opened a branch flower shop in this city.

BIDDEFORD, ME.—A severe hail storm did extensive damage to fruit trees in this vicinity, May 7, stripping off buds and early blossoms.

LAWRENCE, KANS.—The University of Kansas, department of botany, is planning to build greenhouses on the college campus at an early date.

MONTREAL, QUE.—The Dominion Floral Co. has greatly increased the size of its store at 484 St. Catherine's street, West, having an additional entrance on Peel street.

SALAMANCA, N. Y.—The state nursery property was recently sold to a private party to grow truck crops. The tract had been suggested as a site for a public park.

TORONTO, ONT.—The Toronto Retail Florists' Club featured an attractive quarter page Mothers' Day advertisement in six of the local newspapers previous to the holiday.

SAN ANTONIO, TEX.—The Colonial Flower Shop, 214 East Travis street, is the name of a new establishment installed here recently by John R. Hammond, formerly of Kansas City, Mo.

SOUTH BEND, IND.—C. L. Powell has discontinued his retail flower shop at 121 North Main street, and will conduct the business at his greenhouse establishment, 1215 Margaret street, where he intends to erect an up-to-date store in the near future.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

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APRIL failures showed liabilities of \$73,000,000, against \$40,000,000 in April, 1921.

APPLICATION has been made for reduced rates to the Kansas City convention of the Society of American Florists, and we hope to announce them in an early issue.

WE are in receipt of the proceedings of the thirty-seventh annual convention of the Society of American Florists, held at Washington, D. C., August 16-18, 1921. Members of the society will welcome the return of the report, and its reappearance in the old size and form will be generally approved.

Personal.

Frederic W. Taylor, of Los Angeles, Calif., chief of horticulture at the St. Louis World's Fair, stopped off at Chicago, May 25, returning from the Washington meeting of the Chamber of Commerce of the United States. Mr. Taylor was born at Weeping Water, Neb., Friday, the thirteenth of the month, and is still a young man.

Prof. N. E. Hansen, of Brookings, S. D., has returned from a two weeks' plant collecting tour in North Saskatchewan.

Florists' Telegraph Delivery Association.

DISTRICT MEETING.

Districts Nos. 42 and 45 of the Florists' Telegraph Delivery Association, comprising southern Ohio and Indiana, will hold a joint meeting at the Hotel Gibson, Cincinnati, O., June 12. Important discussions looking forward to increasing the efficiency of the districts will take place and Vice President H. W. Sheppard, of that city, cordially invites the florists of the two sections to attend the conference.

Memorial Day Trade.

The reports received from many centers indicate the Memorial Day business was equal in volume but not in cash returns to that of a year ago. Warm weather throughout the country brought flowers forward with a rush and in some cases affected their quality. Most plants and cut flowers sold well, the call for wreaths exceeding some previous years. Peonies were the favorites in many sections and artificial poppies were exceedingly popular. Prices on all stock were 20 to 50 per cent lower than last year.

Washington Conference Delegates.

Some of the foreign delegates to the recent Washington conference on Plant Quarantine No. 37 are making an exhaustive investigation as to the conditions in this country regarding imports of plants and bulbs. W. G. Lobjoit, British controller of horticulture; Charles Pynaert, president of the Belgian Chamber of Horticulture, and Louis Sander, of Bruges, Belgium, called on leading eastern nurserymen and florists last week, and were in Chicago this week. Mr. Lobjoit proceeding to Florida. Messrs. Pynaert and Sander sail from New York for home June 3.

Netherlands Horticultural Congress, 1923

The Netherlands Horticultural and Botany Society (Nederlandsche Maatschappij voor Tuinbouw en Planktude), under the patronage of Her Majesty the Queen, will hold an international horticultural congress at Amsterdam, September 27, 1923, on the occasion of the society's fiftieth anniversary. Addresses will be presented covering the various phases of scientific research in plant breeding, horticultural education, landscape architecture, etc. Trips will be made to the most important growing centers in Holland. The Amsterdam section of the society is planning to stage a great horticultural exhibition at the same time. The organizing committee of the conference comprises Jhr. G. F. van Tets, president, and Dr. M. J. Sirks, Bergweg 55, Wageningen, Holland, secretary of the society.

Remembrance Road.

York, Pa., May 30.—Twenty-five miles of Lincoln highway was dedicated today as a road of remembrance and planted with memorial trees. The Women's Club of York has been at work for two years on the plans. Charles L. Pack, president of the American Forestry Association, and Major R. Y. Stuart, forester of Pennsylvania, were the speakers at the unveiling of the tablets at either end of the 25-mile stretch.

During the ceremony of dedication Mr. Pack presented to the Women's Club a letter from Mrs. Warren G. Harding as a vice president of the American Forestry Association. Along both sides of the Lincoln highway the memorial trees are

allotted to the heroes of the world war. In addition to a marker at each end of the Road of Remembrance in York county, individual trees will be marked.

Asparagus Verticillatus.

ED. AMERICAN FLORIST:

What is known about the hardness of Asparagus verticillatus and its use as a decorative green in the way A. Sprengeri is now employed?

GROWER.

[Perhaps some reader can advise on these points.—ED.]

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, time, date and place of meetings.]

Boston, Mass., June 6, 8 a. m.—Retail Florists' Association of Boston at Gould hall, W. J. Thurston, Boston, secretary.

Buffalo, N. Y., 8:30 p. m.—Buffalo Florists' Club at General Electric building, Wm. Legg, Alexander, N. Y., secretary.

Chicago, June 8, 8 p. m.—Chicago Florists' Club at Chateau Bowling Alleys, Broadway and Grace street, Frederick Lautenschlager, 452 West Erie street, secretary.

Chicago, June 5, 8 p. m.—Gardeners' and Florists' Union No. 10,615 at Northwest hall, 2401 West North avenue, Bernard Wahlstedt, 851 North Trumbull avenue, secretary.

Cleveland, O., June 5, 8 p. m.—Cleveland Florists' Club at Hollenden hotel, Chas. T. Bastian, 13,918 Lake Shore boulevard, Cleveland, secretary.

Columbus, O., June 5, 8 p. m.—Columbus Florists' Association at Neil house, E. A. Munk, 19 South High street, Columbus, secretary.

Davenport, Ia., June 8, 8 p. m.—Tri-City Florists' Club, Wm. Knees, Jr., 2105 Sixteenth street, Moline, Ill., secretary.

Dayton, O., June 6, 8 p. m.—Dayton Florists' and Gardeners' Club at Y. M. C. A. building, E. E. Schaefer, 3010 West Third street, Dayton, secretary.

Detroit, Mich., June 8, 8 p. m.—Detroit Florists' Club at Hotel Statler, Peter Reuss, 1453 Broadway, Detroit, secretary.

Grand Rapids, Mich., June 5, 8 p. m.—Grand Rapids Florists' and Gardeners' Club, Edw. Freyling, 891 Wealthy avenue, Grand Rapids, secretary.

Hartford, Conn., June 9, 8 p. m.—Connecticut Horticultural Society at County building, S. H. Deming, 333 Vine street, Hartford, secretary.

Holyoke, Mass., June 6, 8:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club, Alec. Hoessler, College lane, Northampton, Mass., secretary.

Kansas City, Mo., June 8, 8 p. m.—Kansas City Florists' Club, Glenn Parker, 1020 Oak street, Kansas City, secretary.

La Crosse, Wis., June 9, 8 p. m.—Associated Florists of La Crosse at the Flower Shop, L. E. Metcalf, 501 Main street, La Crosse, secretary.

Minneapolis, June 6, 8 p. m.—Minneapolis Florists' Club at 218 North Fifth street, Harry Philpott, Minneapolis, secretary.

Montreal, Que., June 5, 8 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine's street, West, W. H. Horobin, 283 Marquette street, Montreal, secretary.

Newark, N. J., June 8, 8:30 p. m.—Essex County Florists' Club at Rover's hall, David Murphy, 181 Clinton avenue, Irvington, N. J., secretary.

New London, Conn., June 8, 8 p. m.—New London Horticultural Society at Municipal building, State street, Stanley Jordan, Harkner's estate, Waterford, Conn., secretary.

New York, June 10, 2:30 p. m.—Horticultural Society of New York at Botanic garden, Mrs. Geo. V. Nash, 2789 Valentine avenue, New York, secretary.

Philadelphia, Pa., June 6, 8 p. m.—Florists' Club of Philadelphia at Adelphi hotel, Robert Kift, 494 Haverford avenue, Philadelphia, secretary.

Pittsburgh, Pa., June 6, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carnegie Music hall, Carl Becherer, Blawnox, Pa., secretary.

Rochester, N. Y., June 9, 8 p. m.—Rochester Florists' Association at 95 East Main street, Ambrose Secker Rochester, secretary.

Saginaw, Mich., June 5, 7:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw, Henry W. F. Goetz, 2165 Mackinaw street, Saginaw, secretary.

San Francisco, Calif., June 7, 8 p. m.—San Francisco Retail Florists' Association at Native Sons' hall, James T. Lynch, San Francisco, secretary.

St. Louis, Mo., June 8, 8 p. m.—St. Louis Florists' Club at 1316 Pine street, J. J. Beneke, 1316 Pine street, secretary.

Toledo, O., June 6, 8 p. m.—Toledo Florists' Club at 424 Superior street, S. N. Peck, 424 Superior street, Toledo, secretary.

Washington, D. C., June 6, 8 p. m.—Florists' Club of Washington at Schmid's hall, G. V. Schultz, care Leo Niessen Co., Washington, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted to Buy—A retail florist's business in New York or vicinity; give full particulars. Address,
Key 842, care American Florist.

Situation Wanted

GROWER

Single, 25 years' experience. Address
Key 827, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

Situation Wanted

Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.

Key 839, care American Florist.

Salesmen Wanted

We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also frize wreaths, funeral wreaths, florist fillers. Address

Key 838, care American Florist.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.
ELIZABETH, N. J.

Seed Salesman

With thorough knowledge of varieties, wanted to call on truckers and other growers in California. Good, progressive position to the right man. Address

Key 841, care American Florist.

Salesman Wanted

By large mail order seed house; experienced man to take full charge of flower, seed and bulb department, must be able to make up catalogue. State age, experience and salary. Address

P. O. Box 1296, Philadelphia, Pa.

HELP WANTED

A first-class, thoroughly experienced, live-wire nurseryman and florist, to help organize, take stock in, and assume the active management of a nursery business in Dallas, Texas, a city of 200,000 population. There is a big demand for shrubbery, roses, etc., and the location being splendid makes a fine opening for a business of this kind. For further information apply to

ROBERT NICHOLSON
DALLAS, TEXAS

ATTENTION!

About four years ago a notice appeared in the Trade papers that the gardener Paul Albert Thiele, about 54 years old had been killed by some railroad in the middle west.

I appeal to any one who knows about this accident to inform MR. WM. KLEINHEINZ, OGONTZ, PA., when and where this occurred.

UNSURPASSED OPPORTUNITY!

New GREENHOUSE, built right; set on iron posts, nearly 10,000 of feet of glass, big propagating room, sixty horse boiler. Over one acre of the best of ground, excellent location, good streets on three sides, \$2,000, tomato crop now flowering. A new big double-constructed bungalow in connection; also big garage and a good automobile. Dandy boiler also at the bungalow, heats the residence and the propagating room. Everything in excellent shape. Must sell quickly on account of wife's health.

Everything as described goes for \$11,000, if taken immediately. About \$5,000 cash will handle; balance can run on good terms.

This is fully \$5,000 under value. Inquire of

CABLE REALTY CO.

5829 72nd St., S. E., Portland, Ore.
Phone 613-33.

FOR RENT

Department store space for a cut flower department on a percentage basis or a guarantee. Best trade, large business and splendid opportunity. We prefer some one operating such departments in other cities centrally located, Chicago or nearby preferred. Address

Key 835, care American Florist.

FOR SALE

Well established retail store on busiest street in the city, thirty minutes from New York wholesale market. Reasons for selling: other business.

VRANA BROTHERS
294 Bergenline Ave., Union Hill, N. J.
Phone Union 4867

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

Trade Directory

— OF THE —

Florists, Nurserymen, Seedsmen, Etc.

— OF THE —

United States and Canada NEW EDITION NOW READY.

Price: \$5.00, Postpaid.

PUBLISHED BY THE

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

Early American Azaleas.

Three of the seven American azaleas which are hardy and successfully grown in this Arboretum are in bloom. They are *Rhododendron* (azalea) *Vaseyi*, *R. (azalea) nudiflorum* and *R. (azalea) roseum*. The first is a native of the southern Appalachian mountains, with delicate pink or rarely white flowers which open before the leaves. The flowers of few azaleas are more delicate in color, and few shrubs of comparatively recent introduction are better worth the attention of garden lovers. There is now a large mass of this azalea at the end of the first of the small ponds on the left hand side of the Meadow road. The other species now in flower are native to and widely distributed in the eastern states. They have pink or rose-colored flowers. Of the two species *R. roseum*, which opens its flowers a few days later than *R. nudiflorum*, is a more beautiful plant with darker-colored and very fragrant flowers and, with the exception of the Appalachian flame-colored azalea (*R. calendulaceum*), the handsomest of the American azaleas which are hardy in Massachusetts. Although this plant was cultivated in England more than a hundred years ago, it has through wrong determination and confusion in names been little understood by American botanists and gardeners, and is still rare in cultivation. The fragrance of the rose-colored flowers is not surpassed by that of any other azalea. *Rhododendron nudiflorum* and *R. roseum* are now growing on the lower side of Azalea path, and there is a mass of larger plants of the latter on the right hand side of the Meadow road in front of the lindens.—*Arnold Arboretum Bulletin*, May 24, 1922.

New York to Kansas City.

The transportation committee of the New York Florists' Club, under the chairmanship of Paul Rigo, has accepted the itinerary in connection with the journey to Kansas City and return this coming August, as submitted by the Lackawanna railroad.

Briefly, the party, which is fully hoped to be 100 strong, will leave New York, Sunday, August 13, for Chicago, where a stopover will be made to take in the famous Lake Shore drive and other principal points of interest, returning to the Hotel La Salle for dinner. Departure will be made from Chicago that evening and Kansas City reached on the morning of Tuesday, August 15. While in Kansas City during the Society of American Florists' convention, August 15-17, and the day following, hotel accommodations and three meals per day will be provided. On the afternoon of August 18 the party will leave Kansas City arriving in St. Paul, Minn., Saturday morning, where points of interest in the Twin Cities will be viewed, leaving St. Paul in the afternoon and arriving at Duluth, Minn., on the evening of August 19.

The Great Lakes steamer trip will commence Saturday night and continue through to Wednesday morning. This sail through the lakes provides the most enjoyable feature of the trip and undoubtedly will prove the greatest incentive to many. Arriving at Buffalo, N. Y., Wednesday, August 23, special cars will be waiting to whisk the party to Niagara Falls where lunch will be provided at the Hotel Imperial. A tour over the Great Gorge route will be made in the afternoon returning to hotel for dinner. At 7 p. m. the party will start for home, arriving in New York Thursday morning, August 24, at 8 o'clock. Breakfast will be provided for in the Hoboken terminal.

The cost covering all transportation, lower berths on Pullmans and outside staterooms on boat, also three meals per day, will be \$220.

All those intending to go, please notify Chairman Paul Rigo, c/o Henshaw Floral Co., 35 W. Eighteenth street, New York. The earlier the reservation, the choicer the accommodation.

Pittsburgh.**HEAVY VOLUME OF BUSINESS.**

There has been a good volume of business the past week, but stock of all kinds has been in heavy supply, with the majority of it poor in quality and bargain prices have been the order of the day. The weather has been very warm, the thermometer registering as high as 87 degrees, which has been the cause of most of the poor stock. This has also forced the local peony crop into bloom with a rush, so that there were plenty of home grown peonies for everyone at reasonable prices Memorial Day. The rose cut has been heavy, with the majority of it showing the effects of the warm weather. The good stock finds a ready market, leaving the rest to be cleaned up at any figure. American Beauty is about finished. Carnations are nearing the end, getting small in size and a good many of them are asleep on arrival. Some very good Easter lilies are arriving and clean up fairly well. Snapdragon sells readily, but it is also near the end of its season. Some very good indoor gladioli are seen in the market, which bring a good price. Sweet peas are poor and at least 50 per cent of them are unfit for sale. Other items include daisies, both yellow and white; Darwin tulips, *Poeticus narcissi* and lily of the valley, both greenhouse and outdoor, all of which fill in their own way. The prospects for Memorial Day business are bright and the largest volume on record is looked for at this writing; in fact, the shipping business has started and the wholesale houses all report advance orders in larger numbers than ever before, but more stock will have to be moved to equal last year's record, as prices are lower all along the line. On account of the holiday falling on Tuesday, it makes trade difficult, as most of the retailers are splitting their orders, part to be delivered Saturday and the balance either Sunday or Monday, which makes it practically double work for the wholesaler. The plantsmen report that they are entirely sold out of geraniums in bloom, and that they are now cleaning up on the ones that have not blossomed as yet. Twenty dollars and \$25 per 100 is the wholesale price.

The McCallum Co. reports a large business in artificial red poppies; in fact, the orders have come in faster than they can manufacture them at their Forty-second street factory. M. Berger, sales manager for the firm, has just returned from a trip and visit among the trade, and reports business as picking up everywhere, with the florists all busy and optimistic.

Mr. Clark, of the Pittsburgh Cut Flower Co., has just returned from the Shriners' tour, on which they visited Cuba, West Indies, and the Panama Canal Zone. Mr. Clark reports the most enjoyable trip he ever had.

E. C. T.

Cincinnati, O.**STOCK HARD TO MOVE.**

This market the past week experienced very poor sales. Outdoor stock now is arriving from every direction and consequently clogs the market. Indoor stock moves fairly well, but not enough to keep it cleaned up. Carnations are becoming smaller all the time and soon will resemble the hardy pinks. Roses are holding their own in regard to size, but are arriving a trifle open because of the hot weather. Snapdragons are now a back number, so far as the greenhouse stock is concerned, but the outdoor ones will soon be arriving. The first outside sweet peas made their

appearance last week and were soon cleaned up because of their superior quality over the indoor kind. Cornflowers and coreopsis are always welcome flowers and move readily, bringing \$5 per 1000. Lilies, both varieties, are about finished.

NOTES.

Eck Bros. have purchased the property on which their store stands and promise to improve it 100 per cent. These boys have been doing well since they were in business and surely deserve all the credit possible for their achievement. They are having a "Say It With Flowers" sign put into the sidewalk in tile.

The Florists' Telegraph Delivery Association of Districts No. 42 and 45, namely, southern Ohio and Indiana, will hold a joint meeting at the Hotel Gibson, June 12, and all the florists are invited to attend this conference.

Fred Gear, of Vine street, deserves special mention on his window displays lately because they have been both novel and attractive.

The Wm. Murphy Co. had a good week in peony sales and also an exceptional business in moss and hanging baskets.

C. E. Critchell is still confined to his home, but the outlook is good for an early recovery. Trade has been very brisk.

Visitors: J. T. Herdigen, Aurora, Ind.; Maurice Cohen, of Cohen & Hiller, New York; Walter Gray, Hamilton.

L. H. Kyrk received the first outdoor sweet peas and cornflowers from Geo. Klotter, Price Hill.

E. A. Porter reports a good week in basket arrangement and funeral work.

H. W. Sheppard reports a fine week in funeral work and table decorations.

G. K.

Boston.**SATISFACTORY MEMORIAL DAY BUSINESS.**

Business was good for Memorial Day, all stock cleaning up well, except roses, which brought \$8 to \$16 per 100 for ordinary stock, reds being quoted at \$12 to \$30. High grade carnations and feverfew were on the short side, but all other stock was about equal to the demand. Artificial flowers and designs were heavy sellers, it being stated that there were not more than a dozen pieces left in the stores at the close of business Monday. Carnations and peonies brought \$8 to \$10 per 100; feverfew, stocks and candytuft, \$1 per bunch; lily of the valley, \$6 per 100, and orchids, \$1 per flower. Weather conditions were ideal for the occasion.

E. F. S.

New Brunswick, N. J.

The New Brunswick Nurseries, Fred D. Osman, proprietor, are finely located on the Lincoln Highway, just below the city. The soil is admirably suited to rose growing and a large area is planted with all the best known kinds that are suitable for garden culture. The stock consists of hardy budded roses and looks clean and robust. Mr. Osman issues a catalogue in which can be found valuable hints for amateur rose growers.

The retail cut flower trade is well represented by Vanderkratts & Jost, who have a good store on Albany street, near the railway station. They get their stock from the Bound Brook, N. J., growers and the New York wholesale market.

Miss M. Lacsik has a neat appearing retail store at 73 French street.

A. F. F.

Tri-State Florists' Association.

The regular June meeting of the Tri-State Florists' Association has been called off, to enable the organization to have a full attendance and a more successful flower show this fall.

BULBS, PRESENT and FUTURES

When you buy imported bulbs from us, you buy them by measure, in centimeters or inches and so accepted by us. This means much, as against those people who sell "firsts," "seconds" or "thirds" and give you no assurance as to what such grades measure.

For 40 years VAUGHAN'S SEED STORE at New York and Chicago has supplied the most critical FLORISTS with forcing bulbs. If you have not placed your ORDER or you have not confirmed your order at stated prices why not send us your list for pricing. Where prices are not fixed we can give you valuable information.

- 1st Long and satisfactory connections with the best foreign houses.
- 2nd Credit arrangements and closest buying at favorable exchange rates.
- 3rd First early shipments, followed by one or more later ones covering entire shipping season.
- 4th Earliest deliveries of early forcing items which cannot rightly be delayed for main supply.
- 5th Covering by us of all "Special Expenses" excess brokers' fees and port charges at New York, in which nearly every U. S. Florist grower has been persistently robbed for the past five years. We eliminate this.
- 6th Because of the above, we ask that you submit to us a list as nearly as possible of what you expect to use between now and next November in these imports, part of which we specify below, and let us submit to you approximate prices and certain further details regarding delivery dates which we know will interest you.

We take this opportune time to list here a few vital reasons why Vaughan's Seed Store at New York and Chicago is especially well prepared to take the responsibility of supplying in season at right prices your Whole list of Forcing Bulbs both American grown and imported French, Dutch and Japanese.

SPECIAL JUNE OFFERS

For Immediate Shipment

GLADIOLUS BULBS

	Per 1000
America, First.....	\$20.00
America, Medium.....	16.00
Augusta, First.....	32.00
Augusta, Medium.....	25.00
Halley, First.....	33.00
Halley, Medium.....	27.00
MRS. F. PENDLETON, First.....	40.00
MRS. F. PENDLETON, Medium.....	35.00
Mad. Monneret, First.....	23.00
Florists' Mixed, First.....	25.00
Rainbow Mixed, First.....	40.00
Standard Mixed, First.....	18.00

FOR IMPORT

TULIPS

Darwins, 15 or 20 named varieties.....	1000 \$23.00
Single Early, 10 or 15 named varieties.....	20.00
Double Early, 8 named varieties.....	22.00
All of our selection from best leading sorts catalogued by us.	

HYACINTHS

First size, 19 ctms. and up, named vars..	1000 \$75.00
Second size, 17-19 ctms., named vars....	50.00
Third size, 16-17 ctms., named vars....	37.00
Fourth size, 15-17 ctms., in colors.....	32.00

CHICAGO VAUGHAN'S SEED STORE, NEW YORK
Bulb Importers and Quantity growers of Gladiolus, Cannas, Etc.

Buy Direct From The Grower

OUR ROSES

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at rate of.....	\$12.00
Choice long stems, all Russells.....	16.00
Good medium length, our selection.....	8.00
Good short in lots of 800 or more, our selection.....	\$3.00 to 5.00

When ordering please state what grade wanted.

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

NEW FANCY FERNS—\$3.00 per 1000.

All reasonable flowers we will buy for our customers at market prices.

➡ A limited supply of Carnations at Market Prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

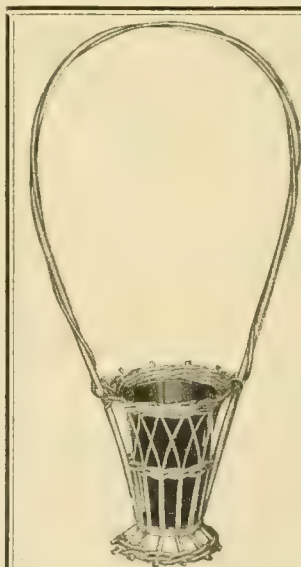
Closed all day Sundays

Mention the American Florist when writing.

Chicago.

BIG MEMORIAL DAY DEMAND.

The demand for stock for Memorial Day was large and the total sales compared most favorably with those of the same period of 1921. Stock in general was in exceptionally large supply with a great number of inferior flowers included in the shipments, consequently the averages on some items will not be as large as expected, but the returns as a whole will probably represent as much money as those of last year, if not more. Peonies were a big factor in the market and were in strong demand, many shipments going as far west as Wyoming and to other distant points where there was any possible chance to arrive in good condition. Prices were low compared to other years and, while fancy stock brought high figures, the averages were nothing to speak of, taking the market as a whole into consideration, but were fair considering the tremendous supply and the condition some of the stock arrived in. Roses were plentiful, but the call for them was disappointing owing to the heavy supply of peonies, consequently large quantities were moved at low prices to the department stores and street peddlers in order to make room for new shipments that kept coming in. Carnations were in large supply and sold fairly well considering the general market conditions. Gladioli had a good call and brought the advertised quotations. Irises, lilies, callas, larkspur, delphinium, jasmines, snapdragon, calendulas, lupines, sweet peas, pansies, stocks, cornflowers, gypsophila, candytuft, mignonette, statice and other miscellaneous seasonable stock were included in the offerings. Considering the heavy supply of stock offered, the Memorial Day demand was exceptionally good and the total sales were surprisingly large. The supply



Fancy Handle Baskets

(With containers included)

For the Bride, the Graduate, for birthdays and many other occasions. We carry a liberal assortment of sizes, styles, etc. Prices vary at from 40c up to \$2.50 each. We recommend ordering a sample assortment for about \$10.00 to \$15.00.

(Complete list of many other items sent free.)

Geo. H. Angermueller Co.

WHOLESALE FLORISTS

1324 Pine Street, ST. LOUIS, MO.

Established 1905

houses enjoyed a heavy call for made-up wreaths for the holiday and were sold out early. The Allied Florists' Association did considerable advertising in the local dailies, which helped wonderfully in increasing the demand in the immediate vicinity.

NOTES.

One of the department stores sold peonies for 20 cents per dozen, May 29, which were equally as good as those the wholesale houses were asking 75 cents and \$1 per bunch for. Another store sold roses for 25 cents per dozen

and carnations for 19 cents. What were the averages for the week?

Captain O. C. Johns, T. C. Kane, W. C. Bowe and E. C. Pruner, representing Poehlmann Bros. Co., spent Memorial Day here and are ready to start out after more business. Wm. Snyders is calling on the trade on the Pacific coast and will not be back until fall.

E. F. Winterson, who is devoting his time to his Highland Park farm, gave the regular force a lift at the E. F. Winterson Co. store during the Memorial Day rush.



Order June Wedding Supplies Now

Our Wedding Accessories Department is replete with every requisite

RIBBONS

No. 2 Picot Edge Gauze.

With very fine lustre satin stripe, in White, Pink and Nile.

Per bolt, 50 yards..... \$ 2.25
Per 10 bolts..... 21.00

No. 2 Metallic Gauze.

White and Pink.

Per bolt, 50 yards..... \$ 1.50
Per 10 bolts..... 14.00

No. 2 Messaline Gauze.

White and Pink.

Per bolt, 50 yards..... \$ 1.50
Per 10 bolts 14.00

6-Inch Metalline.

Plain, Special.....\$0.16 yard
Fancy Edge, Special..... .20 yard

6-Inch Crepe Metalline, No. 1650.

With No. 2 Picot Edge Gauze, 8 inches over all, Pink and White 35c per yard.

BASKETS

White Enameled Princess Baskets For Flower Girls.

No. 2	\$0.60 each	\$ 7 00 dozen
No. 3.....	.70 each	8 00 dozen
No. 4	.80 each	9.00 dozen
No. 5.....	90 each	10.00 dozen

All good sizes, but No. 4 being the most popular.

Imported Natural Flower-Girl Baskets

Three to a nest in the two popular sizes.

No. 9615.....	\$1.00 a nest
No. 9616.....	1.25 a nest

Bridal Batons\$2.50 each

Princess Brides—Maids' Staffs

\$4.00 each

Shepherds' Crooks..... 2.50 each

Made Up Showers.

Of No. 2 Messaline Gauze.

14-inch	\$1.00 each	\$11.00 dozen
30-inch.....	1.25 each	13 50 dozen

Prices on Aisle Posts, Kneeling Rests, Wedding Gates, etc., sent on request.

POEHLMANN BROTHERS COMPANY

Complete Service for Florists
CHICAGO

Phone Randolph 0085

66-74 East Randolph Street

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Z M E A C & N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

**Crusader
Ward**

**Sunburst
Ophelia**

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

PEONIES

DAISIES

PANSIES

TULIPS

JONQUILS

GLADIOLI

STOCKS

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

The American Greenhouse Manufacturing Co. has just issued its 1922 catalogue, which is one of the best if not the greatest ever printed. It contains 168 pages including the covers and is a picture book of some of the ranges the company has built. Exterior and interior views of such well known places as Gullett & Sons, the W. A. Rowe Floral Co., the A. F. Amling Co., Anling Bros., the Walter A. Amling Co., Frank Schramm, Stielow Bros., the A. N. Nielson Co., and many other establishments the firm has built are shown, and the catalogue is one well worth having. Probably "Mac" will mail you one free if you call his attention to this item.

The Florists' Club will meet at the Chateau bowling alleys, Broadway and Grace streets, next Thursday evening, June 8, at 8 p. m. Albert Fuchs, one of the pioneer florists and proprietor of the building, has donated five alleys and a meeting room to the club and it is most likely that T. E. Waters will arrange it so there will be a lively meeting. Allie Zech, who has charge of the bowling, invites all members of the club to be present, when several match games will be rolled and a team selected to represent this city at the Society of American Florists' convention next August.

Miss Genevieve Risch and Robert Risch, in company of Miss Sontag, attended the convention at Campion College, Prairie du Chien, Wis., this week, where their brother Henry is a student. They are children of John Risch, well-known wholesaler, who attended the same school in 1889.

Breaking the deadlock which has existed for three months, the Circuit court judges in a meeting have unanimously elected Edward J. Kelly, former chief engineer of the sanitary district of Chicago, to succeed Charles L. Hutchinson as member of the South Park board.

Mangel, the Palmer House Florist, had a splendid Memorial Day business, with a heavy call for wreaths and cut flowers. The window displays at this store attract wide attention and are a few of the beauty spots in the loop.

Lawrence G. Geiger, office manager for Frank Oechslein for many years and well and favorably known to the local trade, died in New Mexico, May 30, an account of which appears in the obituary column this week.

The Central Floral Co.'s special poppy window for Memorial Day attracted much favorable attention and was a fitting tribute to our honored dead. Advertising ideas of this kind are productive and result in many additional sales.

George Bishop and Richard I. Blossom of Ft. Wayne, Ind., were here on a combined business and pleasure trip, May 28, when they were the guests of L. Hoeckner of Peter Reinberg, Inc.

Philip Trausch, carnation foreman at the Weiland-Risch Co's greenhouses at Evanston, has the sympathy of the trade in the loss of his 11 year-old son whose death occurred last week.

Henry Kruchten, of the John Kruchten Co., is giving his father a lift in the greenhouses again this season, so John Kruchten and Frank Hagen are doing extra work at the store.

Tonner's report a cleanup in peonies for Memorial day including the stock in storage for this occasion. Home-grown peonies made their appearance at this establishment this week.

One of the large loop department stores devoted one of its prized State street windows to a special display of bedding plants all last week which were on sale for Memorial Day.

Jake Geimer, who purchased a part of the carnation range of the late Peter Reinberg, known as the farm, from George Reinberg and Mrs. Weiland took possession June 1.

George Wienhoeber had a magnificent window display of wreaths for Memorial Day at his South Wabash avenue store with purple the predominating color.

Vaughan's Seed Store reports continued good demand for canna plants and extensive booking of gladiolus bulbs for summer and fall work.

Bassett & Washburn report a good Memorial Day business, with the heaviest cuts of stock in years, including local irises and peonies.

The Peterson Nursery had several vases of tall bearded irises on display in one of the windows at the State Bank of Chicago, May 29-30.

E. C. Amling returned home last week from California and is greeting old friends at the store. He is the picture of health.

Cut peony blooms of Mons. Jules Elie, from Wheaton, were auctioned, May 28, at 10 cents each. Good reds brought 15 cents.

George Gobel, of the Chicago Flower Growers' Association, is the proud father of a brand new baby boy.

A. L. Vaughan & Co. are handling a good supply of local peonies, which made their appearance this week.

Rubber plants are being extensively used in the hotel and other window boxes downtown this season.

The J. A. Budlong Co. had its share of the Memorial Day business, especially from out-of-town points.

Leo Wietor will attend the alumni meeting at St. Francis college, Milwaukee, Wis., June 4.

Matt Mann gave the regular force at Zech & Mann's store a lift as usual during the holiday rush.

Anton Then and wife expect to remain at Red Bluff, Calif., through the summer.

Ben Bakker, representing A. Henderson & Co., is back from an out-of-town trip.

Dave Smith, of Pittsburgh, Pa., spent several days here this week on business.

A. E. Kunderd, of Goshen, Ind., was a visitor in the wholesale market, May 26.

Sam Pearce's many friends will regret to learn he is on the sick list.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Calendulas, Sweet Peas, Easter Lilies, Callas,
Peonies, Snapdragons, Gladioli.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

A. Henderson & Co. report highly satisfactory business in Memorial Day plants.

A. Miller, of the American Bulb Co., has returned from the east.

George Ball, of Glen Ellyn, started for California Memorial Day.

Cannas have been planted in the big south parks.

SALINA, KANS.—Ed Tatro is erecting a service building, 30x30 feet, at his greenhouse establishment on East Iron street.

BRACON, N. Y.—Benjamin Hammond, well known manufacturer of insecticides and greenhouse paints and putty, has his Home Garden Brigade of school children which is now in its fourteenth year, and stronger than ever.

NEWARK, O.—Weiant & Son are adding a greenhouse to their establishment.

PONTIAC, ILL.—W. H. Francis, formerly of Attica, Ind., is now conducting the Riverview Greenhouses, which he recently purchased from Max Rasmussen, who has retired from the business, having been proprietor of the establishment for 17 years.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

INCREASED SUPPLY OF STOCK

We have secured the entire output of another range of glass, and are in a position to take on more customers. Our supply includes everything seasonable in Cut Flowers, particularly Roses, Carnations, Sweet Peas, Peonies, Gladioli, Etc.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

**Large and Complete Supply
of Cut Flowers and Greens.**

Columbus, O.

EXCELLENT IMPROVEMENT IN TRADE.

The demand for stock from all sources was better and the volume of business showed a decided increase over some previous weeks. Funeral work was brisk. The era of weddings is at hand and florists feel that trade during June will be good. There were two important weddings the past week. The trade is preparing for a good Memorial Day business, as the extra heavy rains have forced peonies earlier than usual and the large bulk of them will be finished. The usual run of flowers will be roses, carnations, sweet peas and peonies.

Roses are in good supply and the quality is excellent as a rule, prices being \$2.50 to \$6 per dozen, principal kinds are Columbias, Premier and Butterfly. Carnations and sweet peas are selling at the same levels as the previous week and, in fact, no advance in prices is looked for at Memorial Day. One of the features of the business is the call for magnolia wreaths.

NOTES.

S. F. Stephens & Son sent out an attractive circular calling attention to the Memorial Day flowers which have been provided for the public. Special attention was called to wreaths of magnolia, laurel or cypress and floral wreaths of the

season's choicest flowers. Bouquets, sprays or baskets, roses, daisies, carnations, peonies and other flowers were mentioned. Sturdy blooming and foliage plants for urns, vases and outdoor planting, consisting of geraniums, marguerites, dracaenas, cannas, vinca vines and similar shubbery, were advertised.

Since the resignation of Mrs. Williams as manager of the local branch of the Zettitz Floral Products Co., no manager has been selected, but the greenhouses are in charge of Robert Elton temporarily, who is the head grower. He is now cutting more than 3,000 roses daily, about equally divided between Premier and Columbia. In about six weeks, when the young stock comes

LARGE SUPPLY PEONIES

Can supply you with choice stock in all the leading colors at attractive prices, with special quotations on quantity lots.

Roses, Valley, Orchids, Carnations, Sweet Peas, Daisies, Snapdragons, Calendulas, Lilies, Pansies, Larkspur, Gladioli, Lupines, Iris. All other seasonable Cut Flowers and complete line of Greens.

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

CHOICE CUT FLOWERS IN QUANTITY For The June Weddings

Complete line of stock including Orchids, Valley, Peonies, Sweet Peas, Daisies, Gladioli, Snapdragons, Calendulas, Lilies and all other miscellaneous seasonable stock, including Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

in, the cuttings will be tripled, it is hoped.

The Wilson Seed & Floral Co., at 23 East Town street, has been featuring the artistic arranging of flowers for funeral occasions. The concern is also looking after social affairs and has named a department head to watch all receptions and weddings in order to give the sales department a chance to go after the business.

Zich & Dozer, a new retail concern at 1129 North High street, have been hav-

ing a good trade during the commencement exercises at the Ohio State university. This firm is located near the university section and enjoys a good call for loose flowers and corsages, especially at the end of the school year.

Otto Ackerman, of the Riverside Floral Co., reports a good demand for seasonable flowers at his retail store, 537 North High street. With prospects for rain there should be an extra good call for Memorial Day.

J. W. L.

St. Louis, Mo.

GOOD MEMORIAL DAY BUSINESS REPORTED.

A very good Memorial Day trade was reported by the florists. A great number of orders was taken for designs, and cut flowers were also a considerable factor. Pot plants also moved well, geraniums, irises, ageratums, verbenas, etc., being popular. In cut flowers, roses were in fine demand, Premier, Columbia, Mrs. Charles Russell, Milady and White Killarney constituting the bulk of the

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

offerings. White carnations were much used in spray work, more of this stock being sold than in a number of former years. Lily of the valley went well, being largely used on small pieces. Other miscellaneous seasonable stock, including gladioli, delphiniums, cornflowers, snapdragon, calendulas, sweet peas and peonies were factors in the holiday business.

NOTES.

Memorial Day services were held at the National cemetery at Jefferson Barracks and the New Memorial Park cemetery, great crowds being present. Two aeroplanes flying over the cemeteries at the conclusion of the ceremonies scattered rose petals over the graves.

The St. Louis Wholesale Cut Flower Co. reported a fine Memorial Day business, most stock cleaning up.

Designs were popular at Grimm & Gorly's, with cut flowers being a close second in sales.

F. C. Weber enjoyed a very good holiday trade.

J. K. M.

Boundbrook, N. J.

There are a number of good growers in this city and none are more worthy of mention than Thomas Young, Jr., who, our guide, philosopher and friend told us, "is the biggest of all of them." Fortunately, we had years of previous acquaintance with the genial Thomas Young, Jr., serving an apprenticeship with his father, who was a grower. Thomas Young, Jr., was successively a wholesaler and retailer in New York. Some years ago he bought a large tract of land here, erected a number of greenhouses and is now one of the most successful growers of orchids and gardenias in the eastern states or, for anything we know, any of the other states. Considering that it was predicted that Quarantine No. 37 would kill the orchid trade, Mr. Young has a surprisingly large stock of them, house after house full, all looking clean and thrifty. We will say that he has quite a lot of horticultural knowledge under his hat.

While the Bound Brook Greenhouses are located on land adjoining the Bound Brook Nurseries, they are under different management. The greenhouses are conducted by Henry Schnitzspahn, Jr., and he is a successful grower of carnations, sweet peas, chrysanthemums and Christmas plants. We found him bedding out fine stock of young cyclamens. He ships cut flowers to Wm. Mackie of the Eighteenth street market, New York.

In addition to a considerable glass area in the Bound Brook Greenhouses,

Neponset Waterproof Paper

FLOWER POTS

These pots are nested and packed in cases of 1,000 each.

Sizes	Per 1000	Per 500	Per 100	Sizes	Per 1000	Per 500	Per 100
2 1/4 inch	\$4.50	\$2.75	\$0.65	4 inch	\$11.50	\$ 6.25	\$1.50
2 1/2 inch	5.50	3.25	.75	5 inch	18.00	9.00	2.00
3 inch	7.50	4.25	1.00	6 inch	24.00	12.00	2.75
3 1/4 inch	9.50	5.25	1.25				

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.



SILKALINE
TRADE MARK
2 OZ.
FF

MEYER GREEN SILKALINE
BEST IN THE WORLD
JOHN C. MEYER THREAD CO.
LOWELL, MASS.

Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

LOWELL, MASS.,
U. S. A.
DEPT. XYZ

The John C. Meyer Thread Co.,

Mention the American Florist when writing.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone: Humboldt 8853.

CHICAGO

Henry Schnitzspahn has just erected two fine houses in another location nearer the town, bringing his total glass up to about 45,000 square feet.

The Bound Brook Nurseries show good features in evergreens, roses and flowering shrubs. The weeping trees are noteworthy. The firm also grows fruit trees.

One of the local growers is said to be wanting to sell his range, having other projects in view.

A. F. F.

Tonner

Wholesale
CUT FLOWERS
Supplies

30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

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A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

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H. Bayersdorfer & Co

The Wholesale Supply
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EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1129-1131 Arch St., Philadelphia, Pa.

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FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO
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Established 1883 Incorporated 1892

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Wholesale Commission Florists

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Telephone Central 466

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E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL { 1977
1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen.	
Roses, Mrs. Chas. Russell	6.00 @ \$ 20.00	
" Butterfly	4.00 @ 15.00	
" Columbia	4.00 @ 20.00	
" Dunlop	4.00 @ 20.00	
" Premier	6.00 @ 20.00	
" Hoosier Beauty	6.00 @ 20.00	
" Killarney Brilliant	4.00 @ 15.00	
" White Killarney	4.00 @ 15.00	
" Mrs. Geo. Shawyer	4.00 @ 15.00	
" Milady	6.00 @ 20.00	
" Mrs. Aaron Ward	4.00 @ 15.00	
" Sunburst	4.00 @ 15.00	
" Ophelia	4.00 @ 15.00	
" Dbl. W. Killarney	6.00 @ 20.00	
" Cecile Bruner	2.00 @ 3.00	
Calendulas	3.00 @ 4.00	
Daisies	2.00 @ 3.00	
Cattleyas, per doz.	12.00 @ 18.00	
Valley	6.00 @ 8.00	
Carnations	3.00 @ 5.00	
Easter Lilies	1.00 @ 25.00	
Sweet Peas	1.00 @ 2.00	
Peonies	4.00 @ 8.00	
Gladioli, per dozen	1.00 @ 2.00	
Pansies, dozen bunches	1.00 @ 1.50	
Adiantum	.75 @ 1.50	
Ferns, per 1,000	4.00	
Galax, per 1,000	2.00	
Leucothoe	1.00	
Sprengerii, Plumous Sprays,		
per bunch	.50 @ .75	
Mexican Ivy	1.00	
Boxwood, 35c per lb., case	9.00	
Huckleberry, per case	7.50	

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

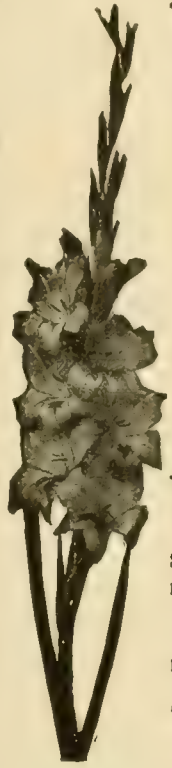
Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.



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GLADIOLUS
—
BY
Matthew
Crawford
AND
Dr.
Van Fleet

Second Edition now
ready with valuable
addenda.

PRICE, POSTPAID, \$1.50
AMERICAN FLORIST CO.,
440 S. Dearborn St.
CHICAGO.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Kil-
larny Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

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No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE
General Office: Federal Life Building
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing

Double Blue Cornflowers

We can furnish now in most any quantity. Can we interest you in regular shipments two or three times a week.

You can use quantities of them. Let us know your requirements.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

HUGE SUPPLY OF ALL STOCK.

The past week has been a burden to the wholesalers, the demand and supply having a ratio of about one to five. Weather conditions have been such that all outside stock has been advanced from a week to 10 days above the normal and created a congestion that is very hard to handle and made price conditions such that general averages are very far from satisfying the growers. Every day the past week peonies have been offered in increasing quantities and at receding prices, selling as low as \$10 to \$20 per 1,000 for stock sold by wholesale commission men on the wharves who handle farmers' produce. The florist wholesalers tried to get from \$4 to \$6 for the good stock, but \$4 was about the best they could do except for very fancy flowers. Last year peonies were only about half a crop owing to a late frost, which nipped the buds. This season there is 100 per cent production and all in time for Memorial Day. It is said that the cold storage house in the Reading terminal has several hundred thousand blooms stored for the various commission men around town. J. J. Styer of Concordville has a crop of 1,000,000 blooms, nearly all of which will be in for the holidays, and he is only one of the many growers shipping to this market. In addition there are the farmers, who flood the wholesale produce markets and bring them in addition by the wagon load to town and peddle around the stores, selling at any price they can get. In the regular line there are quantities of roses of much better quality than usual for the season, but these are moving very slowly at way down prices from \$2 up to \$12. Carnations are also hitting the bottom and rebound very little. Only two kinds are fit to ship, Matchless and pink Ward, even Enchantress Supreme hav-

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, May 31.		Per 100
Roses, American Beauty.	\$ 8.00 @	\$100.00
" Russel	6.00 @	16.00
" Dunlop	4.00 @	12.00
" Pilgrin	6.00 @	16.00
" Crusader	6.00 @	20.00
" White Killarney	6.00 @	16.00
" Ward	4.00 @	12.00
" Maryland	4.00 @	12.00
" Hoosier Beauty	6.00 @	16.00
" Columbia	6.00 @	16.00
" Hadley	6.00 @	25.00
" Premier	6.00 @	16.00
" Ophelia	6.00 @	16.00
" Butterfly	6.00 @	16.00
" Cecile Brunner		3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50 @	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00 @	3.00
Carnations, fancy	8.00 @	12.00
Carnations, ordinary	6.00 @	10.00
Cattleyas, per doz.	12.00	
Callas	1.00 @	2.00
Easter Lilies	25.00	
Lily of the Valley		16.00
Smilax, per dozen		6.00
Cypripediums, dozen	4.00 @	
Sweet Peas	2.00 @	3.00
Jonquils	6.00	
Myosotis per bch.	.50 @	.75
Poeticus		3.00
Marguerites	3.00 @	5.00
Snaptagons	1.50 @	2.50
Valley	8.00	
Pansies	1.50 @	2.50

BUFFALO, May 31.		Per 100
Roses, White Killarney.	\$ 3.00 @	\$ 6.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Milady	6.00 @	12.00
" Maryland	3.00 @	10.00
" Sunburst	4.00 @	12.00
" Columbia	6.00 @	25.00
" Ophelia	5.00 @	12.00
" Russell	8.00 @	15.00
" Premier	6.00 @	18.00
" Cecile Brunner	3.00 @	4.00
Calendulas	3.00 @	5.00
Carnations	6.00 @	8.00
Easter Lilies	1.00 @	20.00
Mignonette	3.00 @	5.00
Rubrum Lilies	8.00 @	10.00
Snaptagons	3.00 @	10.00
Sweet Peas	1.00 @	2.00
Daisies	1.00 @	2.00
Tulips	4.00 @	6.00
Calla Lilies	10.00 @	20.00
Gladioli	10.00 @	12.00

PHILADELPHIA, May 31.		Per 100
Roses, Beauty, special.	\$50.00 @	\$75.00
" Butterfly	6.00 @	10.00
" Ophelia	6.00 @	10.00
" Columbia	6.00 @	15.00
" Mrs. Chas. Russell	6.00 @	20.00
" Dbl. Wt. Killarney	4.00 @	10.00
" Hadley	10.00 @	20.00
" Sunburst	6.00 @	10.00
" Wards	3.00 @	6.00
" Premier	6.00 @	20.00
Adiantum	1.00 @	1.50
Asparagus, bunches.	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.00 @	2.00
Carnations	4.00 @	6.00
Cattleyas	100.00 @	150.00
Easter Lilies	10.00 @	20.00
Sweet Peas	.50 @	1.50
Callas	15.00 @	20.00
Snaptagons, per doz.	.50 @	1.00
Smilax		.35
Lily of the Valley	5.00 @	6.00
Gladioli, doz.	.75 @	1.50
Peonies	4.00 @	8.00

ing to be sold locally. Sixty per cent of the stock is white, 30 per cent deep pink and the balance light pink and red. White is now the poorest color to sell, the demand being for the dark pinks and reds. Cornflower is very plentiful, as is candytuft, pyrethrum, annual larkspur, and other outdoor stock of this character. Very fine Larkspur belladonna is now coming from out of doors. Snaptagon is a quantity product, as is stocks, or gilly flower, one grower sending in 1,500 bunches. There are still plenty of callas and Easter lilies,

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager
No. 7 South Mole Street.

PHILADELPHIA, - PA.

This Week High Grade
Roses, Sweet Peas, Violets
and Carnations

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

which have to fight hard with the peonies. Quantities of stock were shipped out of town Saturday, particularly to florists with a cemetery trade, who would have a large demand from Sunday visitors. Sunday was the general shipping day for the bulk of the out of town orders; the wholesale houses were busy all day long and sent out immense quantities of stock of all kinds. It is said to be one of the greatest floral Memorial Days in the history of the business in the quantity of stock moved, but at prices from a third to a half less than last year.

May 29.—The avalanche of flowers thrown on the market both Saturday and Monday was much more than even the extra call could handle. Everybody had peonies, as they all came in at once and values fell badly, \$3 to \$4 being asked for choice stock in 100 lots. Second grade flowers sold as low as \$10 per 1000. Roses and carnations were seen in quantity in all the stores at buyers' prices, there being no regular quotations. Candytuft, pyrethrum, larkspur and other outdoor stock was offered by the wagon load. It was, without doubt, the greatest quantity of flowers ever seen in this market. The miners' strike cut down many orders usually sent upstate through the coal regions. With all there was a large volume of trade at much lower prices than usual for the day.

SOUTHERN COMPETITION.

A prominent grower who keeps in close touch with the market says that greenhouse men will soon be confronted with a new problem in the competition of southern growers, who have already captured the asparagus market and whose well flowered gladioli were on sale in all the principal cities of the north as early as January. Callas and perhaps Easter lilies can be grown. The latter, shipped in bud, will carry easily

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
 and Greens

Mention the American Florist when writing.

C.C. POLLWORTH CO.

CUT FLOWERS
 PLANTS, BULBS
 FLORISTS'
 SUPPLIES
 MILWAUKEE, - WIS.

Mention the American Florist when writing.

Write For Our
Price List
On Cut Flowers
H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,
 PITTSBURGH, - PA.

from Florida. Such stock produced as field crops in quantity, coming in competition with greenhouse flowers during the winter months, will play hob with prices and cut several very active stocks from the growers' lists.

THE STREET MEN.

The curbstone flower merchants have had a harvest since Mothers' Day, being able to buy flowers at very low prices, which have sold well when put before the people on the thronged streets. Some of the venders have quite a following, as they will handle only good stock, others load up with job lots and peddle it off their wagons at the street corners or alleyways at low figures. Whole loads, entirely of carnations, were sold the past week for 15 cents a bunch of 25 flowers. Such trade, while it does move a lot of flowers, cannot in any way interfere with the stores, as no one would send such stock to a friend. Judges of flowers will not buy the rubbish at any prices, and the better grades, while sold cheaper than in the stores, are only bought because of the opportunities offered, as buyers would not likely have gone to the stores for them.

NOTES.

The Leo Niessen Co. had an immense Memorial Day demand; seven express truck loads of boxes went out before noon on Saturday and the entire office force, with a number of extra hands, worked all day Sunday on out of town orders. Peonies, carnations and roses were the quantity stocks, with a large

GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies
 Headquarters of the Cudahy Roses

Phone Main 1245 P. O. Box 678
 444-446 Milwaukee Street

MILWAUKEE, WIS.

Wholesale Flower Markets

PITTSBURGH, May 31.	Per 100
Roses, Beauty, spl., doz...	\$ 9.00
" " fcy., doz...	7.50
" " ex., doz...	6.00
" " No. 1, doz...	4.00
" American Legion...	8.00@ 25.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward...	6.00@ 15.00
" Russell	10.00@ 30.00
" Columbia	8.00@ 25.00
" Ophelia	8.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	8.00@ 30.00
" Madam Butterfly...	6.00@ 25.00
Carnations	5.00@ 6.00
Calendulas	2.00@ 3.00
Calla Lilies, per doz...	2.50@ 3.00
Daisies, Yellow	2.00@ 4.00
Lilies	15.00@ 20.00
Valley	6.00
Ferns, per 1,000	5.00
Galax, per 1,000	2.00
Plumous, per bunch...	.50
Sprenger, per bunch...	.60
Sweet Peas	1.00@ 3.00
Snappdragons, per doz...	.75@ 2.00

CINCINNATI, May 31.	Per 100
Roses, Premier	\$6.00@ \$20.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Butterfly	6.00@ 20.00
" Pink Killarney.....	6.00@ 20.00
" White Killarney.....	6.00@ 20.00
" Sunburst	6.00@ 20.00
" Mrs. Aaron Ward...	6.00@ 20.00
" Ophelia	6.00@ 20.00
" Baby Doll	3.00@ 4.00
Rubrum	4.00@ 8.00
Calla	12.50@ 15.00
Easter Lilies	15.00
Yellow Daisies	1.00
Ferns, per 1,000	3.00
Galax, per 1,000	1.50
Plumous (south) per bch...	.25
Smilax, per string.....	.15@ .25
Coontie Leaves	2.00
Mahonia Leaves	1.00

supply of all other seasonable flowers. "We have had the best Memorial Day business in our experience," said John Berger, "but prices are too low for the quality of the stock. Peonies particularly, with the competition of the farmers, broke so in price that it hardly paid to handle them. We look for a more staple market when the peonies are out of the way."

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

ST. LOUIS, May 31.	Per 100
Roses, Premier	\$6.00@ \$20.00
" White Killarney	3.00@ 10.00
" Columbia	6.00@ 15.00
" Crusader	6.00@ 12.00
" Ophelia	4.00@ 15.00
" Russell	6.00@ 25.00
" Ward	2.00@ 6.00
" Butterfly	3.00@ 12.50
" Sunburst	4.00@ 12.50
Carnations	2.00@ 8.00
Valley	6.00
Sweet Peas	3.00@ 4.00
Callas, per doz	3.00@ 12.50
Galax, green, per 1,000...	10.00@ 12.50
Galax, bronze, per 1,000...	1.50
Ferns, per 1,000	4.50@ 5.00

MILWAUKEE, May 31.	Per 100
Roses, Killarney, W. K'y.....	\$10.00@ \$18.00
" Premier	10.00@ 30.00
" Ophelia	8.00@ 20.00
" Columbia	8.00@ 25.00
" Ward	6.00@ 12.00
" Butterfly	8.00@ 20.00
Carnations	6.00@ 8.00
Daisies	1.50@ 4.00
Orchids, Cattleyas, doz...	18.00@ 24.00
Sweet Peas	1.00@ 3.00
Calendulas	4.00@ 6.00
Valley	4.00@ 6.00
Callas, per doz	2.00@ 2.50
Snappdragons, per doz...	.75@ 1.50
Forget-Me-Nots	1.50@ 2.00
Fancy Ferns, per 1,000...	.50@ 5.00
Asparagus, per bunch...	.50@ .75

HARRY CHARLES, WHOLESALE FLORIST

VIOLETS

Daily supply Siebrecht's Valley. Cut Lilies always on hand.

104 West 28th Street, NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.

THE BEST COLOR CHART

Arranged by F. Schuyler Matthews, and lithographed by Prang, this chart is now accepted as the standard in preparing color descriptions by many foreign houses as well as in this country.

Price \$1.00 Postpaid

AMERICAN FLORIST CO.
440 SOUTH DEARBORN STREET, CHICAGO

J. J. Fallon, Lynchburg, Va., was a visitor, May 27. Mr. Fallon believes in getting good prices for Mothers' Day carnations, as he plants more white than he needs, just to have a quantity for that day, and he feels that he has a right to get back for the surplus he has had to carry to enable him to do this.

David Anderson, whose place adjoins Mr. Munroe's has given himself the luxury of a new dwelling, which is a model in every respect. He has added A. N. Pierson's new rose, Mrs. Warren G. Harding, to his list, planting a house with this variety, which is doing so well that he wishes he had planted more.

H. Bayersdorfer & Co. report their best Memorial Day business, there being an exceptional demand for everything in wreaths and materials for making them up. Poppy flowers were in favor, which, together with special work for June weddings, taxed their facilities to the utmost.

Manager Lynch of the Philadelphia Growers' Cut Flower Market is back on the job again, handicapped with a game leg, but thankful it was no worse. Exceptionally fine roses, larkspur, peonies and carnations are features here.

Charles E. Meehan has found gladioli a good crop following chrysanthemums. The first cut was early in May. Since then they have come along regularly. The spikes are well flowered and in good demand at top prices.

Wm. Munroe, Garrettford, Pa., is preparing to plant a new 40x200-foot house, recently erected by the Metropolitan Material Co., to Hadley roses, with which kind he has been very successful.

Frank Ross says, "It pays to advertise." He spent over \$1,000 in the newspapers in the past month and is very well satisfied with results which came directly from this publicity.

Fred Muller, Jr., has purchased four acres at Broomhall, on the Westchester Pike, and will erect two greenhouses to be completed by autumn. K.

Albany, N. Y.

FINE MOTHERS' DAY TRADE.

The retailers are pleased with Mothers' Day business. The volume is increasing here from year to year and the outlook is that this holiday will soon far surpass Memorial Day and become a second Easter. Colored flowers sold better than white. Some of the florists reported they had white carnations left on their hands at the close of the day, but were cleaned out of all colored flowers.

Edw. P. Tracey, president, and Thomas F. Tracey, general manager, of the Albany Cut Flower Exchange, Inc., were in Boston, Mass., May 27, to attend the funeral of Patrick Welch, a former president of the Society of American Florists. Mr. Welch was one of the organizers and the vice-president of the Albany Cut Flower Exchange, Inc.

Citations have been issued by Surrogate George Lawyer for the probate of the will of the late John J. Berberick, for 25 years one of the leading florists in the southern section of the city. Mr. Berberick died April 23 in the local hospital after a lengthy illness with a complication of diseases. His store and greenhouses at 26 Second avenue were for years a landmark. He was 54 years of age, and is survived by his widow, two sons, Frank and John J., Jr., and one daughter, Caroline. R. D.

New York.

MOST STOCK CLEANED UP.

While in the wholesale district there seemed to be considerable buying during the past week, particularly on May 27, it was difficult, to use a nautical phrase, to keep the decks clear. There were several warm days and heavy supplies of stock kept pouring in. In addition to many roses, carnations and minor offerings, truck load after truck load of peonies were thrown on the market. Many were sold, others went into cold storage and yet there was always a surplus in sight. It is hoped and believed that the trade for Memorial Day will be good and, for a time at least, clean up the market. Orchids do not seem to be very plentiful, but there is no great demand for them. The gardenia season is about ended. It being "poppy week," there was a clash between what is known as the Senior League, composed of women, and the Commissioner of the Department of Public Welfare over the granting of a permit to sell them on the streets. Mayor Hylan finally interfered and gave orders that the Senior League be granted a permit. It is well known that these poppies are artificial and it is claimed that they are made by disabled veterans. We are for anything that helps the disabled veterans; but, truth to tell, there seems to be considerable "bunk" in this poppy proposition. Our government is spending millions of dollars for the care of disabled veterans and it should not be necessary for anybody to engage in a street peddling business along that line. We heartily disapprove, particularly in a great city with such a mixed population as this one has, of sending young girls out on the streets to sell anything, no matter how worthy the object may be. The sale of the poppies is not a matter to get excited about. If it helps disabled men to pass away the time in making them, let them be sold. But it has the flavor of a commercial scheme rather than help for the veterans and we have seen boxes of them that were never made in this country.

May 29.—There is an immense quantity of stock on the market and less business than might be expected. Special roses are particularly slow. Cemetery florists report a good Sunday business, but it has had little visible effect on the wholesale cut flower market.

NOTES.

On May 27, 1916, Jonathan Nash, of the former firm of Moore, Hentz & Nash, passed to the beyond. On May 24, of the same year John Kral, long an employee of the firm, also passed away. On each anniversary of their deaths Aubrey S. Nash, a son of Jonathan Nash and now of the firm of Hentz & Nash, Inc., prepares a suitable memorial of his father and former friend and gives it prominence in the salesroom.

The Fordham Florist, 421 East Fordham road, made up a large number of good Memorial Day designs. A particularly noteworthy piece was placed in Poe park, a popular Bronx resort. It was a wreath four feet in diameter, made of prepared magnolia leaves, cycas palms and daisies, decorated with blue and gold ribbon and inscribed, "In Memory of the Unknown Dead of Bronx County."

Early in the morning of May 27, a fire in a Greek restaurant on the second



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floor of 112 West Twenty-eighth street flooded the wholesale store of Sullivan, Dolan & Co., below. Until repairs are made they have space with Doyle & Booth at 116 West Twenty-eighth street.

The Art Floral Co. is a retail enterprise recently established at 31 East Thirty-third street. A. Behr, for a number of years with A. Kottmiller, is the moving spirit in the business. He is an active young man.

The news of the recent death of Patrick Welch, of Boston, Mass., caused many expressions of regret, as he was well known in the trade of this city.

It has been stated that city inspectors were in the wholesale district, Sunday, taking notes of the stores that were open for business.

In addition to other good roses and a variety of seasonal flowers, Traendley & Schenck, 436 Sixth avenue, have fine Premier roses.

Among the visitors to the iris show at Bronx park was Prof. A. C. Beal of the College of Agriculture, Ithaca.

In addition to other good stock, Paul Meconi, in the Coogan building, is handling exceptionally fine gladioli.

A. F. F.

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Premier	2.00 @	10.00
American Legion	2.00 @	10.00
Crusader	4.00 @	20.00
Golden Ophelia	2.00 @	8.00
Columbia	2.00 @	8.00
Pilgrim	2.00 @	6.00
Hadley	3.00 @	20.00
White Killarney	1.00 @	4.00
Dbl. Wh. Killarney	2.00 @	8.00
Dunlop	2.00 @	8.00
Aaron Ward	3.00 @	8.00
Ophelia	2.00 @	8.00
Scott Key	4.00 @	50.00
Sunburst	2.00 @	8.00
Mdm. Butterfly	2.00 @	8.00
Adiantum Croweanum and		
Hybrid	1.00 @	1.50
Carnations	2.00 @	4.00
Carnation Laddie	6.00 @	8.00
Cattleyas	100.00 @	150.00
Daisies, Yellow	.50 @	1.50
Gardenias, per doz.	.50 @	4.00
Gladiolus, per doz.	1.50 @	2.00
Iris	.75 @	1.00
L. Rubrum	6.00 @	10.00
Leucothoe, per 1,000	6.00 @	10.00
Lilies, White	2.00 @	6.00
Lily of the Valley	.50 @	1.00
Snapdragons, per doz.	.50 @	.75
Darwin Tulips, per doz.	.50 @	.75
Smilax, doz. strings	2.00 @	2.25
Galax, green and bronze,		
per 1,000	1.50 @	2.50
Ferns, per 1,000	2.00 @	2.50
Sweet Peas	.30 @	.50
Lilacs, per bunch	.25 @	.50
Asp. Plumosus, per bunch,	.50 @	1.00
southern	.15 @	.50
Peonies, per doz.	.50 @	.75
Larkspur, per doz.	1.00 @	2.00

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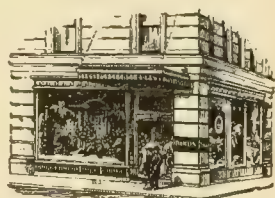
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Cape Romain, Atlantic, Gulf & Pacific Steamship Corporation (Los Angeles Harbor-San Francisco-Portland-Seattle).
Hudson, French Line (Havre-Bordeaux).
FROM HAMPTON ROADS, West Gotomska, Blake Lines (Manchester).

June 6.

Londonier, Belgian Line (Antwerp-Havre).
From Philadelphia, Maryland, I. M. M. Lines (Hamburg).
Mauretania, Cunard Anchor Line (Cherbourg-Southampton).

June 7.

St. Paul, I. M. M. Lines (Hamburg).
FROM MONTREAL, Vedic, I. M. M. Lines (Southampton-Bremen).
FROM NEW ORLEANS, Oranien, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Stanmore, Furness Lines (Newcastle-Leith-Dundee).

June 8.

Laconia, Cunard-Anchor Line (Liverpool).
From Baltimore, Valemore Furness Lines (Liverpool).
Taormina, Navigazione Generale Italiana (Palermo-Naples-Genoa).

June 10.

Noordam, Holland-America Line (Rotterdam).
La Savoie, French Line (Havre).
Persier, Belgian Line (Antwerp-Havre).
Baltic, I. M. M. Lines (Liverpool).
Montauk, I. M. M. Lines (London).
Kronland, I. M. M. Lines (Antwerp).
FROM MONTREAL, Regina, I. M. M. Lines (Liverpool).
FROM MONTREAL, Irishman, I. M. M. Lines (Avonmouth).
FROM BOSTON, Ninian, I. M. M. Lines (London).
FROM BALTIMORE, Maryland, I. M. M. Lines (Hamburg).
Italia, Cunard-Anchor Line (Vigo-Gibraltar-Naples-Patras-Dubrovnik-Trieste).
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Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
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Cincinnati, O.—Hardesty & Co.
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Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

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Telegraph orders for Dayton will receive
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Largest Floral Establishment in America
Established 1874 Incorporated 1909

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416-418 Bloomfield Ave.
F.T.D. & NATIONAL FLORIST



Deliveries: Mont-
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2077 Broadway, near 72nd St.
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The name "Malandre Brothers" on a box of
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14th and H Streets, N. W.

Exceptional Service

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FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

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Kansas City, Mo.

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FLORIST, KCMO

Kansas and Western
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Up-to-date Service.
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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Leading Florists

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THE LEADING FLORISTF. T. D. MEMBER
CENTRALIA, ILL.

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Send Telegraph, Telephone or Mail Orders
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The Dominion Floral Co.

481 St. Catherine's St., West

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Every order receives prompt and careful attention.

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AUSTIN, TEX.

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"FLOWERLAND"

722 CONGRESS AVENUE

9000 feet glass, 7 acres flowers. Largest
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Milwaukee, Wis. ←



Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for
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No orders too large, none too small.

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CHARLES L. SCHMIDT

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Night and day service in all Central
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THINK OF HEINL'S

Nashville, THREE
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Chattanooga
and AtlantaMEMBER
Florists'
Telegraph
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44 Carmine Street

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Out of Town and Steamer Orders Promptly Filled

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Mail or telegraphic orders promptly and
most carefully executed.

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Phones—Franklin 3579, 3841, 3842

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Trade Directory

Price, \$5.00 Postpaid

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"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

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BROOKLYN, N. Y.

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FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

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Orders will be care-
fully cared for by

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Wholesale and Retail Florists of
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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

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Colorado Springs, Colo.

Wholesale and Retail

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Orders Carefully Executed

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DENVER, COLO.

The Park Floral Co.

S. E. GILLIS, President.
L. P. NEUMAN, Secretary.

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A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

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WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery

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ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

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Seattle-Rosala Bros. Finest floral studio in Northwest. Member F.T.D.

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EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

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ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

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GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

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IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.
167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN,
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Member of Florists' Telegraph Delivery.

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NEWARK, N. J.

PHILIPS
BROS.

938 BROAD STREET

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J. B. KELLER SONS,
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HUGO H. JAHN
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710 Nostrand Ave., cor. Prospect Place

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Flowers Delivered Anywhere. Personal Attention.

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"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES **Memphis, Tenn.**
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"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

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1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

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The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Chicago, June 19-20, 1922.

VISITED CHICAGO: F. C. Varela, of the Canary Islands.

APRIL rainfall in France was the greatest in 25 years.

BRANDON, MAN.—Farmers here have lost seed crops by floods.

DECORAH, IA.—The Adams Seed Co. has failed with liabilities of about \$200,000.

THE recent hot weather reported from Europe is not favorable to the proper development of Dutch bulbs.

ALBERT DICKINSON, Chicago, and Mrs. Dickinson have returned from Florida and are at the Webster hotel. They may spend the summer in Honolulu.

G. C. ELDERING, of W. J. Eldering & Son, Overveen, Holland, and other delegates from that country to the recent plant quarantine conference at Washington, will sail for home June 3.

REPRESENTATIVE TINCHER of Kansas, discussing the Federal Reserve Board in the house, May 23, accused it of responsibility for charging farmers 60 per cent interest during the period of deflation while providing money for industrial centers at six per cent.

NEVADA, IA.—The L. K. Ellsberry Co., specializing in seed corn, was purchased by G. Ray Connolly, of this city, May 16. F. O. Withrow, former proprietor of the concern, has returned to Geneseo, Ill., where he has an interest, with his son, H. H. Withrow, in a similar business.

THE Chas. H. Lilly Co., Seattle, Wash., reports Puget Sound cabbage seed is only 25 per cent of last year's acreage, but that the reduced crop is looking well. Turnip and rutabaga have suffered severely from the cold weather. Beet and mangel are looking good, and there will be nearly a full crop of these two items.

A CIRCULAR letter to seedsmen was recently mailed by a Chicago seed trade paper, saying it was speaking for the local seedsmen in welcoming the trade to this city in June. Inquiry among the trade has failed to locate any individual, who has given this journal such authority, though each one seemed anxious to extend a most hearty personal welcome.

CINCINNATI, O.—The J. Chas. McCullough Seed Co., say the vegetable and garden seed business is 50 per cent ahead of that of last year, and look for continued good trade in these lines to the middle of June. The jobbing trade has also improved considerably, and many fill-in orders are coming to hand. This has been one of the firm's best seasons in field and grass seeds.

Onion Set Costs.

The Onion Growers' Association of South Holland, Cook county, Illinois, the stockholders of which have voted to dissolve, were given a report showing onion sets sold in the past season at an average of \$1.23 per bushel, while the cost of selling was 72 cents, making a net to the growers of 51 cents per bushel. An auditing committee of ten will go over the selling record.

Southern Seedmen's Association.

NEW ORLEANS CONVENTION, MAY 29-31.

The programme for this meeting included Mayor McShane's address of welcome to the visitors, at the opening session, Monday morning at 10 o'clock. D. R. Mayo, of Knoxville, Tenn., responding. President Jos. Steckler, of the convention city, will read the president's address followed by the report of the secretary-treasurer. H. W. Newman, president of the New Orleans Association of Commerce, will tell of "New Orleans and the Mississippi Valley." At the afternoon session the visitors will be the guests of the city on a boat trip on the Mississippi river. Announcement will be made at each morning session of the several forms of entertainment in the city.

The Tuesday morning, May, 30 session, commencing at 9:30 o'clock, will be taken up by the presentation of many instructive papers, including: "Resources of Louisiana and the Value of Good Seed from the Farmer's Standpoint," by Hon. Harry D. Wilson, commissioner of agriculture; "Relation of the Seed Laboratory to the Seedsmen," by J. L. Burgess, of the state department of agriculture, North Carolina; "The Essentials in Building a Mail Order Seed Business," by H. G. Hastings, Atlanta, Ga., and "Advertising," by Fred I. Meyer, New Orleans.

After adjournment at noon the members will be taken by automobiles, leaving the St. Charles hotel at 12:30 p. m., to the Southern Yacht Club, on Lake Pontchartrain, where luncheon will be served at 1:30 o'clock. A very enjoyable trip through the French quarter of New Orleans has been arranged for the ladies the same day, at 9:30 a. m., a competent guide being provided for the occasion.

The afternoon session will consist of a general discussion of the seed business, election of new members and committee reports. The concluding feature, Tuesday, will be a banquet at the famous Louisiane restaurant, at 8 p. m.

The final session will be held Wednesday morning, at 9:30 o'clock, and will

be an executive session, when the election of officers for the coming year will take place. After a discussion of general association business, the convention will adjourn at 12:30 p. m.

California Seed Crops.

The Pieters-Wheeler Seed Co., Gilroy, writes, May 16: "Crop prospects are far from good in California. Beet is practically a failure. There was only a very small acreage put out and what is left does not amount to 20 per cent of a crop. Many fields have been plowed up entirely. The fact of the matter is, the quantity of beet produced in California this year will be negligible. Carrot has not done well. The cold winter retarded the starting, and it is only now beginning to make a growth, which is weak. We do not believe carrot will average over 50 to 60 per cent of a crop at the best, and the acreage is very small. Parsnip looks like about 60 per cent of a crop. Parsley does not promise over 25 per cent of a crop. Swiss chard is very poor and only a very small acreage. Some crops have already been plowed up. This suffered with curly leaf, the same as the beet. Mangel is looking very well and should make a good crop. Onion to date is looking well, and unless it is injured by heat or mildew, promises a fair crop. The acreage is very small. So much for the biennials.

"So far as annuals are concerned, lettuce is looking very well and, with a good acreage, there should be plenty of seed to go around. Radish is very poor and not over 20-25 per cent of a crop. Sweet peas are looking well to date. It looks as though, with the demand from all over the country for biennials, there would not be near enough to supply actual needs. We look for many shortages the coming fall."

FLOWER SEEDS.

The John Bodger & Sons Co., Los Angeles, writes May 24: "In view of the European shortage, we have made a special effort to increase our plantings of such perennials as can be grown here successfully. For instance, we have increased our planting of varieties of delphiniums, dahlias, anemones, carnations, Gypsophila paniculata, single hollyhocks in variety, scabiosa and wall-flowers. Prospects to date are very good, although we are very heavily booked on a large number of the above,

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers
SAN JOSE, CALIFORNIA Company, Inc.

Henry Berrien Fish
Wholesale Seed Grower
Carpinteria, California
QUALITY—SERVICE
SPECIALTY
Seed Beans

LANDRETH
Seeds Which Succeed
Bloomsdale Farm
BRISTOL, PA.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 73 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City

and expect to be sold out long before the harvest is over. We are also growing, in a limited way, a number of other perennials, which we hope to grow successfully here in the future.

"There seems to be quite a demand for all kinds of flower and vegetable seeds at this time, and we are oversold practically on all vegetable seeds, and on many flower seeds. There seems to be an unusual demand for grandiflora mixed sweet peas. Owing to an apparent overproduction during the past year, all the growers reduced their acreage, and it was very doubtful whether there would be enough seed to go around at delivery time. We have a liberal acreage planted, but our second planting was late, and it will depend upon climatic conditions as to whether we will raise a large crop. The early flowering sweet peas are now coming into full bloom and, notwithstanding the cold spring and the two severe frosts in April, they are making a very good showing and there will be a fair crop harvested and probably enough to go around, although we are selling very closely on some of these varieties. On late flowering Spencers in named varieties the prospects are good, and there will be ample to take care of all our business, but we think there will be no great surplus of mixed Spencers this year. The green aphid has made its appearance quite noticeably, but we have been successful in fighting it by spraying, and we hope to get through without any serious damage.

"We have good stands of asters and zinnias and all kinds of annual flower seeds. Prospects, generally speaking, are of the very finest."

Catalogues Received.

R. A. Van der Schoot, Hillegom, Holland, Dutch bulbs; American Greenhouse Mfg. Co., Chicago, greenhouse building materials; R. Vincent, Jr., & Sons Co., White Marsh, Md., florists' plants; McCallum Co., Pittsburgh, Pa., florists' supplies.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

THE ALBERT DICKINSON COMPANY
35th St. at California Ave., CHICAGO, ILL.
HEADQUARTERS FOR
Lawn Seed to the Trade

C. C. MORSE & CO.
WHOLESALE SEED GROWERS
SAN FRANCISCO, CALIFORNIA
CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing.

**Return Envelopes
Catalogue Envelopes
Seed Packets**
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

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THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.
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—THE—
J.C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
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EDGAR F. HURFF
SWEDESBO, N. J.
Growers of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED
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**FLOWER AND GARDEN
SEEDS**
Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
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VALLEY

For Memorial Day and
Spring Weddings

Choice Cold Storage Pips

Per 1000....\$30.00
Per 500.... 16.00
Per 250.... 8.00

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GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

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FLOWER SEEDS

WHOLESALE GROWERS

The L. D. Waller Seed Co.
Guadalupe, California

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn
Montana, Idaho, Washington.

An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Grass and Clover Seed Prices.

The following were the wholesale
prices in dollars per 100 pounds on
timothy, Kentucky blue grass, red top
and red clover at principal points of
distribution May 13, 1922, as given by
the government market reporter of
May 20, 1922:

	Ky. Tim- thy	Blue Grass	Red Top	Red Clover
New York.....	\$7.00	\$60.00	\$22.50	\$22.50
Baltimore.....	6.80	52.00	21.50	23.00
Richmond.....	7.15	52.00	24.00	24.00
Buffalo.....	7.00	54.00	24.00	23.50
Toledo.....	6.90	60.00	25.00	22.90
Louisville.....	6.90	58.00	22.75	23.00
Chicago.....	6.75	60.00	21.50	21.75
Minneapolis.....	6.25	56.00	23.00	24.00
St. Louis.....	6.35	55.00	23.00	23.00
Kansas City.....	6.50	55.00	25.00	24.00
Denver.....	7.00	51.00	25.00	24.00
Salt Lake City.....	6.90	51.00	25.00	24.00
Average for the United States same date:				
1921.....	\$7.15	\$32.90	\$15.35	\$19.65

N. B. A.

The above is the trade mark of The Narcissus Bulbgrowers' Association
of Carqueiranne, Var., France.

Do not fail to specify N. B. A. brand when ordering

PAPER WHITE NARCISSUS

of your American dealer next season. You will avoid disappointment and
be sure to receive stock giving best results. Wholesale Only.

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness.
Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, OVERVEEN, HOLLAND, or to

Care of F. B. VANDERGRIFT & CO., 44 Whitehall St., NEW YORK CITY

WATKINS & SIMPSON

(LTD.)

recommend their pedigree
strains of

CHOICE FLORISTS' FLOWER SEEDS

Write for Illustrated Catalogue to

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LONDON, W. C., ENGLAND

Mention the American Florist when writing

KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

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Wholesale Seed Growers

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Mention the American Florist when writing

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GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

SEED PACKETS THAT SELL THE SEED



We also make

a Specialty of

Seed Catalog Covers,
Hangers, Box Labels,
Nurserymen's Plates,
Lawn Grass and Bird
Seed Cartons and Seed
Cartons of every des-
cription. We always
carry a large stock of
all items for immediate
shipment, and give
prompt attention to
orders for individual
requirements.

Write for listing and quotations today
STECHER LITHOGRAPHIC COMPANY
ROCHESTER, N. Y.

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BODGER'S UNRIVALLED SEEDS

ASTERS, ZINNIAS AND SWEET PEAS, NAS-
TURTIONS, STOCKS, VERBENAS AND OTHER
FLOWER SEEDS. ALSO VEGETABLE SEEDS

JOHN BODGER & SONS CO., LOS ANGELES

The City of Sunshine and Flowers.

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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

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The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.

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CINERARIA

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest English and French strains and cannot be excelled in variety of colors, size, shape and substance of flowers and perfect habit of plant. Trade pkt., (500 seeds) 50c, 3 trade pkts for \$1.40.

Trade pkt. (500 seeds)

Large Flowering White	\$0.35
Crimson	.35
Blue.....	.35
Blood-Red	.35
Flesh (soft pink)	.35
Matador, brilliant scarlet	.50
Old Rose, pink to rich coppery red.....	.50

Grandiflora, extra choice mixed,
1-32 oz., \$2.00..... .50

James' Giant, a famous English strain..... .50

Star Cineraria. (Cineraria Hybrida Stellata), fine small flowering varieties for cutting and decorative purposes..... .50

Polyantha Blue Tints..... .50

VAUGHAN'S SEED STORE

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Immediate Shipment

VALLEY PIPS, Berlin selected forcing pips.
LILIUM GIGANTEUM, 7-9 inch, from cold storage.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

LATER SHIPMENT

FRENCH BULBS, Paper Whites, Roman Hyacinths, etc.

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MANETTI STOCKS, suitable for greenhouse grafting.

DRACAENA CANES, fall shipment.

FERNS IN FLATS, suitable for fern dishes.

VALLEY PIPS, for direct import from Germany.

LILY BULBS, Giganteum, Formosum, hardy varieties, F. O. B. New York, Chicago, Denver, Seattle, etc.

DOMESTIC BULBS, Freesias, Callas, Gloxinias, Begonias, Iris Tingitana and Spanish, etc.

CYCLAMEN SEEDS, finest German strain.

ROSES XXX, for forcing, in best varieties.

CHINESE SACRED LILIES, etc., etc.

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Box 543, San Jose, Calif.

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Wholesale Bulb Grower
HILLEGOM, HOLLAND

The R. A. Vanderschoot's experience of 80 years qualifies us to excel.

Address all correspondence
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SUPERIOR BULBS

61 VESEY ST., N.Y. CITY.
Hillegom, Holland. Ollioules, France.

Yokohama Nursery Co., Ltd.

Woolworth Building
NEW YORK CITY

IMPORTERS
Japanese Bulbs, Plants and Seeds

KENILWORTH GIANT PANSY SEED



Kenilworth Mixture, 1000 seeds, 35c; 1/8 oz., 90c; 1/4 oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., \$1.00; 1/4 oz., \$1.30; 1 oz., \$5.00.

CHAS. FROST
Kenilworth N. J.

Henry Fish Seed Co.

Carpinteria, Calif.

Contract Growers of

Seed Beans

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922

THE May 22 bulletin of the "Plan to Plant Another Tree" campaign recently inaugurated by the Illinois State Nurserymen's Association has interesting articles on tree borers and lilacs, and suggests the establishment of a lilac day for every community, such as the city of Rochester, N. Y., which sets aside May 21 of each year for the public to enjoy the blooms at Highland park, near that city.

American Association of Nurserymen.

DETROIT CONVENTION, JUNE 28-30.

The forty-seventh annual convention of the American Association of Nurserymen will be held at the Hotel Wolverine, Detroit, Mich., June 28-30. The following excellent program has been prepared for the occasion:

WEDNESDAY MORNING, 9 O'CLOCK.

Call to Order by President M. R. Cashman, Owatonna, Minn.

Invocation—W. H. Wyman, North Abington, Mass.

Address of welcome—Hon. James Couzens, Mayor of Detroit.

Response for the association—J. Edward Moon, Morrisville, Penn.

President's address—M. R. Cashman.

Secretary and traffic manager's report. Charles Sizemore, Louisiana, Mo.

Transportation committee report—Charles Sizemore.

Baby Rambler programme committee—Chairman Wm. Flemer, Jr., Princeton, N. J.

Arrangement committee for convention and exhibits—Charles Ilgenfritz, Monroe, Mich., chairman.

Appointment of auditing and resolution committees.

Adjournment.

WEDNESDAY AFTERNOON, 2 O'CLOCK.

Reports of committees:

Executive—M. R. Cashman, chairman.

Finance—M. R. Cashman, chairman.

Legislative and tariff—Orlando Harrison, Berlin, Md., chairman.

Arbitration—W. C. Reed, Vincennes, Ind., chairman.

Vigilance—Paul C. Lindley, Pomona, N. C., chairman.

Nomenclature—Harlan P. Kelsey, Salem, Mass., chairman.

Relations with landscape architects—T. B. Meehan, Dresher, Pa., chairman.

Course in nursery training in agricultural colleges—A. E. Nelson, Chicago, chairman.

Standardization—H. P. Kelsey, Salem, Mass., chairman.

Deciduous and Tropical Fruits Nomenclature—R. A. Simpson, Vincennes, Ind., chairman.

Distribution—W. G. McKay, Madison, Wis., chairman.

Obituary—J. W. Hill, Des Moines, Ia., chairman.

Adjournment.

WEDNESDAY EVENING, 7 O'CLOCK.

Get-together banquet, Toastmaster, J. Edward Moon, Morrisville, Penn.

Banquet arrangement by the "Rambling Baby Ramblers," Paul V. Fortmiller, Newark, N. Y., in charge. Real

food, real fun, real music, real surprise. A regular time.

THURSDAY MORNING, 9 O'CLOCK.

"Are We Fooling Ourselves?" by A. F. Lake, Shenandoah, Ia.

"The Establishment and Progress of the Nursery Training Course at the Massachusetts College of Agriculture, Amherst," by Richard M. Wyman, Framingham, Mass.

Report of market-development and publicity committees—F. F. Rockwell, Bridgeton, N. J., chairman.

"State, Sectional and National Associations," by Paul C. Lindley, Pomona, N. C.

"Advertising," by Major P. F. O'Keefe, Boston, Mass. (Introduced by F. L. Atkins, Rutherford, N. J.)

"Organizing Sectional Florists' Associations and Their Relation to Their National Publicity Campaign," by J. Fred Ammann, Edwardsville, Ill. (Introduced by P. V. Fortmiller, Newark, N. Y.)

"Publicity," by Ex-Mayor Philip Breitmeyer, Detroit, Mich. (Introduced by Robert Pyle, West Grove, Pa.)

Discussion of publicity for 1922-1923.

Adjournment.

THURSDAY AFTERNOON, 2 O'CLOCK.

Report of state vice-presidents.

Election of officers and next place of meeting.

Report of special advisory committee to co-operate with United States Department of Agriculture in connection with the department's work in developing American supplies of raw materials—J. H. Skinner, Topeka, Kans., chairman.

"Progress in Propagating American Fruit Seedlings by Bureau of Plant Industry," by Prof. L. B. Scott, Department of Agriculture. (Introduced by William Pitkin, Rochester, N. Y.)

"The Development of the Horticultural and Pomological Work of the United States Department of Agriculture," by Dr. L. C. Corbett, Department of Agriculture. (Introduced by Lloyd C. Stark, Louisiana, Mo.)

Report of special committee to assist F. P. Detwiler, United States Department of Agriculture, in compilation and republication of an edition of quarantine regulations—A. H. Hill, Dundee, Ill., chairman.

"Federal Control Restrictions: Their Application and Effect—Present and Future," by Dr. C. L. Marlatt, Federal Horticultural Board, chairman. (No introduction necessary.)

Adjournment.

FRIDAY MORNING, 9 O'CLOCK.

"Standardization," by E. S. Welch, Shenandoah, Ia.

"What's Around the Corner?" by Henry B. Chase, Chase, Alabama.

"Nurserymen's Mission in the Landscape Field," by Walter E. Campbell, New Haven, Conn.

Unfinished business.

Question box.

Parting thoughts. "God be with you till we meet again." All sing.

Final adjournment.

FRIDAY AFTERNOON, 2 O'CLOCK.

Trip through the Ford motor car factory. In charge of arrangements committee—Charles Ilgenfritz, chairman.

OTHER MEETINGS.

Baby Rambler business session, Tuesday, 11 a. m., committee room.

State vice-president's meeting, Wednesday, 5 p. m., committee room.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.

Robert Pyle, Pres.



WEST GROVE PENNA.

Ans. Wintzer, Vice-Pres.

FERNS

Runners from our new Boston Nep. Schubertl Compacta, at \$80.00 per 1000.

Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

Geo. and Joseph Schubert

FERNERY

303 Paterson Plankroad

NORTH BERGEN, N. J.



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 18-J, Newark, New York

LANDSCAPE GARDENING

By PROF. FRANK A. WAUGH

Has just been published, and is designed especially for those who do not intend to become professional landscape gardeners. It teaches the necessary lessons of the art through actual work of the student upon concrete problems, aided by 168 fine illustrations. It has 344 pages.

PRICE \$5.00

AMERICAN FLORIST CO.

440 SOUTH DEARBORN STREET, CHICAGO

Roses Budded on Contract

All Standard and New Varieties

Select your own varieties—and have us grow them for you in the open field out here in the Santa Clara Valley, where the soil and climatic conditions are ideal.

That's the way to get hardy, vigorous, strongly rooted plants at low cost.

We grow for some of the largest rose dealers in the United States, and have shipped roses into every section.

We do not confine ourselves, how-

ever, to large orders only—but are glad to take care of small orders as well.

Our roses are thoroughly matured and hardened by October 1, and we ship from then until March.

Let us do your rose growing, while you devote your time and effort to developing your sales.

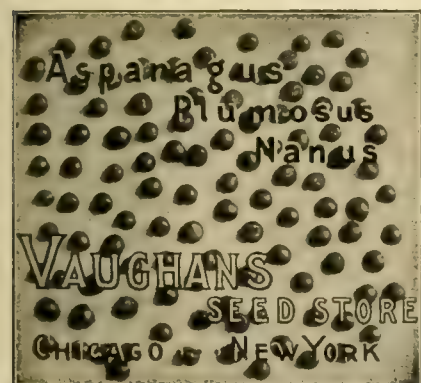
Send us your budding list for quotation.

ONE OF THE LARGEST GROWERS OF ROSES IN THE WEST

ELMER BROTHERS NURSERY

72 SOUTH MARKET STREET

SAN JOSE, CALIFORNIA



Per 1,000 seeds \$ 1.75
10,000 seeds for 15.00

Give Bottom Heat

Vaughan's Seed Store

CHICAGO NEW YORK

BOXWOODS

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. This stock is supplied balled and burlapped, carefully packed.

BOXWOOD:— Each
Ball Shaped, 14x14 inches, B&B \$3.50
Ball Shaped, 18x18 inches, B&B 4.25
Ball Shaped, 18x18 inches, B&B 5.50
Pyramid Shaped, 2½ feet, B&B 4.50
Pyramid Shaped, 3 feet, B&B 6.50
Standards—Stem, 14 inch, Crown 16 inch, B&B 6.50

B&B signifies balled and burlapped.

THE D. HILL NURSERY CO., INC.

BOX 404 DUNDEE, ILL.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

Seasonable Stock

READY NOW

Asparagus Plumosus, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.
Asparagus Sprengeri, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.
Begonia Gracilis Luminosa, **Prima Donna**, **Erfordia**, **Superba** and **Mignon**, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.
Begonia Metallica, **Argentea**, **Guttata**, **Sandersoni** and **Alba Picta**, 2¼ inch, \$8.00 per 100.
Boston Fern and **Teddy, Jr.**, 2¼ inch, \$6.50 per 100, \$60.00 per 1000.
Buddleia Asiatica, 2½ inch, \$5.00 per 100.
Coleus, standard varieties, 2¼ inch, \$4.00 per 100 \$35.00 per 1000. **Brilliant**, 2¼ inch, \$7.00 per 100.
Fuchias, **Avalanche**, **Black Prince**, **Mrs. E. G. Hill**, **Speciosa**, 2½ inch, \$5.00 per 100; 3 inch, \$10.00 per 100; 4 inch, \$20.00 per 100.
Hellotrope, **Jersey Beauty** and **Florence Nightingale**, good purples, 2¼ inch, at \$5.00 per 100, \$45.00 per 1000.
Petunia, **Single Giant Ruffled** and **Rosy Morn**, 2 inch, \$5.00 per 100, \$40.00 per 1000.
Plumbago Capensis and **Capensis Alba**, 3 inch, \$15.00 per 100; 4 inch, \$25.00 per 100.
Santolina Incana, 2 inch, grand for carpet bedding, \$5.00, per 100, \$45.00 per 1000.
Snapdragon, 2 inch, Giant Flowered, separate colors, \$5.00 per 100, \$45.00 per 1000.

The Storrs & Harrison Co., Painesville, Ohio

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nissley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich. Treasurer.

HOLLAND shipped 160 boxes of greenhouse cucumbers to this country in April.

SPENCER, IA.—The Woodcock Floral Co. is adding a vegetable house, 40 x 84 feet.

JACKSONVILLE, FLA.—Newton M. Comly, market gardener and florist of this city, died recently, age 58 years. He is survived by his widow and six children.

Prices of Indoor Fruits and Vegetables.

Chicago, May 29. — Cucumbers, per hamper, \$1 to \$1.25; lettuce, per crate, \$2 to \$3.25; carrots, \$1.50 to \$1.75 per hamper; cabbage, \$2 to \$2.50 per crate; cauliflower, per crate, \$1.75 to \$3.25; radishes, 75 cents per hamper.

New York, May 26.—Cucumbers, \$1 to \$1.37 per dozen; radishes, per 100 bunches, \$1 to \$1.50; lettuce, per crate, 50 cents to \$2.75; mushrooms, white, \$2 to \$2.25 per three-pound basket; cauliflower, \$2 to \$4 per dozen; tomatoes, per pound, 15 to 30 cents; eggplants, 75 cents to \$2 per carrier.

Watermelons in Florida.

The commercial area of watermelons in Florida this year is estimated by the United States Department of Agriculture at 35,400 acres, as compared with 18,700 acres harvested in 1921. The indicated yield per acre, based on the condition of the crop May 1, is 360 melons, as compared with 434 melons reported for 1921, from which is forecast 12,744 cars of 1,000 melons each, or nearly 13,000,000 watermelons, as compared with the production of 8,116 cars of 1,000 melons each in 1921. Production in terms of carloads usually exceeds the carlot movement.

Tomatoes in Florida and Texas.

Forecast of the production of early commercial tomatoes in Florida indicates a crop of 10,992 cars of 480 crates each, compared with a harvest of 6,829 cars in 1921, or an increase of 61 per cent. The east coast crop has a prospect of 6,134 cars and elsewhere in Florida 4,858 cars. These estimates are based on reports to the United States Department of Agriculture. Production expressed in carlots, usually exceeds the carlot movement. The Texas crop of early commercial tomatoes is forecast at 4,498 cars of 896 crates each, or an increase almost as great as the whole harvest of 2,266 cars in 1921. From the lower valley of the Rio Grande 1,467 cars are expected this year, and from other places in Texas 3,031 cars.

Irrigation.

ED. AMERICAN FLORIST:

I use the Skinner system of overhead irrigation and have also a faucet so that I can let the water flow between the rows of plants, if necessary. It has occurred to me that an ideal, though expensive, method would be to lay two or three-inch drain tile below the sur-

face of the ground, underneath the roots, every alternate row, and irrigate by running water through the tile. Is this plan feasible?

C. W. T.

Sub-irrigation is not new nor untried. It was once highly recommended but in practice we find its scope too limited. Where the soil is sandy or gravelly the water does not travel far, too much water being lost through the subsoil. Where the land slopes the water rushes to the lower levels avoiding the higher parts, making proper infiltration difficult, expensive and often impossible and sometimes giving very indifferent results. However, sub-irrigation by the use of tile is ideal. Its proper use requires a heavy flow of water, so much that the water can be rushed into the tile to fill it from end to end. A slow trickling stream such as produced by a faucet is generally a failure for long lines.

MARKETMAN.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, \$1.00.

American Florist Co.

440 S. Dearborn St.,

Chicago.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

GERANIUMS

S. A. Nutt, Buchner, Viand, Landry, Montmort and others, from 2 in. pots, \$35.00 per 1000.

COLEUS, a very fine assortment of choice kinds from 2 in. pots, \$3.00 per 100.

PETUNIAS, Dreer's Superb Single Fringed and Rosy Morn, from 2 in. pots, \$3.00 per 100.

PEPPERS NEAPOLITAIN, \$3.00 per 1000.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

Adrian, MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Lumbago, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosa, \$1.25 per 100; \$10.00 per 1000.
Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Some Excellent Stock

Per 100 1,000

50,000 2-in. Geraniums, Ricard

Poitevine, Nutt, Montmort

Perkins, Viand, Buchner, etc. \$5.25 \$50.00

2 1/4-in. Heliotropes, 3 varieties. 4.00 38.00

2 1/4-in. Marguerites, 3 varieties. 5.00 45.00

2 1/4-in. Stocks, 2 varieties. 3.25 30.00

2 1/4-in. Calendula Orange King. 3.00 28.00

Also abundance of other stock.

Liberal extras for early orders.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing.

CANNA PLANTS

NOW READY

Prices per 100	3 inch	4 inch
Chas. Henderson.....	\$ 8.00	\$10.00
David Harum	8.00	10.00
Firebird	12.00	18.00
Louisiana	8.00	10.00
Marvel	8.00	10.00
Meteor	8.00	12.00
Milwaukee	8.00	10.00
Niagara	8.00	10.00
Orange Bedder.....	8.00	12.00
Uncle Sam.....	8.00	10.00
Prince Weid.....	8.00	10.00
Queen Charlotte.....	8.00	10.00
Souv. de Crozy.....	8.00	10.00
President	10.00	15.00
Wyoming	8.00	10.00
Wintzer's Colossal.....	8.00	10.00

VAUGHAN'S SEED STORE

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NEW ORK

Mention the American Florist when writing.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway,

New York

15 CENTS, NET, PER LINE

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

TABLE FERN SEEDLINGS.

Ready June and later.

Per flat, \$3.00; 5 flats, each, \$2.75; 10 flats, each, \$2.50.

In all best varieties as follows: Pteris Wilsonii, Pteris Victoria, Pteris Mayii, Pteris Serrulata, Pteris Wimsettii, Pteris Tremula, Pteris Argylea, Aspidium Tsussimense, Cyrtomium Flacatum, Cyrtomium Rochfordianum, Albo-Lineata.

2½-in. pots, per 100, \$6.50; per 1000, \$55.00.

Boston, Roosevelt, Whitmanii, Verona, Teddy Jr., Scotti, Dwarf Boston, 2½-in. pots, per 100, \$8.00; per 1000, \$75.00.

Macawii, 2½-in. pots, per 100, \$7.00; per 1000, \$65.00.

Bird's Nest Ferns, 2½-in. pots, per 100, \$25.00.

ROMAN J. IRWIN

43 West 18th St.

New York

BOSTON FERNS

Good, strong bushy stock.

5-inch\$0.40

6-inch 75

7-inch 90

10-inch 2.00

Packing charges free

DAVIS FLORAL CO.,

Davenport,

Iowa.

Ferns, Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,

Grand Rapids,

Mich.

Boston Ferns, 3-in., \$15.00; 4-in., \$30.00; 5-in., \$50.00 per 100. Vaughan's Seed Store, Chicago and New York.

Holly Ferns. For window boxes, 4-in., per doz., \$3.00; per 100, \$25.00. R. Vincent, Jr., & Sons Co., White Marsh, Md.

FUCHSIAS.

Fuchsia, Avalanche, Black Prince, Mrs. E. G. Hill, Speciosa, 2½-in., per 100, \$5.00; 3-in., per 100, \$10.00; 4-in., per 100, \$20.00. The Storrs & Harrison Co., Painesville, O.

GLADIOLI.

Gladiolus Bulbs. Clean, healthy stock; best we have ever had. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

GERANIUMS.

Geraniums, Nutt Buckner, Ricard, Poitevine and Viald. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geranium, S. A. Nutt and Beate Poitevine, 2-in., per 100, \$3.00, per 1,000, \$30.00. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

Geraniums, Nutt, per 100, \$16.00. Single red, per 100, \$15.00. NICK REDING, 6731 Ridge Blvd., Chicago.

GREENS.

Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

HYDRANGEAS.

CLEARANCE SALE.

New sorts, 4-in. FRENCH HYDRANGEAS, per 100, \$15.00.

Fine Plants

175 Satinette 250 Baby Bimbinet
270 Trophie 150 Etincelante

New FRENCH HYDRANGEAS, Fine Plants, 4-in., per 100, \$10.00.

200 Avalanche 40 Gen. de Vibraye
70 Lillie Mouillere 140 L'l slette
110 La Lorraine 100 La France
75 Mad. A. Nonin 350 Mme. E. Mouillere
75 Pres. Fallieres 325 Souv. Mme. E. Chautard

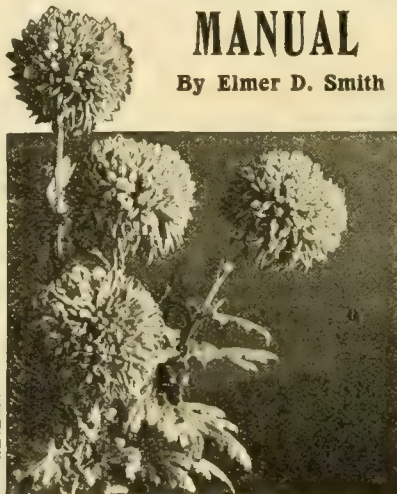
250 Hydrangea Otaska, the old standby, 4 in., per 100, \$10.00.

THE GOOD & REESE CO.

The Largest Rose Growers in the World.
Springfield, Dept. C. Ohio

THE CHRYSANthemum MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60c. Cash with Order.

American Florist Co.
440 S. Dearborn St., Chicago

IRISES.

IRISES.

Eighty-seven varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. For sizes and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

200,000 PANSIES, FALL TRANSPLANTED.

Superb strain raised from seed of my own saving; the result of twenty-five years' selection.

\$1.75 per 100; \$15.00 per 1,000
3.00 per 100; 25.00 per 1,000
2.25 per 100; 20.00 per 1,000
April delivery. Express only.
Cash please.

LEONARD COUSINS, JR.

Concord Junction

Mass.

PRIMULAS.

Primula Obconica Gigantea, Mile High Strain. This strain cannot be surpassed. Flowers will average over the size of a dollar. Ready May and June. 2½-in., per 100, \$7.00.

THE PARK FLORAL COMPANY,

Denver,

Colo.

Primula obconica, 2½-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,

Grand Rapids,

Mich.

Primula, Obconica, Gigantea, Kermesina and Rosea, plenty of red, fine strong transplanted plants, as good as 2½-in., \$4.00 per 100, prepaid. Cash. Immediate delivery.

Brill Celery Gardens, Kalamazoo, Mich.

ROSES.

ANGELUS.

The Sensational White for 1922.

Prices will be:

Grafted.	Own Root.
100.....\$ 42.50	100.....\$ 35.00
1,000..... 375.00	1,000..... 300.00
2,500..... 912.50	2,500..... 725.00
5,000..... 1,750.00	5,000..... 1,375.00
10,000..... 3,350.00	10,000..... 2,600.00

CHARLES H. TOTTY CO.,

Madison,

N. J.

ROSES.

Ready for planting out May 10. Am. Legion, 5-in. pots, each, 75c. Mrs. Aaron Ward, Cornelia, Mrs. Prentiss Nicholas, Premier, Double White Killarney, Columbia, Butterfly, Ophelia and others, 6-in. pots, per 100, \$60.00.

WM. K. HARRIS

55th and Springfield Ave.,

Phila., Pa.

ROSES.

Very choice 2½-inch White Killarney \$12.00 per 100; \$100.00 per 1000.

BASSETT & WASHBURN

178 North Wabash Ave., Chicago.

Roses, 2-year Baby Rambler, Jessie, Orleans, Phyllis, \$50.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

HEADQUARTERS FOR ROSES.

2 1/4-inch

Look over the list. It may contain sorts you are "short on." Prices low—considering quality. Our guarantee of thirty years "Satisfaction Guaranteed" still stands.

BABY ROSES.

Per 100, \$7.00

Anna Mueller	Baby Rambler
Baby Echo	Geo. Elger
Ellen Poulsen	Orleans
Etolle Luisante	Baby Dorothy
(Baby Herriott)	Catherine Zeimet
Le Ponceau	Lemarne
Mrs. Wm. H. Cutbush	Mlle. F. Favre
Baby Doll	Gruss an Aachen
(Tip Top)	
Edith Cavel, per 100, \$8.00.	

HYBRID PERPETUALS.

Per 100, \$8.00

Anne de Diesbach	Gen. Jacqueminot
Conrad F. Myer	Hugh Dickson
His Majesty	Paul Neyron
Magna Charta	Captain Christy
Prince C. de Rohan	J. B. Clark
Boule de Nèze	Geo. Dickson
Duc de Rohan	Jubilee
Frau Karl Druschki, per 100, \$10.00.	

TEAS AND HYBRID TEAS.

Per 100, \$6.00

Bridesmaid	Souv. de P. Notting
Mlle. F. Kruger	Crimson Queen
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Duchess de Brabant	Bluemenschmidt
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Mad. Paul Euler	Sunburst
Souv. de Pres. Carnot	Mad. Lombard
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Hadley	Hermosa
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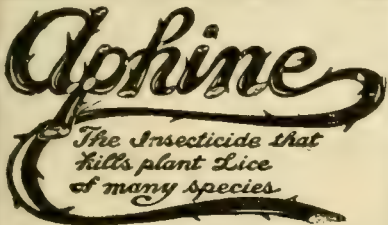
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Vol. LVIII. CHICAGO AND NEW YORK, JUNE 10, 1922. No. 1775

THE AMERICAN FLORIST

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SUGGESTIONS FOR PLANT GROWERS.

Cleaning Up.

The bedding season is over, the year's work is practically finished, the young stock for another year in preparation, and now is the time to clean house. Do not leave a lot of worthless stock scattered around the houses that takes a man's time to water, but what it is desired to save block up all together where it can be watered in a short time, and, above all things, throw out anything that has passed its usefulness. How often have we seen plants that would never have been of any value left standing in the greenhouses until fall planting; neglected, yet taking more or less room, to be thrown out at last, and the houses never thoroughly made ready for the coming crop. Get the plants that need care and attention all together, and clean up the other houses. If the stock is grown in benches, these will need repairing, and if badly decayed take them down and rebuild. Those who have cement benches are fortunate, for they will only need repairs. Throw out all the old soil and clean up under the benches and in all the corners, and throw out any old, rotting boards or pieces of corks, and thus get rid of the vermin that invariably infest greenhouses. After the benches are cleaned out, give them a good, thick coat of whitewash in which sulphur was mixed while the lime was slacking. The advantage of this is too little appreciated by many growers. It costs but little and the prevention from fungus will often amount to a great deal. After the whitewash has dried throw a few ashes or a mulch of some kind on the benches to protect them from the hot rays of the sun. Give the inside of the house a good coat of white paint; this should be done at least every other year, for the difference in the amount of light in a clean white house and in a dirty one during the dark short days is material, and the increased quality and quantity

of stock will more than repay for the expense and labor. Any repairs that the heating system needs should be made at once and the boilers cleaned up ready for fall. Too often the boiler is never thoroughly cleaned out after the last firing, and ashes and clinkers are left lying around in a moist condition, rusting the boilers. The steam boilers should either be emptied or filled, for if the water is left standing, rust will form inside just above the water line and rapidly eat into the iron. These are all necessary details to be looked after at the earliest possible moment.

Canterbury Bells.

There is always a demand in the spring for something different than the flowers which the buyers have seen all through the winter, and many growers have a call for some of the forced perennials. Canterbury bells are grown for this purpose, and if well grown find a ready sale. Seeds sown now and grown on in pots, being shifted into larger sizes as may be required, will bloom next spring and help furnish the grower with a variety of stock. They should be grown cool during the early winter, a violet house or one of a similar temperature being about right, and then brought into a warmer house with a temperature of 50 degrees in late winter, where they will produce fine blooms for early spring. By bringing a few at a time into the warmer house, a succession of blooms may be had.

Ardisia Crenulata.

The seeds of ardisia may be sown at any time during spring and, as it will take until another year to grow plants that will fruit, it is not material at which particular time they are sown. The seeds are a little slow in germinating and it is better to sow them in the manner of sowing cyclamen, about half an inch apart. In early summer they should be potted in 2½-inch pots,

and are better grown in a frame than in the greenhouse. In the fall, when brought into the houses, they should again be potted in 3 or 4-inch pots and grown in a temperature of 50 degrees. The plants are of a woody nature and grow slowly, and should not be potted into too large pots, for it is far better to allow the roots to fill the pots before shifting. The following spring they will bloom and should then be potted in 6-inch pots and given a cool location in the houses. After the fruit has formed and grown to good size the plants should be given a good, sunny position, that they may take on a bright color by Christmas. If the plants are grown too warm the foliage will be thin and lack the substance and luster which make them so much admired in the cooler grown plants, and the warmer grown stocks gets chilled very easily, when the berries will drop off. The only insect which infests this plant is the brown scale, which, if not destroyed, will cover the plant stem completely. These should be carefully removed and continually guarded against. If there are any old plants that have dropped their lower leaves, the tops of these can be rooted in a similar manner to rooting rubbers, that is, by cutting into the stem and mossing the cut and, after the roots have appeared in the moss, the tops cut off below the moss and potted.

Calceolarias.

A plant that always attracts attention and is as decorative as cineraria or other plants of that kind, and yet but little grown, is the calceolaria. The culture is very similar to that of the cineraria, and is fully as easy. The seeds should be sown at once and shaded until they have produced one or two leaves, when the shade should be made lighter. As soon as large enough they should be potted into small pots and shifted along into larger sizes as fast as required. They should, as soon as well established, be given a light, airy location, not shady enough for them to become drawn, but if in the full sunlight they will have to be watched closely that they do not get dry. They will require cool quarters during the winter, if nice, stocky plants are desired, and under this treatment fine 6-inch pot plants may be had in bloom in early spring that will surely attract attention. For the last potting a good, rich soil will be required, and when they begin to bloom, watering with liquid manure will be beneficial. Like the cineraria, they are quickly ruined by aphids, and constant fumigation will be necessary. Many growers stand the plants on tobacco stems, which are renewed as the strength is lost.

All Said and Done.

The speedometer said 60 miles an hour.

The constable said it was 90.

The natives said it was a crime.

He said it was the life.

His friends said it with flowers.—The Monetary Times.

HAZLETON, PA.—Howard E. Smith recently installed an up-to-date flower shop at 30 East Broad street.

RIALTO, CALIF.—Edw. Bowers recently set out 6,500 chrysanthemum plants for commercial and exhibition purposes.

KANSAS CITY, Mo.—L. C. Fields featured an attractive full page Memorial Day advertisement in the Kansas City Kansan, May 27.

Kurume Azaleas.

When Plant Quarantine No. 37 went into effect it shut the door on azaleas from Belgium and in fact all other countries. As these beautiful showy plants, when in flower, were always a strong feature of the Easter stocks of all the large growers, and also of most of the grower-retailers, this embargo was viewed by all as a great hardship. While there were many men in the United States who could grow azaleas, it had been found cheaper to import them. The Belgians had long made a specialty of this plant. They had a large stock of all the best kinds and grew them in great quantities for export to other countries.

Amoena and Hindigiri Japanese azaleas, had for some time been grown by nurserymen for lawn decoration, having been found quite hardy when strong established plants had made their summer growth. These had for a time been forced for Easter in a small way by a few, to give variety, and the fact that they were hardy and could be planted outside, was also a strong selling point. In lieu of the Belgian stock these were immediately brought forward by progressive growers who caught the nurserymen napping and cleaned them out of all large sized stock before they realized or became awake to the situation.

Just previous to the embargo going into effect several nurserymen and

other importers of Japanese plants had imported in limited quantities a type of azalea called Kurume, which had long been known in Japan but for some reason had escaped the notice of the importers. A collection of these in plants of good size exhibited before the Massachusetts Horticultural Society, in Boston, created a great sensation. They showed considerable variety in form and coloring and had great possibilities as a pot plant, as well as for planting out for lawn decoration.

Immediately those fortunate enough to have stock, set about working it up and found that it grew readily from cuttings. Henry A. Dreer, Inc., Philadelphia, Pa., was first in the field, exhibiting stock beautifully in flower in from three-inch to six-inch pots at the New York flower show last spring and larger plants later at the Fifth National Flower Show, Indianapolis. The flowers are for the most part double or, hose-in-hose, one single flower within the other, produced in clusters at the end of every shoot.

They make very showy pot plants, even the smallest sizes being profusely covered with blooms. The stock plants at Dreer's are planted out in frames from which cuttings are taken during the summer, 100,000 young plants being in sight this season for autumn delivery for florists to grow on.



KURUME AZALEA AT A. PERICAT'S, COLLINGDALE, PA.

From Cutting Struck Last Summer. Ball 5 Inches in Diameter, Head 15 Inches. Photo May 27.



AZALEA NURSERY AT ALPHONSE PERICAT'S COLLINGDALE, PA.
Containing Fifty Thousand Kurume Azaleas.

Alphonse Pericat, Collingdale, Pa., a suburb of Philadelphia, early saw the possibilities of this species of azalea for florists' use, as it is quite as beautiful as the Indian varieties and apparently much easier to grow. Securing a stock a year ago he now has worked up a collection worth going miles to see. Frame after frame out in the open is filled with plants from cuttings struck last summer which this autumn will be ready for from six-inch to eight-inch pots. Out of a block of 50,000 plants there are 15,000 of the larger sizes, while the rest will make strong plants for fours. They are all grown in prepared beds of peaty soil and given a good watering every evening, a well and small gasoline engine furnishing the water and necessary pressure.

That stock of salable sizes can be produced in quantity in such a limited time, opens the way to a new azalea industry, which has wonderful possibilities. Standards and pyramids of good size are possible in three years, while larger sizes for which there is a certain demand, would follow quickly. It will not be long before there will be specialists devoting their whole time to the production of this class of plants, supplying the trade with stock that can be flowered all through the winter, as some of the varieties, notably Christmas Cheer and perhaps others, can be brought in for the mid-winter holidays.

This azalea also grows readily from seed which can still be imported from Japan. Mr. Pericat has thousands of these little seedlings now up, some of which will flower next spring and demonstrate whether this method of cultivation is desirable.

THE RETAIL TRADE

Conducted by Robt. Klft, Phila., Pa.

Next Week in the Flower Shop.

The retail grower should have from a quarter to a half an acre planted with spring flowering shrubbery such as deutzia, white and pink weigelia, spiraea, the new varieties of the double mock orange, hydrangea arborescens, etc. Beds of candytuft, pyrethrum, annual larkspur, also prima donna, hardy Scotch pinks and lily of the valley will all be in full flower until after Memorial Day. Such stock will amply repay all the intensive culture that can be given it and provide flowers that will be very helpful at this time of the year.

Rambler roses are now at their height and plants of white and pink Dorothy Perkins should be included in the above list. When properly pruned these furnish well flowered sprays that are indispensable in decorative work and can be used to advantage with many other flowers.

About this time there are numerous inquiries about keeping plants over the summer. This is quite a problem to some who desire to oblige their customers but have not the facilities for handling the stock. In the first place, in the case of soft wooded plants like ferns, quote prices high enough to replace them with new plants of the same size, which can then be sent home when the time comes. Always quote a high figure for palms and have a palm man keep them over the summer. Other hardy plants can be handled in the same way. The main thing is to quote prices high enough to make it pay;

then if the plants are not considered worth it, you have done your part and the customer is generally satisfied.

Now is the time to arrange the vacations of the store force as they will commence in July. It is always best to have the various periods selected well ahead in order to give every one something to look forward to and lay their plans accordingly.

Get ready for the inventory and have it over by July 1. It is the only way that many florists get to really know what a lot of this or that they have on hand. The half bad and really undesirable material should be sorted out and placed by itself. To all sorts of baskets repairs can be made. Paint will then make them look as good as new or at least a lot better. Many things come into the shop that for some reason do not seem to take and these should always be pushed, kept to the front and featured in every way. It is not worth while to lower the value, as frequently this does not help, in fact articles raised in price have been known to sell much easier. If the list when completed shows passe material of little value, which clutters up the shelves, store-room or basement, do not hesitate to mark it off and throw it out.

Now that the summer time with its inactive demand will soon be here it is time to offset this with working up stock for the coming season. Every retailer likes to have something new to show his customers at Christmas and this is the time for the heads of the store to get together, work up designs original in arrangement and coloring, and adopt several as standard. Such materials as prepared magnolia, oak leaves, and Japanese chenille can be

made into wreaths of various sizes, much of it decorated with poppy heads, cones, red and silvered ruscus and other such material that when finished, boxed and stored in a dry place, will keep to look perfectly fresh until wanted.

Larkspur belladonna is now to be had in quantity as is the hardy white *Hydrangea arborescens* with its large white heads borne on long stems. These with long sprays of the Dorothy Perkins rose make fine decorative effects in store and window. The shorter annual larkspur works up excellently in small vase baskets with short pink roses for special sales.

FRENCH HYDRANGEAS IN TUBS.

Late flowering French hydrangeas in tubs that are now showing bud are good stock for the grower-retailer with a suburban trade, as there is nothing that makes such a fine showing on the lawn as these tubbed hydrangeas when in full flower. They are especially fine at the sea shore.

Arrange to spend a part of your vacation at Kansas City, attending the sessions of the convention of the Society of American Florists. This is the first time the society has met in this large hustling western city which is making great preparations for the reception. President S. S. Pennock and the board of directors have arranged that there shall be something of compelling interest for every session so as to secure a full attendance. Be present and make this one of the best society conventions ever held.

One of the most economical appliances of the flower shop is a set or several sets of delivery boxes suitable for all kinds of made up work. Double thick corrugated straw board when shellaced to make it waterproof, will with any kind of care last a long time. Some florists have them made of wicker which is quite expensive and they have to be lined in winter, but when painted and the firm's name in a scroll across the top they make a good advertisement wherever seen. Far too frequently new

cut flower boxes that cost 25 cents or more are pressed into service for delivery and when they come back have a very second hand look.

The publicity fund of the national committee of the Society of American Florists grows very slowly. Think of 10,000 florists contributing to a fund that this year has so far totaled only a little over \$23,000. Some invested generously because they have felt its returns, others grudgingly as they have little faith. Advertising has made millions for those who believed in it and even in the flower industry has done wonders in a small way. A dime a day from every member in the trade would put the publicity committee up into the seventh heaven and fatten the bank account of every investor. What say you brother, will you start in today?

Rhododendrons At the Arnold Arboretum

Although the flowers of a few of the plants will have faded and those of others will not have opened, the largest number of evergreen rhododendrons in the arboretum will be in flower when this bulletin reaches its Massachusetts readers. Flower buds are abundant and the brilliant display made by these plants promises to be an exceptionally good one. The rhododendron collection is at the base of Hemlock hill and adjoins the South street gate.

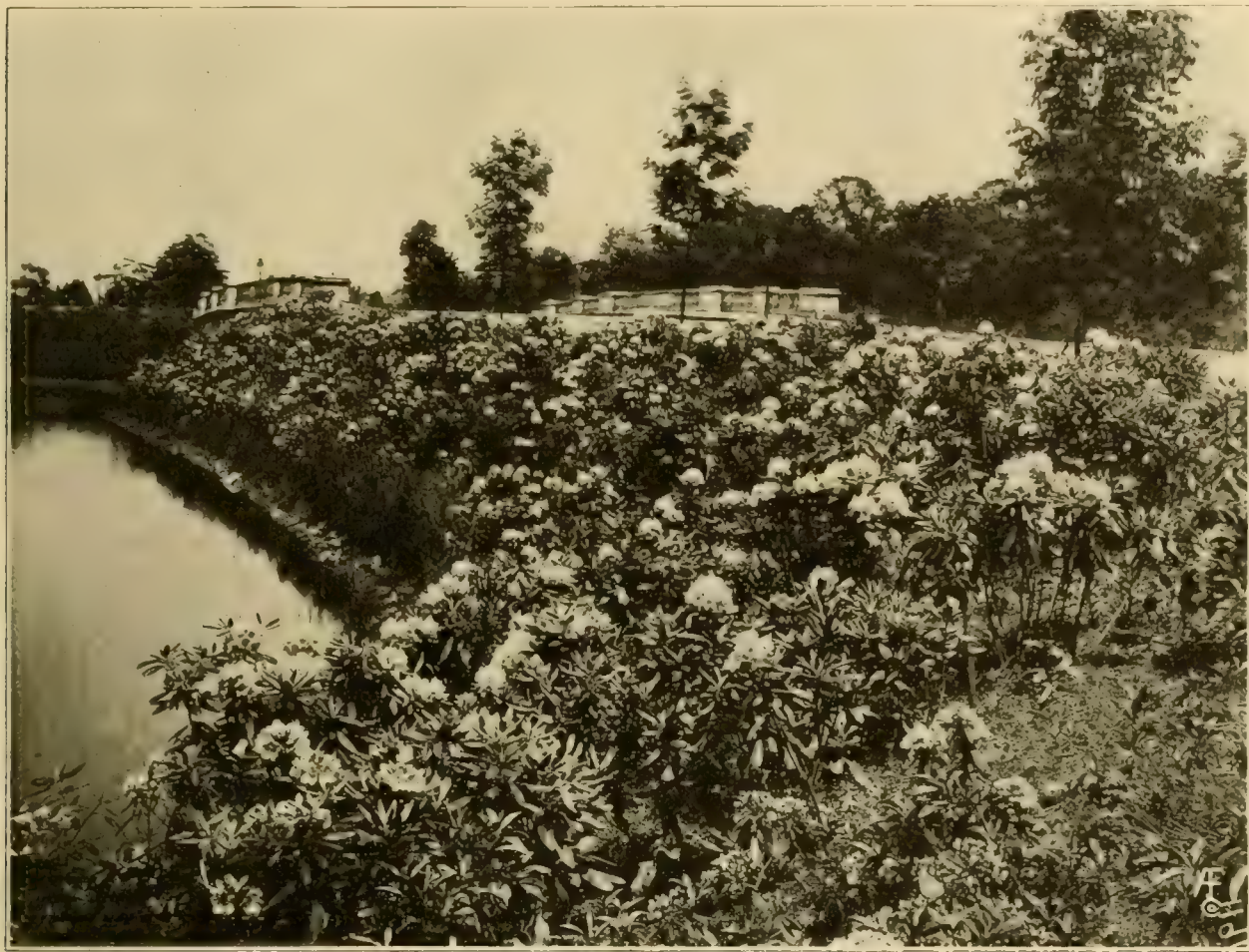
Comparatively little success in the cultivation of these plants has been obtained in the eastern United States in spite of all the time, thought and money which have been expended on them in the last 75 years. This climate is hostile to all broad-leaved evergreens, and of the hundreds of species of evergreen rhododendrons now known only the species of eastern North America, five exotic species and a few hybrids can be grown in the open ground in Massachusetts; and among them are none of the really beautiful trees and shrubs which are the glory of a few gardens in more favored regions. A few more hybrids may be added to the arboretum

collection, but it is not probable that there are now anywhere species to discover which will prove hardy in this climate. In the neighborhood of Portland, Ore., or near the shores of Puget sound and not in the east collections of evergreen rhododendrons may be established which may well rival or surpass those in the gardens on the shores of the Italian lakes or in Cornwall, although in one Cornwall garden some 400 species are growing and nearly 70 species have been in flower on the same day.

Plants of the native *Rhododendron maximum* collected in the middle and southern states have been planted in recent years in considerable numbers in this part of the country, but the rhododendrons chiefly used in the gardens of eastern North America are hybrids of *R. catawbiense* of the high slopes and summits of the southern Appalachian mountains. Names have been given to a large number of plants made originally by crossing this species with the Himalayan *R. arboreum* and other Indian species, with the Caucasian *R. ponticum* and with *R. maximum*, and by raising seedlings from these hybrids. Most of these hybrids and their offspring have been raised in England; several good varieties have originated in Germany and Belgium, and a few have been produced in the United States many years ago, chiefly in the Parsons Nursery in Flushing, Long Island. The best of these hybrids for this country have been made in England, but only a comparatively small number of them are hardy, the hardest being those in which the *Catawbiense* and *Maximum* blood predominate. *R. ponticum*, a tender species, has been used almost exclusively for the stock on which these hybrids have been grafted, and the tenderness of the stock has evidently affected the constitution of the graft; and it is this stock which may cause the death without other apparent causes of plants which have flourished in this country for 30 or 40 years. *Ponticum* is favored by nurserymen because the plants are quickly and



RHODODENDRONS AT HUNNEWELL'S, WELLESLEY, MASS.



RHODODENDRONS IN THE NEW YORK BOTANIC GARDEN.

cheaply raised and easily worked, but for really hardy and reliable rhododendron hybrids for this country *Catawbiense*, although more difficult to work, should be used for stock. Even better than any grafted plants are those obtained from layers, a slower and more expensive process, formerly much practiced in the Kanphill Nurseries by Anthony Waterer, who raise the best *Catawbiense* hybrids which have been planted in New England. A few of the hardiest and handsomest of these plants which can be grown in this climate are *Atrosanguineum*, Charles Dickens, Mrs. C. S. Sargent, Henrietta Sargent, *Catawbiense album*, *Album elegans*, *Roseum elegans*, Hannibal, H. W. Sargent, *Discolor*, Melton, *Album grandiflorum*, *Purpureum grandiflorum*, *Purpureum elegans* and Lady Armstrong.

The hardiest rhododendrons in this climate are *Maximum* and *Catawbiense*; the former, which in the valleys of the southern mountains is sometimes a bushy tree up to 40 feet in height, but at the north is much smaller, is distributed in isolated stations from Nova Scotia through New England and eastern New York to Pennsylvania; from Pennsylvania southward along the Appalachian mountains it is very abundant at low altitudes, often covering the slopes or narrow valleys with almost impenetrable thickets. The flowers are white or pale rose color, and are produced in rather compact clusters which, as the flowers do not open until late in June or early in July, are a good deal hidden by the branches of the year which rise well above them. The long, comparatively narrow leaves, up to a foot in length, make this rhododendron valuable in a climate in which few

broad-leaved evergreen plants can be successfully grown. *Catawbiense* is a round-topped, rather compact shrub with broad, dark green and lustrous leaves. It is very hardy but grows slower than many of its hybrids, and is handsomest before the flowers open or after they have faded, for they are of a disagreeable rose-purple color, which has spoiled the flowers of many of its hybrids or of their varieties like the hardy and popular *Everestianum*. The flowers of *R. carolinianum*, one of the first species to flower here, are fast fading. This little shrub of the southern Appalachian mountains, although distinguished only a few years ago, is becoming popular in northern gardens, where it grows well under the shade of trees and in full exposure to the sun. It is a plant rarely three feet high, with small, dark green and compact clusters of pink flowers. There is a form with white flowers. The other Appalachian species, *R. minus*, blooms after the *Catawbiense* hybrids. This shrub has been in cultivation for more than 100 years, usually under the name of *Punctatum*. Although a larger plant than *Carolinianum*, with slightly larger pink flowers, it is not as good a garden plant for the flowers, like those of *R. maximum*, are hidden by the shoots of the year which rise above them. *R. coriaceum*, which came to the arboretum 30 years ago from the Kanphill Nursery in England, resembles *R. caucasicum* of the mountain slopes of the Caucasus. The shape of the leaves, the covering of brown felt on their lower surface, and the white flowers on long pedicels in few-flowered clusters do not greatly differ from those of the wild

plant in shape and size. In the arboretum *Coriaceum* is now between three and four feet high and broad with erect stems; it flowers abundantly every year and the leaves and flower-buds are not injured by the cold of eastern Massachusetts. It flowers, however, nearly two weeks later than the plants which are usually considered hybrids of *Caucasicum*, although nothing very definite appears to be known of their origin.

The best of these plants which have been grown in the arboretum is called *Boule de Neige* and is believed to have been raised in France. It is a low, broad, round-topped bush which is perfectly hardy and every spring is covered with flowers which are as white as it is possible for flowers to be. This is the earliest evergreen rhododendron to flower in the arboretum, with the exception of the plant called *Christmas Cheer*, which is said to be a hybrid of *R. caucasicum* and the Indian *R. arboreum*, and every year loses its flowers by spring frosts. *Boule de Neige* is considered the handsomest and most satisfactory of the early flowering rhododendrons which can be grown in this climate. Almost as good is the plant called *Mont Blanc*, with flowers which are pale rose color when the buds first appear but soon become pure white. The handsome red-flowered *Jacksoni* too often loses the flower-buds in severe winters. The Caucasian *R. Smirnowii* is, as usual, in good condition this spring and none of the rhododendrons which can be grown here have more beautiful pink flowers. The thick coat of pale yellow felt which covers the lower surface of the leaves protects them from the attacks of the lace-wing fly, which has in

recent years done so much damage in this country and Europe to the leaves of rhododendrons and kalmias. A few hybrids of *R. Smirnowii* crossed with hybrid *Catawbiensis* varieties have been raised and among them are plants of considerable promise, although none of them retain the covering of felt on the lower surface of the leaves of their Caucasian parent. Still rare in American gardens, *Smirnowii* deserves the attention of planters of rhododendrons. It will probably prove valuable in breeding a race of rhododendrons suited to the climate of the northeastern United States. — Arnold Arboretum Bulletin, June 2, 1922.

THE S. A. F.

Kansas City Convention, August 15-17.

The success of the trade exhibition is now practically assured. All the available space in the oval is taken up, and reservations of space in the two arcades are being made at this time in number sufficient to indicate that the whole of the exhibition space in the big building will be taken up long in advance of the convention. In spite of the many announcements made through the trade press and in other ways, prospective exhibitors are still making applications for space in the oval. It may be said now every foot of space in the oval is taken up. Plenty of opportunity was given from the time of the distribution of the plans for early reservations in this section of the exhibition, and locations were booked as the applications came in, each as nearly as possible to choice. If this oval had been three times as large, there would have been no difficulty in disposing of all the space; in fact, some of the groupings as originally planned have been departed from, in order to maintain the policy always adopted in regard to sale of space in the trade exhibition—first come, first served. There can, under the circumstances, be no reflection on the value of the spaces in the arcades, which are not at any disadvantage in comparison with the oval spaces. It will be a well arranged exhibition, and every exhibit will attract equal attention. Prospective exhibitors are urged to make their applications for space without delay, so that, at least in the matter of choice, there may be still a little advantage, if it can be so considered. The exhibition will be a record breaker, both in scope and attendance.

The following exhibitors are in addition to the list previously reported:

Pinehurst Floral Co., Pleasant Hill, Mo.
Nebel Mfg. Co., Cleveland, O.
Robt. Craig Co., Norwood, Del. Co., Pa.
Orchard Paper Co., St. Louis, Mo.
Jos. Heacock Co., Wyncote, Pa.
Poehlmann Bros. Co., Chicago.
George Wittbold Co., Chicago.
Jos. G. Neidinger, Co., Philadelphia.
W. M. Woodruff's Son's Co., Lowgap, N. C.
Morehead Mfg. Co., Detroit, Mich.

Convention Programme.

President S. S. Pennock and the secretary are now giving their attention to the preparation of the programme for the big gathering. Prominent in the programme will, of course, be a place for discussion of the national publicity campaign, and arrangements are being made for prominent speakers. The report of the National Flower Show committee and a discussion of it will also be featured. A meeting of the state vice-presidents will find a place, as also will a meeting of the Florists' Hail Association. Other features of special importance are also planned. President Pennock is particularly anxious to include

discussions of many problems in these days of interest to florists and worthy of the attention of the society. He invites suggestions from members as to topics believed important enough to be brought before the convention, and assures those sending these suggestions that they will have most careful consideration. Such suggestions should be presented as early as possible to the secretary.

Information as to hotel accommodations and other matters tending to the comfort and convenience of visitors will shortly be forthcoming through the local committees.

National Publicity Campaign.

From the secretary's office this week is being mailed to all members of the society and subscribers to the campaign, proofs of the series of advertisements to appear in the national magazines during June, July and August. These advertisements are in column form, and



Mrs. Francis King.

Awarded White Medal of Honor in 1921. Author of "The Well-Considered Garden," "Pages From a Garden Notebook" and "The Little Garden."

will appear in the Red Book for July; McLean's Magazine (Canada), June 15 and August 15; Life, June 15, July 20, and August 17; Collier's, June 3 and August 5; Outlook, July 19 and August 16; Vanity Fair, July; Atlantic Monthly, July; World's Work, July; American Magazine, July; Literary Digest, June 10 and August 12; Century, August; Scribner's, July; House Beautiful, June; Sunset, July; Independent, June 10; Harper's Magazine, August, and Review of Reviews, August. It might be well for those interested to procure copies of these magazine numbers, so as to see how well the advertisements appear and are placed.

Since the publication of the three previous advertisements our wonderful slogan, "Say It With Flowers," has been appreciably referred to, cartooned, and exploited in a great number of publications and in other ways, showing that our campaign loses through a temporary cessation of our publicity work. During the period when scarcity of funds, mainly through neglect on the part of many of our subscribers to make good their pledges, made advertising expenditures impossible, our slogan seemed to vanish from sight, and all outside reference to it lost. A resumption of our publicity has again brought it to the

front, and we are enjoying a tremendous amount of prestige, which costs the campaign nothing at all. Could better argument be advanced as to the work of our campaign to our industry?

If our delinquent subscribers would make good their pledges, much more publicity could be provided, and it is sorely needed. Bills are now going out to all in arrears on their pledges, and immediate remittances are urged, so that the publicity committee may be able to place advertising contracts for the fall season. As it is expected that there will be great pressure upon magazine advertising forms in the fall, contracts ought to be placed two or three months ahead, so that the best class magazines may be open for our use. A magazine cannot add to its pages after an edition is planned, and several large publications are already in press with numbers two months ahead of datings.

JOHN YOUNG, Sec'y.

Columbus Rose Show.

The annual Columbus rose show, held in the Archaeological museum of the Ohio State university, under the auspices of the Columbus Horticultural Society, June 3-4, was largely attended. The spacious hall, both the lower floor and upstairs, was filled with displays of roses and garden flowers and the varieties were unusually numerous. According to the officials of the society, the exhibition was one of the most successful ever held in Columbus and presages better shows in the future because of the widespread interest of the amateur growers.

The fine quality of roses was particularly noteworthy this year, as compared with 1921, when blooms were not up to the standard of previous years because of freezing weather. Three of the 27 classes contained especially attractive displays. The first prize, for the best exhibit of roses, was awarded to Ralph E. Cook, 786 North Park street, Columbus, Dr. Harry Seamans, of Grandview, O., dean of the college of dentistry at the university, winning second prize.

The most attractive collection in the exhibit which was not entirely a rose display was that of Mrs. O. L. Kidwell, 277 Twelfth avenue, Columbus, who won first prize with an exceptionally good display of garden flowers, consisting of about 75 different kinds. Mrs. Chas. Butterworth, of Grandview, won second prize in the same group. The W. M. Ritter gardens featured a display which was particularly beautiful and attractive, but received no reward, as the gardener was a professional. The basket displays of roses also attracted attention, Mrs. A. Juengert receiving first prize; George W. Shirk, second, and Mrs. C. R. Weinland, third. The awards for the best arranged baskets of garden flowers were given to Mrs. R. M. Spencer, Mrs. H. W. Pearson and Mrs. George W. Woodward, respectively, first, second and third.

Other winners were:

Specimen white rose—Mrs. J. P. McGuirk, 1st; Mrs. C. F. Hottes, 2d; specimen red rose—George W. Shirk, 1st; Prof. T. S. Lowden, 2d; F. O. Everts, honorable mention; specimen light pink rose—Prof. Wendell Paddock, 1st; Mrs. D. A. Thomas, 2d; O. G. Campbell, honorable mention; specimen dark pink rose—Prof. T. S. Lowden, 1st; Mrs. W. A. Alsdorf, 2d; Mrs. John J. Toole, honorable mention; specimen yellow or salmon rose—Mrs. R. M. Spencer, 1st; Prof. Paddock, 2d; peonies—S. E. Waters, 1st; Mrs. Charles Butterworth, 2d; Mrs. M. Doherty, honorable mention; wild flowers—June Thornberg, 1st.

J. W. L.

American Iris Society.

Supplementing Our Account of the New York Show and Meeting in Last Week's Issue, Page 984, We Present Herewith Secretary Sturtevant's Report in Full:

The cordial welcome extended to iris enthusiasts at the time of our organization by Dr. Britton and the staff of the New York Botanical Garden, was again enjoyed by those who have done so much to make the society a success. As President Wister was attending the International Iris Conferences in Paris and London, Vice-president William A. Peterson of Chicago, presided. He is of rather a commanding presence and his comments did much to enliven the routine reports of the officers. The treasurer reported an unexpended balance of \$1,379.78. The secretary spoke briefly of co-operation at the international conference, of the publication of the check list and symposium and the plans for including descriptions of varieties in the next bulletin which through the special contributions of many members can be published this summer. That special contributions to the total of some \$700 have been made within the last 12 months seemed a strong proof of the interest of the members. Except that W. E. Saunders, president of the London, Ont. Horticultural Society was elected a regional vice-president, there was no change in the list of officers for 1921. There were brief reports of the exhibitions at Richmond, Va.; Nashville Tenn.; Louisville, Ky., and Kansas City, Mo.; a discussion of means of publicity and of distribution of expenditure, and with a hearty vote of thanks to the Horticultural Society of New York and particularly to the New York Botanical Garden and its staff, the meeting was adjourned to the near-by test garden.

Owing to the unusual season and the fact that the exhibition was held a week in advance of the schedule, only some 60 members were present but it seemed as if every member was armed with a note book and an armful of questions. There are some 1,000 varieties in the garden and of these at least three-fourths were in splendid bloom while in the exhibition hall were most of the finest of the novelties. These, of course, were of the greatest interest, but before mentioning them individually I wish to speak of certain special exhibits. John Lewis Childs, Inc., Flowerfield, N. Y., carried off the silver medal sweepstake for commercial growers, although the non-competitive showing of John Scheepers was a close second.

The Garden Club of New Rochelle, N. Y., and a number of its members staged both quantity and quality exhibits that were awarded the silver cup presented by Mrs. Robert Hill, of the Garden Club of America, and many prizes, while the most surprising award was that of the amateur sweepstake to T. F. Donahue, of Boston, Mass. That an exhibitor at his first attempt can carry iris flowers 250 miles and show them in perfect shape seems to belie our general feeling that irises cannot be transported. Particularly is this true when we consider that Mr. Farr won first in the 50 variety class and that Mr. Shull, Washington, D. C., and Miss Sturtevant, Boston, Mass., both received awards on new seedlings. Apparently the handling of iris flowers depends, not on their fragile texture, but on the care of the exhibitor. In this exhibition, at least, exhibits from a distance showed greater perfection of bloom than those made by local members. Mrs. Frances Cleveland of Eatontown, N. J., who has recently entered the commercial field with a number of seedlings showed a delightful vase of her seedling

Siberian iris, Mariposa, which is of an unusual blue tone.

In speaking of novelties I think immediately of Cedar Hill Nursery exhibit which included the \$40 Dominion, probably the finest English production to date; Ambassadeur, Vilmorin's latest creation, and a large number of other novelties. Lent A. Williamson, which received a vote of 96, the highest accorded in the recent symposium, was to be seen in many exhibits but in surprisingly poor condition. Yeld's Lord of June and Miss Sturtevant's Queen Caterina and Shekinah showed their high standing to better advantage. The superiority of the modern introductions in practically every quality was much commented upon, particularly as the members inspected the trial grounds. I made particular note of Pink Pearl (Cleveland), Whim (McKinney), and Nimbus (Shull). This last is a very rich dulled lavender bi-color which, if



Albert C. Burrage.
President Massachusetts Horticultural Society.

it had been shown in prime condition, would have undoubtedly received honorable mention. Mr. Shull's Morning Splendour, a very deep red-toned bi-color of Alcazar type, received this award, as did Mr. Presby's Harriet Presby, a tall strong pink lavender. Miss Sturtevant received prizes on three seedlings; Jennett Dean, a very pale-toned flower rather of the type of Mother of Pearl which was introduced by A. E. Kunder last year, and on two yellow selfs, of Pallida form and growth, the one pale with bronze veining at the throat, the other very clear and deep in color.

All in all the day was one to be remembered; it was easily the finest opportunity ever offered for a comparative study of kinds and will not be surpassed until the test garden is more thoroughly established. Although there are now many fine collections in the country we must look to the test gardens at New York and Cornell university for our real records of the value of an iris.

FITCHBURG, MASS.—Max Liftman, formerly of Boston, has opened a new flower store in the American House block, the style of the business being the Fitchburg Posy Shop.

White Medal of Honor.

President Albert C. Burrage of the Massachusetts Horticultural Society has been awarded that organization's White Medal of Honor in recognition of his conspicuous services to horticulture by the establishment in Beverly, Mass., of the greatest collection of exotic orchids the New World has yet seen; by his skillful and energetic management of the affairs of the society; and by his labors to increase the love, protection and cultivation of New England wild flowers and ferns through his remarkable exhibition in Boston of these plants in the spring of 1921 and of 1922, given only to those men and women who in recent years have done the most for horticulture.

The complete list of the recipients of the medal to date is as follows:

- 1909, Prof C. S. Sargent, Arnold Arboretum.
- 1910, Jackson Thornton Dawson.
- 1911, Victor Lemoine, Nancy, France.
- 1912, Michael H. Walsh, Woods Hole, Mass.
- 1913, Park Commission, Rochester, N. Y.
- 1914, Sir Harry James Veitch, London, Eng.
- 1915, E. H. Wilson, Jamaica Plain, Mass.
- 1916, Wm. Robinson, Gravetye Manor, Sussex, Eng.
- 1917, Niels Ebbsen Hansen, Brookings, S. D.
- 1918, Dr. Walter Van Fleet, Washington, D. C.
- 1919, Vilmorin-Andrieux Co., Paris, France.
- 1920, George Forrest, England.
- 1921, Louisa Yeomans King, Alma, Mich.
- 1922, Albert C. Burrage, Beverly, Mass.

Railroad Gardens.

It has been discovered that people travel not only from necessity, but for pleasure. Our great railway operators have employed gifted architects to build stations and talented artists to adorn them. Landscape gardeners beautify the station yards. Embankments are softened with grass and shrubs. Foremen of the permanent way are given prizes, not only for efficiency and safety, but for neatness and attractiveness.

In George Kennan's biography of E. H. Harriman is an interesting passage that indicates the value that great transportation builder placed upon beauty.

"On one of his trips," says Supt. Park, "he noticed the lack of vegetation around Rock Springs, Wyo., which, population considered, was the best revenue-producing station of the Union Pacific railroad. 'Why don't you put in a park here?' he asked. 'The station is of attractive design and some grass and a little shrubbery would freshen things up wonderfully.'

"A resident of Rock Springs said: 'Mr. Harriman, there is not a sprig of grass in Rock Springs; the percentage of alkali in the soil is an absolute bar.'

"Mr. Harriman looked at me and said: 'Nothing is impossible.'

"Taking that for my cue, I hauled from Utah hundreds of cars of the best soil, planted shrubbery and trees, and today one of the most attractive spots on Union Pacific railroad is the garden surrounding Rock Springs station. This was also a cue for further work of this character all along the line. Mr. Harriman was willing to spend to make the road look attractive. The result was the beautiful park at Cheyenne and the improvement of the landscape at all terminals, which, in a few years, transformed the Union Pacific from a road through a desert to one along which bright green grass, trees and flowers were in evidence at every station of importance."

Oklahoma State Florists' Association.

ANNUAL CONVENTION, JULY 13-14.

The second annual convention of the Oklahoma State Florists' Association will be held at Convention hall, Tulsa, July 13-14, and indications are that it will be a great success. The trade displays will be housed in the same building which is within walking distance of the center of the city, and promise to be most elaborate. Numerous reservations are being sent to Lon Foster, of the Foster Floral Co., First and Robinson streets, Oklahoma City, secretary. The exhibitors find they make many new friends and create additional customers through coming together at these trade conventions.

The programme for the meeting has not yet been completed but will include addresses by speakers of national reputation on subjects of interest to the trade. All branches of the profession will be considered. Part of the "pow wow" entertainments planned include a barbecue at Sand Springs park, seven miles from Tulsa, easily reached by a paved road and electric cars. The park has a zoological exhibit, numerous amusement attractions and a fine swimming pool.

The association extends a hearty invitation to all florists to attend the convention and Tulsa anticipates with pleasure her being the host to the visitors. Hotel reservations may be secured by addressing O. O. Boston, 19 East Third street, Tulsa, vice president of the association.

PRESIDENT GRAY WRITES

On July 13 and 14, in that wonder city of northeast Oklahoma, Tulsa, the Oklahoma State Florists' Association will hold its annual convention. The trade generally expects at this time to purchase goods for the fall season. Therefore, we invite the wholesale trade to be on hand with their choicest offerings. We also cordially invite florists of neighboring states to meet with us and help discuss the many problems of the florists' profession. It will be a great meeting. Come and enjoy it.

San Francisco.

A FAIR HOLIDAY DEMAND.

Memorial Day business was about on a par with previous ones. Of late years the florists, especially the downtown shops, do not enjoy the heavy trade of years gone by. The stores on the outskirts of the city, however, state that business was entirely satisfactory. There was a great abundance of all stock, outdoor flowers being in huge supply. Carnations, with the exception of Laddie, were more than enough to go around. Roses, too, were superabundant, both the outdoor and greenhouse product deluging the market. Sweet peas of unusually fine quality were plentiful and sold well. There was little, if any, advance in the price of indoor stock for the occasion. The Bride gladioli and peach blossoms were in fine demand, both by the local trade and shippers, at reasonable prices.

RETAIL FLORISTS' ASS'N PICNIC, JUNE 25.

The first picnic of the Retail Florists' Association will take place at Fairfax park, in Marin county, June 25. This affair promises to be the most largely attended outdoor gathering of the local trade in many years. John Kilroy, of the Castro Floral Co., is in charge of arrangements, his assistants being Frank Thatcher, P. V. Matraia, Albert O. Stein and P. Benedetti. The association extends a cordial welcome to all out of town florists to attend the picnic and they will be assured a splendid time.

The last meeting of the Retail Florists' Association was held at the Art Floral Co.'s store, recently. Owing to the illness of President Albert O. Stein, H. S. Hoard, representing the Florists' Telegraph Delivery Association, was made chairman for the evening. He

gave a most instructive talk on the policies of the association and urged every florist to become a member. The annual banquet was postponed until after the picnic, June 25. Following adjournment the members partook of a splendid repast, P. V. Matraia being the host.

NOTES.

Few events of recent years have caused such genuine sadness in trade circles as the passing away of Fred H. Hunter, of the Hunter Seed Co., an account of whose death appeared in our issue of May 20, page 889. Fred, as he was affectionately called by all his friends, was one of the most brilliant minds in western seed circles. He was one of the most genial of men and fewer persons had a more likeable character. To his widow and family is extended our most heartfelt sympathy in the loss of a loving husband and father.

H. S. Hoard, Chicago, representing the Florists' Telegraph Delivery Association, has departed after a very successful visit in the interests of the association. Many new retailers have joined and he reported heavy membership gains for the association in Oakland and Fresno.

Gladioli growers across the bay are beginning to cut, and from now on we may expect a steady supply of this fine summer flower. Jos. Priocetti is already shipping some fancy stock from his gardens at Haywards.

The Roger Reynolds Nursery has purchased about 20 acres near Menlo park from the Felton estate and is preparing to plant out a quantity of stock, ornamental and flowering shrubs to be the specialty.

The rose tournament at San Jose last week was a very elaborate affair, the floral floats being very beautiful. The Chas. C. Navlet Co. and other firms of that city were represented in the parade.

Many of the finest Ulrich Brunner roses now arriving are being sent in by P. Conci, Colma. He has many acres planted to this outdoor rose and no better stock could be wished for.

Mark Daniels, formerly superintendent of national parks and a prominent landscape engineer here, was married at Carmel-by-the-Sea to an eastern society lady, recently.

Michael Thomas, of the Thomas Floral Co., is expected to arrive home from his European trip this month. The last word heard was that he was in Egypt.

The Mothers' Day co-operative advertising instituted by the Retail Florists' Association is said to have produced excellent results.

Miss E. Riley, who recently purchased the Bertrand Flower Shop in the Palace hotel, is enjoying a splendid trade.

JAMES T. LYNCH.

Milwaukee, Wis.

EXCELLENT MEMORIAL DAY BUSINESS.

This city experienced one of the best Memorial Day businesses in its history. The weather preceding the holiday was ideal and brought on an avalanche of stock, nearly every item being represented, including some outdoor cut flowers, the quality being generally good. The shipping trade could have used more carnations. While individual values were not as high as a year ago, it is thought that the increased call will bring the total cash receipts on a level with the previous event.

FLORISTS' CLUB MEETING, JUNE 1.

The monthly meeting of the Florists' Club was held June 1, with a fair attendance. Erich Haverkorn, proprietor of the North Side Floral Co., 997 Third street, was elected to membership. An invitation to participate in a bowling tournament, preliminary to the Society of American Florists' convention, was received from the Chicago Florists' Club, to take place at the Chateau Bowling alleys, that city, June 8, and it is believed a number of local enthusiasts

will attend. Upon invitation of our worthy president the July 6 meeting will be held at Hugo Locker & Sons' establishment, Wauwatosa, and a splendid time is promised by the entertainment committee. The meeting adjourned.

NOTES.

We announce the belated news of the marriage of R. C. Schwebke to Miss E. Hoffmann, which took place about five weeks ago. Mr. Schwebke, who is with the Wauwatosa Floral Co., and wife have our best wishes for a successful future.

Wm. A. Kennedy, of the C. C. Polworth Co., who is a regular attendant at all florists' affairs, whether locally or out of town, was taken suddenly ill, May 30, and, upon advice of his doctor, will have to remain quiet for some time.

Considerable interest is being manifested in the coming summer meeting of the Wisconsin State Florists' Association, to be held at Oshkosh, July 25. The more the merrier.

E. O.

Columbus, O.

VOLUME OF TRADE SATISFACTORY.

Florists report the best Memorial Day business in years. Trade, while running largely to peonies and garden flowers, extended to roses and carnations and, in fact, everything that was in the market. Generally speaking, the volume was satisfactory and prices, while not showing much increase from the usual levels, were good and a fair profit resulted. One of the reasons for the extra good business was the fact that the heavy rains just prior to the date caused peonies to come out earlier than usual and many thousands were spoiled for decorative purposes. Peonies sold in the neighborhood of \$1.50 to \$2 per dozen and the quality generally was good. The pink and red flowers predominated. Roses consisted largely of Premier, Columbia and Sunburst and retailed at \$3 to \$8 per dozen. Carnations were plentiful, as a rule, and brought \$2 to \$2.50 per dozen. Some sweet peas were on the market and they found a ready sale as a rule. The call for magnolia and other wreaths was highly satisfactory. Cornflowers were also in the market and went rapidly. A few lilies were offered, but they are about over for the season. Funeral work has been fairly good and some weddings are scheduled for the month.

NOTES.

Walter Stephens, of S. F. Stephens & Son, has been scouring the country for stock to take care of the rapidly increasing business. He visited both Springfield and Dayton last week, buying peonies for the holiday. This concern reports the best Memorial Day business which it has ever experienced and thousands of peonies were disposed of. The flowers were of good quality as a rule and found a ready sale. Walter Stephens has been busy looking after the affairs of the Ohio District National Flower Growers' Association of which he is president, and arrangements are being made to have another meeting of the board of directors to discuss certain current business.

Underwood Bros., florists on Fair avenue, are having an extra good demand for pot plants and ferns. This company always specializes in ferns and growing flowers and residents of that section of the city are calling in large numbers for these plants. Some improvements at the range are contemplated at an early date.

A strong demand for Memorial Day, consisting of roses, carnations and peonies, is reported by E. Metzmaier, at 1382 South Fourth street. William Metzmaier, the son of the proprietor, believes it was the best Memorial Day business that was ever experienced by them.

The Vanity Flower Shop, 701 North High street, reports a good demand for funeral designs. The store is located close to the university section and with the closing of the school year and the annual commencement exercises always shares in the floral business.

A fine call for all flowers during Memorial Day, especially peonies, carnations and roses, was enjoyed by T. J. Ludwig. Prices were not boosted to any extent and supplies were generally adequate. The business as a whole was very satisfactory.

The Gay Street Floral Shop deserves special mention for its window display, Memorial Day. Wreaths of magnolia and laurel and cypresses were the features, cut roses, carnations, sweet peas and peonies being also used.

The Bexley Floral Co. reports an extra good trade, especially in peonies, roses and carnations. Plants and garden flowers moved well. J. W. L.

Albany, N. Y.

MEMORIAL DAY BUSINESS SATISFACTORY.

The members of the trade express satisfaction over the volume of Memorial Day business. There was a large demand for geraniums. In cut flowers peonies, sweet peas, lilies and carnations sold in about the order named. There were no peonies available from local gardens, but a good supply was secured from Long Island and places down the Hudson river, where the season is a little more advanced. For the decoration of graves, artificial wax wreaths were in great demand and large numbers were sold. Trade was as good and perhaps somewhat better than a year ago.

FLORISTS' CLUB MEETING, JUNE 3.

Two new members were elected at the June 3 meeting of the Florists' Club: Henry McAllister, of this city, and Kenneth Snyder, North Germantown. The club voted to send flowers hereafter to sick members instead of baskets of fruit, as has been the custom for some years. The invitation of Frederick Goldring to hold the July 1 meeting at his establishment in Font Grove was accepted. Beginning with October, the club will hold its monthly meetings in the Central Y. M. C. A. building, the management having kindly allotted a room for the purpose. For several years the club met at 611-613 Broadway, the home of the Albany Cut Flower Exchange, Inc., which moved to new quarters at 664 Broadway, May 1, and the club had to seek a new meeting place. R. D.

Wichita, Kans.

TRADE FOR HOLIDAY SATISFACTORY.

Memorial Day business was about the usual volume. The usual brisk trade in cemetery orders and plants suitable for growing in cemeteries resulted in practically a clean-up of desirable stock in bloom. In cut flowers, peonies, carnations, roses, lilies and jasmines were all in demand, with ample supply in the stores. Considerable quantities of the cheaper outdoor flowers were sold. The flower shops made large displays of wreaths in the prepared goods, and more were sold than ever before. Weather conditions were ideal. This, coupled with an unusually favorable growing season, permits the florists to feel fairly well satisfied with the holiday trade.

NOTES.

Walter Fallstrom, of Dixon, Ill., who has been in the store of W. H. Culp & Co. during the past winter, left Friday morning for Kansas City, Mo., where he will be married and will take his honeymoon at the same place.

The Riverside Greenhouses will be under the management of Otto Kuechenmeister after July 1. L. A. Johnson leaving the firm on that date. Walter Davidson will take care of the greenhouses after that time.

C. A. Rose had the exasperating experience of being deprived of telephone service from Monday morning until Wednesday, over Memorial Day, due to repair work on the cable.

P. G. Brackenbury, for several years with Chas. P. Mueller, at store No. 1, has resigned.

W. F. Freegard has resigned his position with the Barclay Flower Shop. C.

Boston.

STOCK SCARCELY MOVES.

Immediately following the holiday the market slumped badly, there being no such thing as a market price. Stock is arriving in large quantities and a small portion is sold for any figure and the balance carries over from day to day and then is disposed of to the street boys, this being the only outlet for flowers on this kind of a market. The only feature is the call for lily of the valley, white roses and orchids, which bring a good price and will likely continue to do so for the balance of this month. Carnations and roses are in a very bad way, without much outlook for any immediate betterment of this condition. Some good larkspur has arrived the past week and sold from \$1 to \$1.50 per dozen. Marguerites, sweet peas, pansies and other small stock are also feeling the reaction of the holiday.

RHODODENDRON, AZALEA, IRIS SHOW.

The rhododendron, azalea and iris show staged by the Massachusetts Horticultural Society, in Horticultural hall, June 3-4, brought out many fine displays. For a decorative exhibit of rhododendrons, covering 72 square feet, T. C. Thurlow's Sons was awarded first prize, also a first for a general display of azaleas in 24 square feet. The most comprehensive exhibit of irises, made by Irithorpe, received the American Iris Society's bronze medal.

S. Goddard and son-in-law have gone to Maine for a two weeks' fishing trip.

E. F. S.

Salt Lake City.

HOLIDAY TRADE EQUALS PREVIOUS YEAR.

Warm weather the week preceding Memorial Day furnished the growers with a large supply of cut flowers for the occasion. Carnations were exceptionally large, but no trouble was had in disposing of them. Prices ranged from \$8 to \$12 per 100, Laddie bringing \$15. Sweet peas were not plentiful. Orders for these were booked at \$1 to \$2 per 100 while they lasted. Roses were in heavy supply and went at \$8 to \$18 per 100. There was only a few Calla lilies. On account of the late season lilacs and irises were practically the only outdoor flowers obtainable, the former selling at 50 cents per bunch, and irises, \$4 per 100. Columbine and marguerites sold at \$25.00 per 100. Gladioli were popular. Plant growers experienced no difficulty in disposing of all the salable pot stock. There was quite a call for pot rose plants, but none were obtainable. Wholesale houses experienced a much better Memorial Day trade than the retail shops, the public demanding cheap flowers. The flower shops bought as heavily as possible of outdoor flowers, but the supply, except irises and lilacs, was very limited. A canvass of the retail stores showed sales on an average in excess of Memorial Day one year ago, but not as good as in 1920. Prices were about 20 per cent lower than last year. Roses retailed at \$3.50 to \$7 per dozen. There was very little call for the long varieties. Carnations sold quite well at \$2.50 a dozen. Laddie bringing \$3.50. Sweet peas sold rapidly, the supply being exhausted early on May 29. Tulips were held at \$1.50 to \$2.50 per dozen, but these did not move very rapidly. Pansies sold well at 75 cents per bunch. J. W. V.

OBITUARY.

William H. Hilton.

William H. Hilton died at his home in Chicago at 5319 Blackstone avenue, June 6. He was formerly in the retail business on the south side, but sold out several years ago, since when he has been in Florida, returning only recently. He was about 60 years old and was a familiar figure in the wholesale market. The funeral was held from his late residence at 2 p. m., June 8, with interment at Forest Home cemetery. He is survived by his wife and daughter, Edith, who have the sympathy of the trade in their great loss. A. L. Randall, A. L. Vaughan, Verne Schurlaff, T. E. Waters, Harry Rowe and Clarence Ellsworth acted as pallbearers. The trade was well represented in the floral offerings.

The Late Patrick Welch.

By the death of Patrick Welch, we have indeed lost a very able man of our noble profession—a great leader and a dear friend. To know him was to love him, and to be befriended by him was a distinction and an honor. The best way we can honor him and cherish his memory is to study his many noble traits and follow their teaching. How can we help but always remember his kindly face, his fascinating smile, his hearty laugh and his inspiring words of encouragement, blended by his humor, ever-ready wit and sincerity. Brother Welch was a real man and an inspiration to us all. Let us not only not forget him, but let us follow his leading spirit and enact his teaching of good fellowship and good will amongst men. THEODORE WIRTH.

John Peter Sinner.

John Peter Sinner, better known to the trade as "Champ," died at his home at 6516 Ridge boulevard, Chicago, June 6, at the age of 49 years. He was in the florist business with his brother for many years, when they conducted a wholesale house in the Chicago market under the firm name of Sinner Bros. He had charge of the greenhouses, but was well acquainted and made friends quickly with everyone he met. He was the son of Mrs. Marguerite Sinner and the late Theodore Sinner and a brother of John, Catherine and Mrs. A. Wester. The funeral was held from St. Henry's church, June 8, at 10 o'clock, with interment at St. Henry's cemetery. The family has the sympathy of the trade in the loss of a loving son and brother.

Foreign Items.

Sir Frederick W. Moore, retiring curator of the Glasnevin Botanic Garden, Dublin, Ire., is paid a fine tribute by W. Watson, of Kew, in the London Gardeners' Chronicle of May 20.

French pipe foundry laborers are putting in 14 hours a day, besides keeping up their farms and gardens.

George Simonds Boulger, well known English botanist, long at Kew, is dead at Richmond, Eng., aged 69.

Gabriel Luizet, the well known French horticulturist, died April 27.

TORONTO, ONT.—John Lewis is adding one house, Lord & Burnham construction, to his establishment.

SPRINGFIELD, ILL.—Hembreiker & Cole have acquired the establishment of Miss Bell Miller, and will continue business under the style of the Bell Floral Co. Miss Miller will devote her attention to the growing of peonies, gladioli and similar stock on a 10-acre tract at the edge of town. Wm. Hembreiker is making a 10-day vacation visit to his old home in Will county.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.
Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

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REPLYING to correspondent, chain flower stores are already in existence, and we know of no reason why such shops, with uniform fixtures, decorations and operating service, should not work out successfully.

Personal.

Peter Bisset, of the Bureau of Plant Industry, Washington, D. C., was a visitor in Chicago this week, returning from a Pacific coast inspection tour.

Delphinium Leaf Spot.

ED. AMERICAN FLORIST:

I will be greatly obliged to have a notice in THE AMERICAN FLORIST stating that we are working on delphinium leaf spot, and would be glad to receive material of it from any part of the country.

Fresh specimens should be sent dry, wrapped in newspaper, and addressed to this laboratory.

ERWIN F. SMITH,

Pathologist in Charge, Bureau of Plant Industry, Department of Agriculture, Washington, D. C.

American Rose Society.

SYRACUSE MEETING, JUNE 15.

The annual meeting of the American Rose Society will be held at Syracuse, N. Y., Thursday, June 15, the members being the guests of the Syracuse Rose Society. It is expected that there will be staged one of the most noteworthy shows in the history of that city. Rose gardens will be inspected and festivities will be held on Lake Skaneateles in the afternoon. At the concluding evening session some of the noted rosarians of the country will deliver addresses. Further particulars may be secured from Dr. G. G. Lewis, 600 University block, Syracuse, N. Y.

The proposed rose show at Rochester, N. Y., is scheduled for June 16-17, at the Convention hall annex. More detailed information may be obtained by addressing at once, Albert L. Shepard, 46 City hall, Rochester, N. Y.

Coal Price Conference.

RESUME BY DEPT. OF COMMERCE, WASHINGTON

Secretary Hoover announced last week: "I believe that the whole of the coal districts in Virginia, West Virginia, Tennessee and eastern Kentucky will accept the fair maximum of \$3.50 per ton for run of mine spot coal. The Alabama field accepts the lower scale, as previously announced.

"The operators in the west Kentucky fields do not feel that they can agree to a lower price than \$4.25. I have not felt that I could recommend this price to the consuming public and the matter is, therefore, under further consideration. They feel that their costs have increased materially beyond the increases in other fields. On the other hand, my present feeling is that they should in the general interest adhere to the maximum accepted by the majority of the operators in other fields.

"A discussion of the Pennsylvania fields will be taken up later in the week. We have not yet dealt with problems west of the Mississippi river. It should be understood that the whole object of the administration's interest in coal prices is to protect the consumer by indicating the maximum price that would be fair for spot coal during the temporary period of the strike, and by doing so to protect that group of operators who do not wish to take advantage of the present situation.

"Out of the 5,000,000 tons of weekly production of bituminous coal probably 3,500,000 tons are under long term contracts to consumers at prices stipulated in the contracts, and there can be no alteration of these contract prices, which, as a rule, run considerably below prices for spot coal, as they represent a steady business to the mines. The suggestion of a maximum fair price relates solely to spot coal. Many coal dealers enjoy long time contracts at lower rates, and it would be only fair to the public that, in the resale of this contract coal, these dealers should give the customer the full benefit of their lower prices; and I feel sure from my discussions with them that the majority will do so.

"In order to prevent the resale of coal for speculative purposes, it is most desirable in the interest of the consumer, operator and wholesaler that the operators and dealers should insist upon knowing that purchases are on behalf of a definite consumer. The maximum price for spot coal is not the minimum price. It is only a general figure that will protect the public from such occasions as the last pinch, when spot coal in many places went to over \$10 per ton. In arriving at the figure, the Garfield scales were taken as a basis, as these scales were the result of close

investigations during the war, and allowances have been made for increased costs and a general average of the situation taken that would protect the public and maintain production. The maximum price includes customary selling commissions which were established separately in the Garfield scale, and the operators are recommended to use the usual wholesale agencies, thus promoting direct movement to the consumer.

"In these circumstances some minor proportion of the mines will make considerable profits; some minor proportion of them will under these circumstances earn nothing; and in some cases of low cost producing mines, the operators have already notified their consumers that they will continue to supply them at lower rates than the maximum. What we are endeavoring to prevent is a panic in prices, such as took place at the last coal pinch.

"Every consumer who is interested in knowing that he gets a square deal can easily check the freight rates, can compare them with the maximum price, can inquire from his dealer whether he is buying contract coal, and at what rate, and can make proper allowance for retail distribution. If consumers are unwilling to take this degree of interest in negotiating for coal it is a certainty that no one can help them. I believe the vast majority of operators, wholesalers, and retail dealers sincerely wish that this difficult occasion shall pass by without any rightful criticism of their conduct anywhere along the line. I regret that a small minority have refused to co-operate and are demanding higher prices. The government has no authority in the matter for this is purely a moral question and one of co-operation. The consumers who are not treated fairly may appeal to this department in Washington, D. C., and their case will be inquired into."

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, time, date and place of meetings.]

Chicago, June 15, 8 p. m.—Commercial Flower Growers of Chicago at Randolph hotel. Otto H. Amling, Maywood, secretary.

Des Moines, Ia., June 13, 6:30 p. m.—Des Moines Floral Arts Club at Yonker's Tea room. Harold J. Parnham, 3990 University avenue, Des Moines, secretary.

Hartford, Conn., June 14, 7 p. m.—Hartford Florists' Club at Hotel Bond. Geo. B. Marchant, 13 Huntington street, Hartford, secretary.

Indianapolis, Ind., June 13, 8 p. m.—State Florists' Association of Indiana. Oscar G. Carlstedt, 228 East Ohio street, Indianapolis, secretary.

Knoxville, Tenn., June 12, 7:30 p. m.—Knoxville Florists' Society. Robert E. Mapes, P. O. Box 116, Knoxville, secretary.

Lake Forest, Ill., June 12, 8 p. m.—North Shore Horticultural Society at Anderson's hall. Robert Kuehne, Lake Forest, secretary.

Lake Geneva, Wis., June 17, 8 p. m.—Lake Geneva Gardeners and Foremen's Association at Horticultural hall. William McKinnon, Lake Geneva, secretary.

Lancaster, Pa., June 15, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce. Albert M. Herr, R. F. D. No. 8, Lancaster, secretary.

Newport, R. I., June 13, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. William G. Taylor, 15 Congdon avenue, Newport, secretary.

New York, June 12, 7:30 p. m.—New York Florists' Club at 33 West Thirty-ninth street. John Young, 43 West Eighteenth street, New York, secretary.

New York, June 14, 8:30 p. m.—Greek-American Florists' Association at 119 East Twenty-third street. Spiros Sakas, 260 Third avenue, New York, secretary.

Poughkeepsie, N. Y., June 14, 2 p. m.—Dutchess County Horticultural Society at Falkhill building. Theodore H. de Groff, Hyde Park, N. Y., secretary.

Seattle, Wash., June 12, 8 p. m.—Seattle Florists' Association at Henry building. W. S. Goldsberry, 213 Pine street, Seattle, secretary.

St. Louis, Mo., June 12, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, 3119 Grand avenue, St. Louis, secretary.

Toronto, Ont., June 12, 8 p. m.—Toronto Retail Florists Club at Dunlop's hall. H. W. James, 336 Queen street West, Toronto.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted to Buy—A retail florist's business in New York or vicinity; give full particulars. Address,
Key 842, care American Florist.

Situation Wanted—By a first-class grower of cut flowers; general line of fancy potted plants and bedding stock; good man on cyclamen. Would prefer a well kept place in middle western states as a foreman or grower; steady position only. German; single man; middle aged. State full particulars in first letter. Address
Key 843, care American Florist.

Situation Wanted
GROWER
Single, 25 years' experience. Address
Key 827, care American Florist.

Situation Wanted
Experienced designer and salesman, capable of taking complete charge of store. Address
Key 844, care American Florist.

Situation Wanted
Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.
Key 832, care American Florist.

Situation Wanted
Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.
Key 839, care American Florist.

Salesmen Wanted
We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also frize wreaths, funeral wreaths, florist fillers. Address
Key 838, care American Florist.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.
ELIZABETH, N. J.

Seed Salesman
With thorough knowledge of varieties, wanted to call on truckers and other growers in California. Good, progressive position to the right man. Address
Key 841, care American Florist.

ATTENTION!
About four years ago a notice appeared in the Trade papers that the gardener Paul Albert Thiele, about 54 years old had been killed by some railroad in the middle west.
I appeal to any one who knows about this accident to inform **MR. WM. KLEINHEINZ, OGONTZ, PA.**, when and where this occurred.

UNSURPASSED OPPORTUNITY!
New **GREENHOUSE**, built right; set on iron posts, nearly 10,000 of feet of glass, big propagating room, sixty horse boiler. Over one acre of the best of ground, excellent location, good streets on three sides, \$2,000, tomato crop now flowering. A new big double-constructed bungalow in connection; also big garage and a good automobile. Dandy boiler also at the bungalow, heats the residence and the propagating room. Everything in excellent shape. Must sell quickly on account of wife's health.
Everything as described goes for \$11,000, if taken immediately. About \$5,000 cash will handle; balance can run on good terms.
This is fully \$5,000 under value. Inquire of

CABLE REALTY CO.
5829 72nd St., S. E., Portland, Ore.
Phone 613-33.

Salesman Wanted
By large mail order seed house; experienced man to take full charge of flower, seed and bulb department, must be able to make up catalogue. State age, experience and salary. Address
P. O. Box 1296, Philadelphia, Pa.

HELP WANTED
A first-class, thoroughly experienced, live wire nurseryman and florist, to help organize, take stock in, and assume the active management of a nursery business in Dallas, Texas, a city of 200,000 population. There is a big demand for shrubbery, roses, etc., and the location being splendid makes a fine opening for a business of this kind. For further information apply to
ROBERT NICHOLSON
DALLAS, TEXAS

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$6.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

Trade Directory
— OF THE —
Florists, Nurserymen, Seedsmen, Etc.
— OF THE —
United States and Canada
NEW EDITION NOW READY.
Price: \$5.00, Postpaid.
PUBLISHED BY THE
AMERICAN FLORIST CO.
440 South Dearborn Street, Chicago, Illinois



Herman Sanders, gardener
of the F. O. Lowden estate
at Oregon, Ill.

**"I highly approve of the
work done by your men"**

*The tribute of Herman Sanders
to Davey Tree Surgery*

Sinnissippi Farms,
Oregon, Ill.

The Davey Tree Expert Co., Inc.
Kent, Ohio.

Gentlemen:

I highly approve of the work done by your
men on the trees of the F. O. Lowden
estate last year.

Your methods in Tree Surgery are scien-
tific and effectual, and we are entirely
satisfied.

Sincerely,

Herman Sanders,
(Gardener F. O. Lowden estate).

Every gardener and estate superintendent
has a most important work in the saving
of trees under his care.

Davey Tree Surgery brings to his aid
the highest development of science plus
a generation of experience. A careful
examination of your trees will be made
by appointment.

THE DAVEY TREE EXPERT CO., Inc., 2306 Elm St., Kent, Ohio

Branch offices with telephone connections: New York, Astor Trust Building, Fifth Ave.
and 42nd Street; Philadelphia, Land Title Building; Baltimore, American Building;
Detroit, General Motors Building; Boston, Massachusetts Trust Building; Chicago,
Westminster Building; St. Louis, Central National Bank Building.

Permanent representatives available in districts surrounding Boston, Springfield,
Lenox, Newport, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica,
L. I., Montclair, New York, Philadelphia, Harrisburg, Baltimore, Washington, Rich-
mond, Buffalo, Toronto, Pittsburgh, Cleveland, Detroit, Cincinnati, Louisville,
Indianapolis, Chicago, Milwaukee, Minneapolis, St. Louis, Kansas City. Canadian
address, 252 Laughauciere West, Montreal.



An extremely difficult filling operation performed
by Davey Tree Surgeons on a large tree on the
F. O. Lowden estate at Oregon, Ill. The cavity
extends nearly the entire length of the trunk.



JOHN DAVEY
Father of
Tree Surgery

DAVEY TREE SURGEONS

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely
representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuineness

BULBS, PRESENT and FUTURES

When you buy imported bulbs from us, you buy them by measure, in centimeters or inches and so accepted by us. This means much, as against those people who sell "firsts," "seconds" or "thirds" and give you no assurance as to what such grades measure.

For 40 years
VAUGHAN'S
SEED STORE
at New York
and Chicago
has supplied
the most
critical
FLORISTS
with
forcing bulbs.
If you
have not
placed your
ORDER
or you
have not
confirmed
your order
at stated
prices
why not
send us
your list
for pricing.
Where prices
are not
fixed
we can
give you
valuable
information.

- 1st Long and satisfactory connections with the best foreign houses.
- 2nd Credit arrangements and closest buying at favorable exchange rates.
- 3rd First early shipments, followed by one or more later ones covering entire shipping season.
- 4th Earliest deliveries of early forcing items which cannot rightly be delayed for main supply.
- 5th Covering by us of all "Special Expenses" excess brokers' fees and port charges at New York, in which nearly every U. S. Florist grower has been persistently robbed for the past five years. We eliminate this.
- 6th Because of the above, we ask that you submit to us a list as nearly as possible of what you expect to use between now and next November in these imports, part of which we specify below, and let us submit to you approximate prices and certain further details regarding delivery dates which we know will interest you.

We take this opportune time to list here a few vital reasons why Vaughan's Seed Store at New York and Chicago is especially well prepared to take the responsibility of supplying in season at right prices your Whole list of Forcing Bulbs both American grown and imported French, Dutch and Japanese.

SPECIAL JUNE OFFERS

For Immediate Shipment

GLADIOLUS BULBS

	Per 1000
America, First.....	\$20.00
America, Medium.....	16.00
Augusta, First.....	32.00
Augusta, Medium.....	25.00
Halley, First.....	33.00
Halley, Medium.....	27.00
MRS. F. PENDLETON, Medium.....	35.00
Mad. Monneret, First.....	23.00
Florists' Mixed, First.....	25.00
Rainbow Mixed, First.....	40.00
Standard Mixed, First.....	18.00

FOR IMPORT

TULIPS

Darwins, 15 or 20 named varieties.....	¹⁰⁰⁰ \$23.00
Single Early, 10 or 15 named varieties.....	20.00
Double Early, 8 named varieties.....	22.00
All of our selection from best leading sorts catalogued by us.	

HYACINTHS

First size, 19 ctns. and up, named vars ..	¹⁰⁰⁰ \$75.00
Second size, 17-19 ctns., named vars....	50.00
Third size, 16-17 ctns., named vars....	37.00
Fourth size, 15-17 ctns., in colors.....	32.00

CHICAGO VAUGHAN'S SEED STORE, NEW YORK
Bulb Importers and Quantity growers of Gladiolus, Cannas, Etc.

Buy Direct From The Grower

OUR ROSES

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at rate of.....	\$12.00
Choice long stems, all Russells.....	16.00
Good medium length, our selection.....	\$6.00 to 8.00
Good short in lots of 800 or more, our selection.....	\$3.00 to 4.00

When ordering please state what grade wanted.

ASPAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

NEW FANCY FERNS—\$2.00 per 1000.

All seasonable flowers we will buy for our customers at market prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Mention the American Florist when writing.

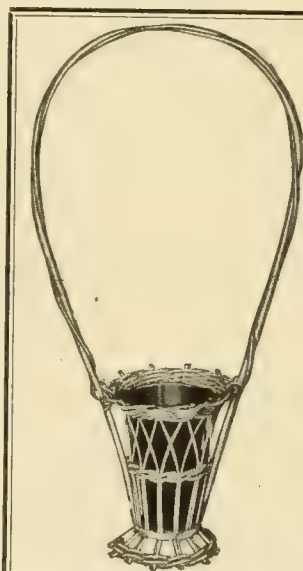
Chicago.

STOCK IS PLentiful.

Stock is plentiful in practically all lines and is obtainable in large lots at attractive prices. Peonies are arriving in large quantities including heavy cuts of local grown stock and some shipments from Wisconsin. Gladioli are in heavy supply in all the leading commercial varieties and very choice stock is obtainable. Roses are to be had in quantity in all the varieties grown for the market and the same holds true for carnations. Sweet peas are in fair supply and in good demand. Orchids are holding their own and the market is steadier on lily of the valley. Lillies are obtainable at a few of the shops. Some callas are seen and so are lupines and irises. Daisies, calendulas, snapdragons, larkspur, delphiniums, feverfew, candytuft, stocks, cornflowers, gypsophila, pansies, statice and other miscellaneous indoor and outdoor stock are on the list of offerings. New ferns are arriving in heavier supply and while the old stock is nearing the end, there will be plenty on hand for several weeks yet. Business has been fair and while there is much room for improvement no one is complaining and the demand appears to be increasing.

THE LANDIS AWARD.

Chicago's Landis Award building boom smashed all records in the history of the city during the month of May and brought the two most important points in the programme of the citizen's committee to enforce the Landis award a long step nearer to accomplishment. The points are—the creation of a graft and strike free building boom, which will end the housing shortage, and a reduction in rents big enough to bring contentment to the wage earner. The total value of the permits for building taken out in



Fancy Handle Baskets

(With containers included)

For the Bride, the Graduate, for birthdays and many other occasions. We carry a liberal assortment of sizes, styles, etc. Prices vary at from 40c up to \$2.50 each. We recommend ordering a sample assortment for about \$10.00 to \$15.00.

(Complete list of many other items sent free.)

Geo. H. Angermueller Co.

WHOLESALE FLORISTS

1324 Pine Street,

ST. LOUIS, MO.

Established 1905

May was \$27,029,650, nearly \$4,000,000 more than the previous high monthly record. They provide for 635 single family residences and 371 apartment buildings, most of which are of large size. In all, 2,753 families will be housed by the new structures when completed.

COMMERCIAL FLOWER GROWERS MEET JUNE 15

The Commercial Flower Growers of this city will hold their annual meeting and banquet Thursday evening, June 15, at 6 p. m., at the Randolph hotel. It will be ladies' night and all growers are urged to bring their wives, sweethearts

or friends. The entertainment committee, consisting of Peter Pearson, Andrew Benson and Rudolph Ellsworth, has arranged an interesting programme of refined entertainment and an enjoyable evening is assured to all who attend. Banquet tickets, are \$1.50 each and may be obtained from Secretary Otto H. Ameling or any member of the committee.

NOTES.

Fred Dietsch, of the A. Dietsch Co., brought back several nice orders for greenhouses on his recent visit to the growers in Cincinnati, O., and vicinity.



Order June Wedding Supplies Now

Our Wedding Accessories Department is replete with every requisite

RIBBONS

No. 2 Picot Edge Gauze.

With very fine lustre satin stripe, in White, Pink and Nile.

Per bolt, 50 yards.....\$ 2.25
Per 10 bolts..... 21.00

No. 2 Metallic Gauze.

White and Pink.

Per bolt, 50 yards.....\$ 1.50
Per 10 bolts..... 14.00

No. 2 Messaline Gauze.

White and Pink.

Per bolt, 50 yards.....\$ 1.50
Per 10 bolts..... 14.00

6-Inch Metalline.

Plain, Special.....\$0.16 yard
Fancy Edge, Special..... .20 yard

6-Inch Crepe Metalline, No. 1650.

With No. 2 Picot Edge Gauze, 8 inches over all, Pink and White 35c per yard.

Prices on Aisle Posts, Kneeling Rests, Wedding Gates, etc., sent on request.

VERY SPECIAL OUR No. 666 BRIDAL CHIFFON

8-inch White Valley Chiffon edged with No. 2 Metallic Ribbon.

8-inch White Plain Chiffon edged with No. 2 Metallic Ribbon in Pink, Blue, Nile or Lavender.

Bolts of about 30 to 40 yards—Regular price 25c per yard, **SPECIAL** for this Month, 20c per yard.

BASKETS

White Enameled Princess Baskets For Flower Girls.

No. 2	\$0.60 each	\$ 7.00 dozen
No. 3.....	.70 each	8.00 dozen
No. 4.....	.80 each	9.00 dozen
No. 5.....	.90 each	10.00 dozen

All good sizes, but No. 4 being the most popular.

Imported Natural Flower-Girl Baskets

Three to a nest in the two popular sizes.

No. 9615.....	\$1.00 a nest
No. 9616.....	1.25 a nest

Bridal Batons\$2.50 each

Princess Brides—Maids' Staffs
\$4.00 each

Shepherds' Crooks..... 2.50 each

Made Up Showers.

Of No. 2 Messaline Gauze.

14-inch	\$1.00 each	\$11.00 dozen
30-inch.....	1.25 each	13.50 dozen

POEHLMANN BROTHERS COMPANY

Complete Service for Florists
CHICAGO

Phone Randolph 0635

66-74 East Randolph Street

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Mention the American Florist when writing

A Northwestern train crashed into a truck containing nine employees of the F. D. Clavey nursery, June 5, near Highland Park, Ill., killing four and seriously injuring five others. The dead are Frank Ibach, Earl Lee, Robert McGann, and Olaf Peterson. The injured are John Peterson, William Allen, Arthur Williams, Thomas Melasky, and George Kelly.

Miss Zandra Anderson, bookkeeper for the John Kruchten Co., and William Rausch, of the American Railway Express Co., will be married, June 17, and have the best wishes of a large circle of friends for a happy wedded life. The young ladies in the market entertained Miss Anderson at luncheon at Field's one day last week in honor of the occasion.

Poehlmann Bros. Co. has leased the entire building on North Wabash avenue just across the alley from the E. C. Ameling Co. on the south, and will take possession in the near future. Their lease reads for 15 years and the move from this concern's present Randolph street location brings them a trifle nearer to the market in general.

Philip L. McKee, of the American Greenhouse Manufacturing Co., has invested in a new Ford sedan to travel back and forth from his office in the Masonic temple to his new home at Wilmette. He still has the Packard for long distance trips.

Wm. Hasselman, of Independence, Kans., is here on business connected with the new range that he is building to replace the houses that were wiped out by the flood last April, when his loss was close to \$20,000.

Miss Fern Sowards, daughter of Mr. and Mrs. Jason Sowards, of Chillicothe, and Peter Mamonas, of the Alpha Floral Co., were married recently and have the best wishes of their friends for a happy and successful future.

John Peter Sinner, better known to the trade as "Champ" and brother of John Sinner and a partner in the old wholesale firm of Sinner Bros., died this week, an account of which appears in the obituary column.

The Foley Greenhouse Mfg. Co.'s new factory site, consisting of over two acres of ground, well located near the elevated road, has been enclosed by a substantial fence and work on the buildings is progressing rapidly.

Mangel had a big day May 31 when several good sized wedding orders were filled. Funeral work was also plentiful and it was very late in the evening when the force quit for the day.

Peter Reinberg, Inc., is receiving regular shipments of roses from a section of Wieter Bros. old range consisting of Columbia, Mrs. Chas. Russell, Premier, Sunburst and Butterfly.

C. E. Bernston, who is operating the store and greenhouses of the late Daniel Branch at 313 East Fifty-first street, re-

ports business as good, with a strong call for bedding plants.

Zech & Mann are supplying their customers with extra fancy gladioli which are seen in quantity at this establishment. Peonies are also a big item at this house.

Miss D. R. Masonick is conducting the new retail store at 106 East Fifty-first street, doing business as the Flowerdell. Buchbinder Bros. furnished the fixtures.

A. L. Shaw, well-known fern man, with headquarters at A. L. Vaughan & Co.'s store, leaves for Massachusetts, June 10, to arrange for his next season's supply.

Champ Weiland, superintendent of the Weiland-Risch Co.'s greenhouses at Evanston, underwent an operation at St. Francis hospital last week.

William H. Hilton died at his home at 5319 Blackstone avenue, June 6, further particulars appearing in the obituary column this week.

Bassett & Washburn are cutting choice roses, which are selling nicely, considering the heavy supply of stock offered in this market.

Heaton Nichols, who has been with the Oshkosh Floral Co. as general manager for almost a year, returned here this week.

The John Kruchten Co. received its first shipment of peonies from Wisconsin, June 1, considerably earlier than last year.

The J. A. Budlong Co. is supplying its trade with cornflower and gypsophila in quantity in addition to all other stock.

A. L. Vaughan & Co., are handling a large supply of choice peonies and gladioli in addition to their regular line.

The Joseph Foerster Co. received the first cut of Milady roses from the Spandikow range at Maywood, June 5.

The Chicago Flower Growers' Association is strong on gladioli in addition to all other seasonable stock.

Poehlmann Bros. Co. shipped a car of palms valued at \$7,900 to a Massachusetts buyer last week.

Paul Richmond has accepted a position with Raske's Flower Shop, entering upon his duties, June 5.

Ernst Wienhoeber's many friends will regret to learn he had a serious paralytic stroke last week.

Vaughan's Seed Store reports heavy sales of cannas, dahlias and other bedding plants.

E. J. Steele, of Steele's Pansy Gardens, Portland, Ore., called on the trade here last week.

Ben Arends of the George Reinberg force, broke a leg while playing ball June 4.

H. G. Frey, of the McCallum Co., Pittsburgh, Pa., was a visitor this week. R. L. Walthers, of Tomahawk, Wis., was here on business June 2.

Archie Spencer is driving a new Dodge sedan.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

**Absolutely the finest supply
of Cut Lilies in this market.**

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

**Crusader
Ward**

**Sunburst
Ophelia**

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

PEONIES

DAISIES

PANSIES

GLADIOLI

STOCKS

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Calendulas, Sweet Peas, Easter Lilies, Callas,
Peonies, Snapdragons, Gladioli.

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality
Speaks
Louder
Than
Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner
Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

A. Henderson & Co. say the retail demand for plants and seeds continues wonderfully good for this advanced date.

Homer Lange has purchased a sailboat and will spend his spare moments gliding over Lake Michigan.

John P. Degnan, of the American

Bulb Co., is now busy on the firm's new fall bulb catalogue.

J. Oliver Johnson is working on a special golf green grass seed catalogue.

Visitors: Mrs. Miller, of the Racine Floral Co., Racine, Wis.; Jim Hembreiker, of Hembreiker & Cole, Springfield,

NEW CASTLE, PA.—Joe Aleia has added a house to his range on Shenango street.

LOUISVILLE, KY.—O. C. Johns, representing Poehlmann Bros. Co., has a display of supplies at the Tyler hotel, where he will be for at least another week.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

Bigger Than Ever Supply Of Cut Flowers

Exceptionally fine Roses, Carnations, Gladioli, Peonies, Sweet Peas, Daisies, Larkspur, Delphiniums, Calendulas, Valley, Lilies and Pansies together with all the other indoor and outdoor flowers in season not to mention Greens of every description.

☞ Can supply a few more regular customers—Get in touch with us today.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

Large and Complete Supply of Cut Flowers and Greens.

Kansas City, Mo.

HEAVY VOLUME OF BUSINESS.

The volume of business for the holiday was slightly greater than in 1921 but with a decline in total cash receipts due to the severe competition of outdoor stock such as peonies, rambler roses, bush roses, etc. Roses brought \$1.50 per dozen and up, carnations, \$1 to \$1.50 per dozen. Cape Jasmine ranged from 35 cents to \$1.50 per dozen, gladioli selling at \$3 to \$5 per dozen. In pot stock, roses, hydrangeas, geraniums, coleus, ferns, etc., met with good sales. Hanging baskets, wreaths and sprays made up of fresh flowers and prepared foliage as well as wax flowers, moved

better than was the case last year. A considerable quantity of bedding stock was disposed of for planting on graves. The wholesale houses report a heavy business and were well cleaned up although many peonies were thrown away.

FLORAL PARADE.

The trade will have its hands full here next week, when a large floral parade, celebrating the thirtieth anniversary of the city's park and boulevard system will be featured, June 17. Nearly every business house in the city will enter a float and numerous banquets and entertainments are scheduled for the week.

NOTES.

W. J. Barnes was more than pleased

with the holiday trade, selling quantities of cut flowers, madeup plant baskets, willow hanging baskets filled with bedding stock, etc. He also featured sprays of cypress, ruscus and wax roses which went exceptionally well. Wreaths of the same material proved popular.

The W. L. Rock Flower Co. featured fine magnolia wreaths in its window and sold quantities. Pot plants, madeup baskets and cut flowers moved well, and the firm was well pleased with the holiday business.

A. F. F. Barbee was highly gratified with the Memorial Day business, reporting that it exceeded yast year's. The flower venders, who lined the front gate of the cemetery, made no impression on his business.

BIG SUPPLY PEONIES

Extra fine home-grown stock in all the leading commercial varieties at attractive prices with special quotations on quantity lots.

FANCY GLADIOLI

Can supply you with what you need at very reasonable prices.

Roses, Valley, Orchids, Carnations, Sweet Peas, Daisies, Snapdragons, Calendulas, Lilies, Pansies, Larkspur, Delphiniums, Lupines, Iris. All other seasonable Cut Flowers and complete line of Greens.

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

Mention the American Florist when writing

HIGH GRADE CUT FLOWERS

For Weddings and Commencements

Peonies, Roses, Orchids, Valley, Lilies, Sweet Peas, Daisies, Gladioli, Snapdragons, Calendulas, Lupines, Larkspur, Delphiniums, and a complete line of all other miscellaneous seasonable stock, including the best Greens obtainable.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

E. A. Humfeld said: "This is one time my farm came in very handily. I cut a world of flowers and knew just how old or fresh each one was." He was more than satisfied with the trade.

Surprised at the way trade came in, Edw. Ellsworth, who recently took charge of the Rosery, was glad to meet old customers, who were pleased to see that he had returned.

"We certainly had to move some to keep up with the demand," stated Fred Weber, of the Linwood Floral Co. Bedding plants were very popular.

Madeup wreaths of magnolia were popular at Samuel Murray's as was California statice. Cut flowers moved slowly.

"We sold a quantity of wreaths and

are generally satisfied with the business," stated Arthur Newell.

The Alpha Floral Co. did well in decorations, both the local and out of town demand being very heavy.

Miss J. E. Murray was pleased with the business.

A heavy trade was had by Aug. Luther.

E. J. B.

ERNE & COMPANY

-WHOLESALE FLORISTS-

30 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Evansville, Ind.

GOOD MEMORIAL DAY DEMAND.

The demand for Memorial Day was the heaviest in many years, with sufficient stock for all purposes. Funeral work has continued fairly brisk and the era of weddings is at hand and this will add greatly to the volume of business. There were plenty of peonies for Memorial Day trade. The warm weather and extra heavy rains brought them in earlier than in previous years. Roses, carnations, peonies and sweet peas sold at satisfactory prices. Roses have been plentiful this summer and the quality has been unusually fine. Magnolia wreaths sold well. Dealers report that they have not yet felt the effect of the coal strike that started April 1. Coal mines in western and northern Kentucky in some instances are being operated on three shifts a day and hundreds of cars of coal are shipped daily from that state. Coal prices here have not materially advanced since the starting of the strike.

NOTES.

Walter Blackman, of the Wm. Blackman Floral Co., who is a member of the patrol of Hadi Temple of Shriners here, left on June 3 for San Francisco, Calif., with the Hadi patrol and band for the purpose of attending the annual supreme meeting of the shrine in that city. He will be gone for more than two weeks.

A number of flower shows are on the calendar for the month of June in towns and cities in southern Indiana, southern Illinois and western and northern Kentucky.

Mel Lockyear, of the Lockyear Floral Co., will take a leading part in the annual state Sunday-school convention that will be held in this city June 13-15. W. B. C.

Nashville, Tenn.

SLIGHT TRADE INCREASE FOR HOLIDAY.

Memorial Day was observed as usual. Exercises were conducted at the national cemetery where 14,000 veterans are buried. Each grave was decorated with a United States flag and flowers strewn on many of them. The flowers, however, were not of the florists' variety, for every garden, public and private, in and around the city is a riot of bloom and many blossoms were taken to the cemetery. Some of the early spring flowers have disappeared, such as peonies, lilacs, syringas and all the bulbous stock. Other stock including Ascension lilies, corn lilies and many types of the old fashioned roses namely, Micra Filia, Floribunda and Dorothy Perkins is seen in profusion. A better call for

Neponset Waterproof Paper FLOWER POTS

These pots are nested and packed in cases of 1,000 each.

Sizes	Per 1000	Per 500	Per 100	Sizes	Per 1000	Per 500	Per 100
2 1/4 inch.....	\$4.50	\$2.75	\$0.65	4 inch.....	\$11.50	\$ 6.25	\$1.50
2 1/2 inch.....	5.50	3.25	.75	5 inch.....	18.10	9.00	2.00
3 inch.....	7.50	4.25	1.00	6 inch.....	24.00	12.00	2.75
3 1/4 inch.....	9.50	5.25	1.25				

COMPLETE LIST OF MANY OTHER ITEMS SENT FREE.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.



Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co., LOWELL, MASS.,
U. S. A.
DEPT. XYZ

Mention the American Florist when writing.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

Mention the American Florist when writing.

stock was reported this year especially in wreaths. The plant season is in full swing and excellent prices are being obtained. Commencement and wedding work is heavy, many of the latter being scheduled throughout the month.

Leon Geny and family made a short stay at "Old Jefferson" recently.

M. C. D.

Tonner



John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

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H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1129-1131 Arch St., Philadelphia, Pa.

146 West 18th St., New York.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

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E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen.	Dozen.
Roses, Mrs. Chas. Russell	6.00 @ \$	20.00
Butterfly	4.00 @	15.00
" Columbia	4.00 @	20.00
" Dunlop	4.00 @	20.00
" Premier	6.00 @	20.00
" Hoosier Beauty	6.00 @	20.00
" Killarney Brilliant	4.00 @	15.00
" White Killarney	4.00 @	15.00
" Mrs. Geo. Shawyer	4.00 @	15.00
" Milady	6.00 @	20.00
" Mrs. Aaron Ward	4.00 @	15.00
" Sunburst	4.00 @	15.00
" Ophelia	4.00 @	15.00
" Dbl. W. Killarney	6.00 @	20.00
" Cecile Bruner	2.00 @	3.00
Calendulas	3.00 @	4.00
Daisies	2.00 @	3.00
Cattleyas, per doz.	12.00 @	18.00
Valley	6.00 @	8.00
Carnations	3.00 @	5.00
Easter Lillies		25.00
Sweet Peas	1.00 @	2.00
Peonies	4.00 @	8.00
Gladioli, per dozen	1.00 @	2.00
Fansies, dozen bunches	1.00 @	1.50
Adiantum	.75 @	1.50
Ferns, per 1,000		4.00
Galax, per 1,000		2.00
Leucothoe		1.00
Sprengeril, Plumosus Sprays,		
per bunch	.50 @	.75
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry, per case		7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

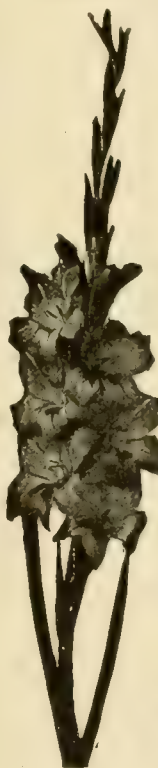
Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye.

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.



THE BOOK OF GLADIOLUS

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BY
**Matthew
Crawford
AND
Dr.
Van Fleet**

Second Edition now
ready with valuable
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PRICE, POSTPAID, \$1.50
AMERICAN FLORIST CO.,
440 S. Dearborn St.
CHICAGO.

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

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George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Kil-
larney Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

No excuse for BAD CREDIT RISKS
when a member of the

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NATIONAL SERVICE
General Office: Federal Life Building
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EASTER

LILIES

in any quantity
of the Best quality
in bud or open flowers
price very reasonable.

Wire your order for a
hundred or a thousand
and we can make immediate shipment.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

HUGE VOLUME AT LOW PRICES.

The consensus of opinion, now that Memorial Day is past and its record made, is that its importance as a floral holiday is increasing, that this year there were more flowers sold than ever before, but at greatly reduced prices from those of 1921 and that the supply was fully twice that of last season, which made it very difficult to maintain values. That the local demand falls far short of what is possible if retailers would feature and work up the business was clearly brought out. The balance of the week since the holiday has been anything but encouraging; there are still quantities of peonies and an unlimited supply of outdoor flowers, such as annual larkspur and belladonna, coreopsis, candytuft, Sweet William, cornflower, Shasta daisies, Candidum lilies, gaillardia, etc. Roses appear to be working overtime, as there are far more than the market calls for; the quality is fine. Carnations are at least one-third greater in quantity than last year. There are still plenty of sweet peas and calendulas. Callas and Easter lilies are overstocked and hard to sell. In spite of this apparent surplus, some wholesalers report that not very far back much less stock would make a glutted condition that it was almost impossible to move, at prices less by half than those now prevailing.

June 6.—Outdoor stock came to the market this morning by the wagon load, larkspur, gaillardia, coreopsis, cornflower, Sweet William, etc., which, together with large shipments of greenhouse flowers, gave the wholesalers, in the face of the very light demand, heavy work to handle it.

ROSE AND PEONY EXHIBITION.

The Pennsylvania Horticultural Society's rose and peony exhibition, scheduled to be held at Masonic hall, Ard-

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, June 7.		Per 100
Roses, American Beauty..	\$ 4.00@	\$ 50.00
" Russel	4.00@	12.00
" Dunlop	4.00@	8.00
" Pilgrim	4.00@	8.00
" Crusader	6.00@	16.00
" White Killarney...	8.00@	20.00
" Ward	4.00@	8.00
" Maryland	4.00@	8.00
" Hoosier Beauty...	6.00@	12.00
" Columbia	4.00@	8.00
" Hadley	6.00@	16.00
" Premier	4.00@	8.00
" Ophelia	4.00@	8.00
" Butterfly	4.00@	8.00
" Cecile Brunner...		3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons, fancy	1.00@	2.00
Carnations, fancy		6.00
Carnations, ordinary	2.00@	3.00
Cattleyas, per doz.		13.00
Callas	1.00@	2.00
Lily of the Valley	6.00@	8.00
Smilax, per dozen		6.00
Cypripediums, dozen		4.00
Sweet Peas	1.50@	2.00
Myosotis, per bch.		.50
Marguerites	2.00@	3.00
Snappers	1.00@	2.00
Fansies		1.50
Delphinium	1.00@	1.50
Gladioli	2.00@	2.50

BUFFALO, June 7.		Per 100
Roses, White Killarney..	\$ 6.00@	\$ 12.00
" Dbl. Wht. Killarney	6.00@	12.00
" Milady	6.00@	12.00
" Maryland	3.00@	6.00
" Sunburst	3.00@	10.00
" Columbia	3.00@	20.00
" Ophelia	3.00@	10.00
" Russell	8.00@	15.00
" Premier	6.00@	18.00
" Cecile Brunner	3.00@	4.00
Calendulas	2.00@	5.00
Carnations	2.00@	4.00
Easter Lilies	15.00@	20.00
Mignonette	3.00@	5.00
Rubrum Lilies	8.00@	10.00
Snappers	3.00@	10.00
Sweet Peas	1.00@	2.00
Daisies	1.00@	2.00
Calla Lilies	10.00@	20.00
Gladioli	10.00@	12.00
Peonies	4.00@	6.00
Delphinium	8.00@	10.00

PHILADELPHIA, June 7.		Per 100
Roses, Beauty, special...	\$50.00@	\$75.00
" Butterfly	4.00@	10.00
" Ophelia	4.00@	10.00
" Columbia	4.00@	15.00
" Mrs. Chas. Russell.	6.00@	20.00
" Dbl. Wt. Killarney.	4.00@	10.00
" Hadley	10.00@	20.00
" Sunburst	6.00@	10.00
" Wards	3.00@	6.00
" Premier	4.00@	12.00
Adiantum	1.00@	1.50
Asparagus, bunches....	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	1.00@	2.00
Carnations	2.00@	5.00
Cattleyas	100.00@	150.00
Easter Lilies	8.00@	12.00
Sweet Peas	.50@	1.50
Callas	6.00@	12.00
Snapper, per doz.	.50@	1.00
Smilax		.35
Lily of the Valley	5.00@	6.00
Gladioli, doz.	.75@	1.50
Peonies	3.00@	5.00

more, June 6, was on account of the early season transferred to the hall of the Manheim Cricket Club at Haverford for Friday, June 2. As placed in the spotlessly white interior of the hall, the gay colored flowers made a fine showing. While professional florists were not barred, all exhibits were from amateurs, except possibly the peonies of James Boyd, whose collection may be called professional. A rather singular proviso was that none of the exhibitors could stage their own flowers, all collections and arranged baskets, vases, bowls, etc., being taken into the hall

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager
No. 7 South Mole Street.

PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets
and Carnations

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

and placed by a committee of ladies. The collections of hybrid, hybrid tea and climbing roses contained some quite large entries. Oriental poppies, larkspur, peonies and collections of herbaceous stock were the outstanding features in cut flowers. Floral arrangements for the dinner and breakfast table, also for hall and library tables, brought into use all the latest style bowls, most of which, with the aid of glass block holders, were very prettily filled. Mrs. Wm. F. Dreer won a silver cup for the best display of larkspur and James Boyd most of the prizes for peonies, the flowers of which were very fine. A. B. Cartledge and A. M. Campbell were among the judges.

FLORISTS' CLUB MEETING, JUNE 6.

The regular Florists' Club meeting was held at the Adelphia hotel, June 6, with a very good attendance. The Sesqui-Centennial Exposition, to be held here in 1926, brought out a heated discussion. Mayor Moore sent his regrets in not being able to address the florists. A committee was appointed to make an effort to secure the convention of the Society of American Florists for 1926. The Mothers' Day advertising committee, through its chairman, presented a very gratifying report, showing subscriptions of \$1,750. A vase of the new rose, Mrs. Warren G. Harding, shown by A. N. Pierson, Inc., Cromwell, Conn., aroused considerable interest. The meeting adjourned.

NOTES.

James C. Clark, the fern expert of Henry A. Dreer, Inc., states that cibotiums, which are now so essential to the decorator, should be grown with plenty of light and air, so as to harden the foliage. The dark green luxurious fronds are all right to look at, but they have no lasting qualities. Five thousand trays of seedling ferns, mostly Pteris, containing well over 1,000,000 plants, are making a fine growth; these are sold to florists to pot up in 2¼-inch

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
 and Greens

C.C. POLLWORTH CO.

CUT FLOWERS
 PLANTS, BULBS
 FLORISTS'
 SUPPLIES
 MILWAUKEE, - WIS.

Write For Our
Price List
On Cut Flowers
H. G. BERNING

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GUST. RUSCH & CO.

WHOLESALE FLORISTS

Jobbers in Florists' Supplies
 Headquarters of the Cudahy Roses

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MILWAUKEE, WIS.**Pittsburgh Cut Flower Co.**

WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,
PITTSBURGH, - PA.

pots for the filling of fern dishes next winter. Dahlias, Mr. Clark believes to be the most popular flowers of the day and a splendid medium in educating the people in the love of flowers. They appear to do well everywhere and with everybody, and the fall dahlia shows that are fast springing up in every community are doing much to instill in the people a love for flowers that will give a great stimulus to the business.

The Leo Niessen Co. reported: "In all our experience we never handled so many flowers before as for the past holiday, but it could not be called a satisfactory trade, as everything was so cheap. With the peonies out of the way we look for a better market, for the rest of the month at least." Choice roses, carnations and cattleyas are features of their large stock.

Wm. J. Baker, now in his 82d year, visited the public schools Memorial Day and was caught by the camera telling war stories to the children. Next day he was surprised to see this little scene reproduced in the Evening Bulletin. "Old Man Bake" is still hale and hearty, but leaves his business to his first lieutenant, Mary J., who is as good as the best of them in the wholesale shops.

Edward Reid had all he could do to keep things on an even keel over the holiday. Between the peony farmers and the greenhouse men, each working overtime, he had his hands full. Roses in full supply, carnations and snapdragon were his best offerings.

The Century Shop presents a very decorative appearance, with the front displaying well flowered hydrangeas, all the pots of which are covered with large sheets of light blue paper. The low pavement box close in under the show

Wholesale Flower Markets

PITTSBURGH, June 7.		Per 100
Roses, Beauty, spl., doz...		\$ 9.00
" " fcy., doz...		7.50
" " ex., doz...		6.00
" " No. 1, doz...		4.00
" American Legion...	\$ 8.00@	25.00
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward...	6.00@	15.00
" Russell	10.00@	30.00
" Columbia	8.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	6.00@	15.00
" Premier	8.00@	30.00
" Madam Butterfly...	6.00@	25.00
Carnations	5.00@	6.00
Calendulas	2.00@	3.00
Calla Lilies, per doz...	2.50@	3.00
Daisies, Yellow	2.00@	4.00
Lilies	15.00@	20.00
Valley		6.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumous, per bunch...		.50
Sprengerl, per bunch...		.60
Sweet Peas	1.00@	3.00
Snapdragons, per doz...	.75@	2.00

CINCINNATI, June 7.		Per 100
Roses, Premier	\$4.00@	\$20.00
" Russell	4.00@	20.00
" Columbia	4.00@	20.00
" Butterfly	4.00@	20.00
" Pink Killarney...	4.00@	20.00
" White Killarney...	4.00@	20.00
" Sunburst	4.00@	20.00
" Mrs. Aaron Ward...	4.00@	20.00
" Ophelia	4.00@	20.00
" Baby Doll	3.00@	4.00
Rubrum	4.00@	8.00
Calla	12.50@	15.00
Easter Lilies		15.00
Yellow Daisies	.50@	.75
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumous (south) per bch...	.25	
Smilax, per string	.15@	.25
Mahonia Leaves		1.00
Stocks		4.00
Cornflowers		.50
Coreopsis		.50

window, filled with golden privet and ivies, gives a good finish.

Berger Bros. are glad the holiday, with its oversupply, is past. So much in the market demoralizes prices and makes it bad all around. Exceptionally fine callas, choice roses and carnations are principal stocks.

E. P. Klinger, who for several years past has been credit man for the Leo Niessen Co., has resigned his position to take up the same line of work with H.

THE McCALLUM CO.

Manufacturers—Importers

FLORISTS' SUPPLIES

Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.
RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

ST. LOUIS, June 7.		Per 100
Roses, Premier	\$2.00@	\$15.00
" White Killarney ..	2.00@	10.00
" Columbia	2.00@	12.50
" Crusader	2.00@	10.00
" Ophelia	2.00@	12.50
" Russell	3.00@	20.00
" Ward	2.00@	5.00
" Butterly	3.00@	10.00
" Sunburst	3.00@	12.50
Carnations	1.50@	5.00
Valley		6.00
Sweet Peas	3.00@	4.00
Callas, per doz.	3.00@	12.50
Lilies, per doz.		12.50
Ferns, per 1,000	3.50@	5.00

MILWAUKEE, June 7.		Per 100
Roses, Killarney, W. K'y...	\$6.00@	\$15.00
" Premier	6.00@	25.00
" Ophelia	4.00@	15.00
" Columbia	6.00@	20.00
" Ward	4.00@	12.00
" Butterfly	6.00@	20.00
Carnations	3.00@	4.00
Daisies	1.00@	2.00
Sweet Peas	1.00@	2.00
Calendulas	4.00@	6.00
Valley	4.00@	6.00
Callas, per doz.	1.50@	2.00
Snapdragons, per 1,000...	6.00@	8.00
Fancy Ferns, per 1,000...		5.00
Asparagus, per bunch...	.50@	.75

Bayersdorfer & Co., where he will have entire charge of this department.

The Philadelphia Growers' Cut Flower Market feature a bountiful stock of roses, carnations and sweet peas. Manager Lynch is now on the job every day, the injury to his leg fast healing up.

K.

HARRY CHARLES, VIOLETS

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Price \$1.00 Postpaid

AMERICAN FLORIST CO.

440 SOUTH DEARBORN STREET, CHICAGO

New York.

MARKET OVERLOADED WITH STOCK.

The market continues to be overloaded with stock and what is selling goes at extremely low figures. As an instance, the bulk of the carnations wholesaled at from \$1 to \$3 per 100, and there is no prospect of improvement until the supply of peonies slackens. Reports from sections of the city including the cemetery florists indicate that Memorial Day business fell far below what was expected and what it should have been. Little is ever expected for it here in Manhattan, but in Brooklyn and Queensborough, where many cemeteries are located, good business is always expected. With the majority of retailers, however, it seems to have been disappointing. It was believed that the recent arrival of the soldier dead from France and the publicity that has been given to all matters connected with the late war and its soldiers, would greatly increase interest in the observance of the day. It is a lamentable truth relating to this city—it may be the same in other cities—that respect and reverence for the home and family relations, the worthy that live and the brave that have died, are on the decline. The race tracks, base ball parks and moving picture theatres are the temples in which too many men and women worship.

June 5.—After several days of rain and fog the weather has turned hot, which is bad for the market and the quality of the stock, some roses arriving mildewed. A better grade of peonies from local growers is in and brings an advanced price over common stock. Carnations are failing rapidly.

MEMORIAL DAY NOTES.

The wholesale, and the majority of the retail stores, were open on the forenoon of Memorial Day, but business was light. The cemetery florists had done most of their buying Monday, and a considerable part of their trade is always in plants. Considering the great amount of stock on the market, much could be bought and yet make little impression on the stock on hand, particularly as it is usually the cheaper grades that is wanted. But for that matter, almost everything sold cheap. In reference to the retailer, it can be said that a large number of good wreaths were ordered for monuments in the city and for the cemeteries, some stores having orders from out of town. In the forenoon, Fifth and Madison avenues were as near deserted as we have ever seen them. As to the weather, the day was all that could be desired, clear with a cool breeze. The interested part of the population flocked to Riverside drive where there was a parade of about 10,000 veterans from the vicinity of 74th street, past the Soldiers' and Sailors' Monument, which is at 89th street, to 92nd street. The parade with its backgrounds was extremely interesting and picturesque. On the east side of the drive the balconies of the tall apartment houses were crowded with spectators; other thousands crowded the sidewalks, doorsteps and every available vantage point. Rows of fine trees in fresh foliage waving overhead gave a woodland touch to the scene. The faded coats of blue of the Grand Army veterans; the drab olive of the Spanish and world war veterans; the white duck of the naval militia and the varied

costumes of the Gold Star mothers, wives and sisters and the Overseas Service League, created a kaleidoscopic scene. There were veterans of the old guards wearing tall shakos and—Hoot, mon—"Sandy" was there in kilt and tartan. The monument stands on the west side of the drive; it was decorated with bunting and many fine wreaths rested at the base. The speaking was from a platform erected there. Another noteworthy event in the afternoon was a parade up Broadway to Mitchell square, Broadway and 167th street, where a monument was unveiled and dedicated. The inscription cut in the granite pedestal reads: "Erected by the people of Washington Heights and Inwood in commemoration of the men who gave their lives in the world war." The monument, a bronze group, represents three soldiers, one of them mortally wounded. The design reminds one of the opening stanza of Mrs. Norton's poem, "Bingen on the Rhine," which reads:

A soldier of the Legion
Lay dying in Algiers,
There was lack of woman's nursing,
There was dearth of woman's tears,
But a comrade stood beside him
While his life blood eb'd away,
And bent with pitying glances
To hear what he might say.

In this group there are two comrades—one supports the wounded man, the other "bends with pitying glances, to hear what he might say." This monument was designed by Mrs. Harry Payne Whitney, who is well known in horticultural circles, as her Long Island estate has furnished many fine exhibits to the flower show held in this city. A number of fine wreaths were placed on the pedestal. Whatever may be said about the policy of selling artificial poppies, it remains a fact that enormous quantities of them were sold on the streets and to some extent they were used in wreaths. Mingling with the crowds throughout the holiday, we did not see \$5 worth of natural flowers worn as boutonnières, but the artificial poppies were everywhere.

Malandre Bros., Broadway and 72nd street, had an exceptionally fine window display, including the national colors and a number of handsome wreaths, some of which were of the prepared magnolia leaves with flowers added. Several noteworthy wreaths had as a basis what the supply men call "cape leaves" but which resemble the leaves of a variety of the leontopodium or Edelweiss.

At the C. A. Dards' store, Madison avenue and 44th street, there was a handsome arrangement of the national colors and many fine wreaths. This establishment had a number of out of town orders.

Leo B. Lowenthal, who conducts the Riviera Flower Shop at Broadway and 169th street, had a fine Memorial Day window decoration and made up good wreaths.

The Olympia Florist, 3799 Broadway, made a fine display of baskets and boxes of gladioli and other flowers, and rose and hydrangea plants.

C. Cardasis, who has a shop at Mitchell square, furnished good wreaths for the dedication of the monument in Washington Heights.

The Colonial Florist, Broadway and 157th street, displayed fine wreaths in his window and a great stock of good flowers.



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31 and 43 W. 18th St., New York

Vidal, Mackintosh, Inc., 342 Madison avenue, displayed excellent Memorial Day features in their show window.

The Washington Heights Floral Co., P. Velotas proprietor, arranged a number of good features.

NOTES.

John Johnson, who for a number of years conducted a retail store at 27 Nevins street, Brooklyn, recently had to move on account of the building being torn down to make room for a larger one. He is now well located at 450 Gold street, not far from the old stand.

P. F. McKenney had a wedding decoration at the Arlington hotel, Binghamton, June 1. Mrs. McKenney, who is an exceptionally clever lady, went up to take charge of the decorations and made up the bridal and other bouquets.

Wm. H. Kuebler, the Brooklyn wholesaler, states that his Memorial Day business was about as good as last year.

The F. W. Massmann store, Montclair, N. J., reports a good Memorial Day business.

A. F. F.

PAUL MECONI
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55-57 WEST 26th STREET
New York City

Telephones:
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HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of
Roses, Violets, Carnations, Valley, Lilies, Etc.
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Telephones: Watkins 300 and 301

Mention the American Florist when writing.

Wholesale Flower Markets

New York, June 7.

	Per 100
Roses, Beauty	\$ 4.00 @ \$ 40.00
" Premier	2.00 @ 20.00
" American Legion	2.00 @ 10.00
" Crusader	4.00 @ 20.00
" Golden Ophelia	2.00 @ 8.00
" Columbia	2.00 @ 10.00
" Pilgrim	2.00 @ 6.00
" Hadley	3.00 @ 20.00
" White Killarney	1.00 @ 4.00
" Dbl. Wh. Killarney	2.00 @ 8.00
" Dunlop	2.00 @ 8.00
" Aaron Ward	3.00 @ 8.00
" Ophelia	2.00 @ 8.00
" Scott Key	4.00 @ 50.00
" Sunburst	2.00 @ 8.00
" Mdm. Butterfly	2.00 @ 10.00
Adiantum Croweanum and Hybrid	1.00 @ 1.50
Carnations	1.00 @ 3.00
Carnation Laddle	4.00 @ 6.00
Cattleyas	75.00 @ 125.00
Daisies, Yellow	.50 @ 1.50
Gladiolus, per doz.	1.50 @ 2.00
L. Rubrum	6.00 @ 12.00
Leucothoe, per 1,000.	6.00 @ 7.00
Lilies, White	6.00 @ 12.00
Lily of the Valley	2.00 @ 6.00
Snapdragons, per doz.	.50 @ 1.00
Darwin Tulips, per doz.	.50 @ .75
Smilax, doz. strings	1.00 @ 2.00
Galax, green and bronze, per 1,000.	1.50 @ 2.50
Ferns, per 1,000.	2.00 @ 2.50
Sweet Peas	.30 @ 1.00
Asp. Plumosus, per bunch, southern	.50 @ 1.00
Peonies, per doz.	.50 @ 1.50
Larkspur, per doz.	1.00 @ 2.00

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Frank H. Traendly Charles Schenck
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Orchids, Roses, Carnations, and all the other best products of the leading growers.

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4509 Broadway and
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GEORGE ASMUS

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Member of F. T. D. A.

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LOS ANGELES, CALIF.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

705 WEST SIXTH STREET

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Cincinnati, O.

HARDESTY & CO.

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EXPERTS TO ARRANGE THEM.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Anderson service means fresh, sturdy stock
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The Palmer House
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Good Stock and Good Service.

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FROM NEW YORK EXCEPT AS NOTED.

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Eastern Ocean, Cosmopolitan Line (Havre-Dunkirk).

FROM PHILADELPHIA, Haverford, I. M. M. Lines (Liverpool).

Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).

June 14.

Paris, French Line (Havre).

FROM BALTIMORE, Mississippi, I. M. M. Lines (London).

FROM HAMPTON ROADS, Maryland, I. M. M. Lines (Antwerp-Hamburg).

Algeria, Cunard-Anchor Line (Glasgow).

Lituania, Baltic - America Line (Danzig-Libau-Riga-Reval).

June 15.

Maartensdyk, Holland-America Line (Rotterdam).

Chicago, French Line (Havre).

FROM BOSTON, Missouri, I. M. M. Lines (London).

FROM BOSTON, Mahopac, I. M. M. Lines (Hamburg).

FROM PHILADELPHIA, Belgian, I. M. M. Lines (Manchester).

Carmania, Cunard-Anchor Line (Liverpool).

Vasconia, Cunard-Anchor Line (London).

June 16.

FROM BOSTON, Breedyk, Holland-America Line (Rotterdam).

June 17.

Rotterdam, Holland-America Line (Rotterdam).

Collamer, Cosmopolitan Line (Bordeaux-St. Nazaire).

Cedric, I. M. M. Lines (Liverpool).

Lapland, I. M. M. Lines (Antwerp).

FROM MONTREAL, Megantic, I. M. M. Lines (Liverpool).

FROM BALTIMORE, Nevistan, I. M. M. Lines (Manchester-Liverpool).

Caronia, Cunard-Anchor Line (Hamburg).

Valacia, Cunard-Anchor Line (London).

Vandyck, Royal Mail Steam Packet Line (Hamburg).

Giuseppe Verdi, Transatlantica Italiana (Genoa-Naples).

San Lorenzo, Porto Rico Line (Ponce-San

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(Members F. T. D.)

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Steamers arriving at or leaving any port can be served at a few hours' notice.

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Ft. Wayne's Largest Up-to-date Cut Flower Store.

Fresh Cut Flowers and Plants From Our Own Greenhouses.

Personal Attention to all orders.

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The Largest Growers of Flowers in the City.

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Brooklyn, N. Y.—James Weir, Inc.
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Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
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Dallas, Tex.—Lang Floral & Nursery Co.
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Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunle.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
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Nashville Tenn.—Joy Floral Co.
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Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans—Metairie Ridge Nur. Co.
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New York—Dard's 44th and Madison Ave.
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New York—Hession.
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New York—Matthew A. Battista.
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Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heintz & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery.

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NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

FOR ST. LOUIS.

WIRE

Grimm & Gorly

Mention the American Florist when writing.

LITTLEFIELD, Florist WORCESTER, MASS.

Mention the American Florist when writing.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
Rhineclander
107-420-775

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Bronx, New York City

Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK Telephone Billings 2073

Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G. E. M. Stumpff

Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS

South Jefferson Street DAYTON, O.
Elks' Building
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

Montclair, N. J.

Tel. L. D. 438

F. W. MASSMANN, INC.
416-418 Bloomfield Ave.
F.T.D. & NATIONAL FLORIST



Deliveries: Mont-
clair, Caldwell,
Verona, Glen
Ridge, Bloom-
field and all of the
Oranges.



Orders in
or around Washington, D.C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
Phone, Columbus 6883

The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.
Orders from other cities receive our per-
sonal attention.

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5463

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

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Kansas City, Mo.

W. J. Barnes
FLORIST-KCMO

Kansas and Western
Missouri.

Up-to-date Service.
F. T. D. Est. 1890

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing.



**Worcester's
Shop
of
Quality and
Service**

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing.

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing.

MICHIGAN.

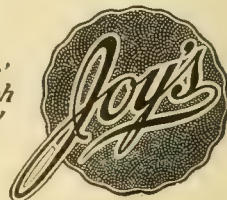
Orders will be care-
fully cared for by**Henry Smith Floral Co., Inc.**Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing.

Name Index to Retail Florists
Filling Telegraph Orders.

Adams, Florist, Minneapolis, Minn.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Apollo Flower Shop, The, Kansas City, Mo.
Austin Floral Co., Austin, Texas.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Battista, Matthew A., New York.
Baumer, August R., Louisville, Ky.
Bee's, Ltd., Liverpool, Eng.
Bramley & Son, Cleveland, O.
Blackstone, Inc., Washington, D. C.
Breitmeyer's Sons, John, Detroit, Mich.
Broadway Florist, New York.
Bunyard, A. T., Madison Ave., New York.
California Florist, Tacoma, Wash.
Clarke's Sons, David, New York.
Congress Flower Shop, Chicago.
Cooke, Geo. H., Conn. and L. Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Eckrich, A., 924 Madison Ave., New York.
Fallon Florist, Roanoke, Va.
Flick Floral Co., Ft. Wayne, Ind.
Fordham Florist, Bronx, New York City.
Fox's, Inc., Milwaukee, Wis.
Frey & Frey, 1338 O St., Lincoln, Neb.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hayes, Irene, New York.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Massman, F. W., Inc., Montclair, N. J.
Matthewson, J. E., Sheboygan, Wis.
McClunie, Geo. G., Hartford, Conn.
Metairie Ridge Nursery Co., New Orleans.
Middlemount Gardens, Asheville, N. C.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Olympia Florist, New York.
Park Floral Co., The, Cleveland, O.
Park Floral Co., The, Denver, Colo.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosary Floral Co., The, Newark, N. J.
Rosala Bros., Seattle, Wash.
Ross, J. W., Centralia, Ill.
Salzer Floral Gardens, La Crosse, Wis.
Schiller, The Florist, Chicago.
Sceery, Edward, Passaic, N. J.
Sceery, Edward, Paterson, N. J.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith Fl. Co., Inc., Henry, Grand Rapids.
Stumpp, G. E. M., New York.
Weber, F. H., St. Louis, Mo.
Welch's Flower Shop, Hartford, Conn.
Weir, James, Inc., Brooklyn, N. Y.
Wittbold & Son, Henry, Chicago.
Wittbold & Son, Henry, Evanston, Ill.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wolf, John, Savannah, Ga.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Nashville,
Chattanooga
and Atlanta

THREE
STORESMEMBER
Florists'
Telegraph
Delivery

Mention the American Florist when writing.

New York

Matthew A. Battista
FLORIST

44 Carmine Street
Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Trade Directory

— OF THE —

**Florists,
Nurserymen,
Seedsmen**

— OF THE —

United States and Canada

Price, \$5.00 Postpaid.

American Florist Co.

440 S. Dearborn St. CHICAGO

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Colorado Springs, Colo

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park
Floral Co.

B. E. GILLIS, President.
E. F. NEUMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.



WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Seattle-Rosala Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEWARK, N. J.

PHILIPS
BROS.

938 BROAD STREET

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing.

ROCHESTER, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held at Hotel Sherman, Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

The next annual meeting will be held at Hotel La Salle, Chicago, June 19-20, 1922.

HELENA, MONT.—The Western Seed Co. began the construction of a seed warehouse, June 1.

MINNEAPOLIS, MINN.—C. C. Massie, of Northrup, King & Co., and family have returned from California.

ASPARAGUS seed and roots were both sold out early, this vegetable evidently increasing in popularity.

THERE will be a meeting of the Western Canners' Association at the Congress hotel, Chicago, June 9.

WM. CURRIE, Milwaukee, Wis., has been spending the past six weeks at Boston, Mass., with his sister.

THE annual meeting of the Wholesale Grass Seed Dealers' Association will be held at the Hotel La Salle, Chicago, June 19-20.

PRICES of bags at Chicago, June 7: Anchor, 16 oz., \$30 per bale in bale lots or over; Royal River, 16 oz., \$30; National, 16 oz., \$30.

GRAND RAPIDS, MICH.—A. J. Brown, of the A. J. Brown Seed Co., and Mrs. Brown have opened their summer cottage at Northrop Point.

VISITED CHICAGO: Geo. C. Thompson, of Northrup, King & Co., Minneapolis, Minn., enroute east; W. L. Hamilton, of the Madison Seed Co., Manitowoc, Wis.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade this week were as follows: Timothy, \$4.00 to \$5.50 per 100 pounds; Red Clover, \$12 to \$20.

MILWAUKEE, WIS.—The Great Lakes Seed Co. has been chartered to deal in grain, grass and other seeds. The incorporators are Martin U. Malone, Werner J. Trimborn and Clarence G. Ehrle.

ONION SETS in the Chicago district are a fair stand, according to one well trained observer, with the acreage fully as large as that of any previous year. Weeds need pulling and labor is scarce.

THE fortieth annual meeting of the American Seed Trade Association will be held at the Hotel Sherman, Chicago, June 21-23. The detailed programme will be found in our issue of May 27, page 965.

ROCHESTER, N. Y.—James Vick's Sons say that, although business started slowly this spring, owing largely to the cold and backward season, trade has kept up much better than usual, so that the volume of sales is now in excess of that of last year by a comfortable margin, and if they continue to have good demand for plants to the middle of June the sales will be the greatest in their history.

Southern Seedsmen's Association.

NEW ORLEANS CONVENTION, MAY 29-31.

The fourth annual convention of the Southern Seedsmen's Association was held at New Orleans, La., May 29-31, with an attendance of 65, all parts of the country being represented. At the opening session, Monday morning, Mayor McShane heartily welcomed the delegates to the city, D. R. Mayo, of Knoxville, Tenn., responding, followed by President Jos. Steckler's address. Secretary-Treasurer Frank S. Love presented his annual report which showed the finances and membership to be in a favorable condition. After a general introduction of visitors informal talks were made by Leonard H. Vaughan, Chicago; Clifford Corneli, St. Louis, Mo.; H. G. Hastings, Atlanta, Ga.; John Ross, Memphis, Tenn.; C. S. Clark, Wakeman, O., and others. On Monday afternoon the visitors were the guests of the city of New Orleans on a boat ride down the Mississippi river which

lectable accounts and other leaks in the business. The president thought that the plan suggested at a former convention to bring about a seed exchange service, whereby the surplus stock of one seedsman could be the means of aiding another who was short on that particular stock, should be given more attention. The idea if developed would be of great benefit to the trade. The value of educative advertising was fully demonstrated during the war when the seed business was given the greatest impetus in its history. The president hoped that the advantage gained at that time would not be lost and would be more fully developed through a closer support of the National Garden Bureau, which at present is continuing the publicity work ably carried on during the war. The relation of freight charges to sales was carefully considered and he believed that since the transportation cost is an expense that enlarges the ultimate selling price, there is a



OFFICERS-ELECT SOUTHERN SEEDSMEN'S ASSOCIATION.

From Left to Right: D. R. Mayo, Knoxville, Tenn., President; Dick O'Bannon, Sherman, Texas, Vice-President; John Ross, Memphis, Tenn., Second Vice-President; Frank S. Love, Montgomery, Ala., Secretary-Treasurer.

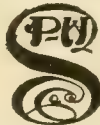
was thoroughly enjoyed in spite of the continuous rain during the trip.

President Jos. Steckler, in his opening address urged the need of closer co-operation among the members so that the association would not sink below the level of 100 per cent efficiency. A committee of credits was recommended, which if appointed would suggest methods for combatting the losses arising from worthless checks, uncol-

resulting tendency to lower the number and size of the sales. He suggested that a committee with plenary powers be appointed to take such action in

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California
QUALITY—SERVICE

SPECIALTY

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomsdale
Farm

BRISTOL, PA.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and
Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations
Throughout America.

Office: Cambridge, New York

THE ALBERT DICKINSON COMPANY

35th St. at California Ave.,

CHICAGO, ILL.

HEADQUARTERS FOR

Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-PARSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Return Envelopes Catalogue Envelopes Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pump-
kin, Sweet, Flint and Dent Seed Corn.

south. Upon the death of his father in 1916, Mr. Mayo assumed ownership of the business. He was elected vice president of the Southern Seedmen's Association a year ago and now assumes the office of president well fitted to carry forward the policies of the organization.

Flower Seed Tariff.

ED. AMERICAN FLORIST.

We were very much surprised to see an article in your issue of May 20, page 920, headed "Flower Seed Tariff," in which it said, "California growers of

—THE—

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

VALLEY, Douglas County, NEB.

EDGAR F. HURFF

SWEDESBORO, N. J.

Growers of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

flower seeds had caused the senate committee to advance the proposed tariff of four cents per pound to 20 per cent ad valorem." We want to emphatically say

the matter as it would deem proper. President Steckler discussed the necessity for improving merchandising methods, bringing out the fact that while nearly every item in the trade is being sold today at or below pre-war prices the expenses of handling and selling the product have shown little decrease. He believed that one of the solutions was the matter of price making, as a few cents added to or subtracted from the sales price would be no added or lessened burden to the purchaser, yet these few cents multiplied by the volume of purchases would spell success or failure to the seedsman. While the course has been stormy and strewn with pitfalls in the immediate past, the president, in conclusion, believed that the clouds of difficulty were beginning to vanish and that the seedsman were about to enter upon a period of prosperity.

The following officers were elected for the ensuing year: D. R. Mayo, Knoxville, Tenn., president; Dick O'Bannon, Sherman, Tex., vice president; John Ross, Memphis, Tenn., second vice president; Frank S. Love, Montgomery, Ala., secretary-treasurer; H. G. Hastings, H. M. Kilgore, Plant City, Fla., and L. P. Cohen, Huntsville, Ala., directors. The next annual meeting will be held at Knoxville, Tenn. D. R. Mayo, the newly elected president, was born at Knoxville, December 27, 1885, and attended the public schools there, later completing a course at the University of Tennessee. In 1904 he became associated with his father, the late D. R. Mayo, who had established a seed business at Knoxville in 1879, being one of the pioneer houses in the central

FLOWER SEEDS

WHOLESALE GROWERS
The L. D. Waller Seed Co.
Guadalupe, California

that we have never asked for an ad valorem duty, but that we have asked for a small specific duty, sufficient to protect us from the cheaper grades of foreign grown flower seeds.

L. D. WALLER SEED CO.

Guadalupe, Calif.

We have a similar letter on this matter from John C. Bodger, of the John Bodger & Sons Co., Los Angeles, Calif.

J. C. Vaughan, chairman of the tariff committee of the American Seed Trade Association, calls attention to the fact that if a 20 per cent duty is placed on high priced flower seeds, most of which are not now or are likely to be grown soon in this country, both professional florists, as well as amateurs, will be compelled to pay one-fifth more than before for such seeds, and no benefit will accrue to the American grower who is not producing them.

Connecticut Seed Crops.

S. D. Woodruff & Sons, Orange, write as follows May 15: "After an unusually mild winter, root crops of all kinds have not kept as well as usual. Beets, in particular, a large per cent of them are dead-headed and that means worthless for producing seed. Acreage is light, no more than 1921 crop, rather less and we believe conditions will be considerably poorer than 1921. Other root crops are under light acreage, carrot, parsnip, turnip and especially onion. While onion bulbs kept fine, the acreage is greatly reduced and none can guess the outcome of the crop at this time. There is a very considerably enlarged acreage of spinach, which has started off unusually well. Kale is under very light acreage and condition very poor. The plants wintered over very poorly and the crop will, of a necessity, be very light. Planting of corn is in full swing now and condition is A-1 in every respect. The season in general is about one week late, but this is not important as the middle of July always show crops up to their normal and average season condition.

"As to the general business for spring of 1922, which is drawing to a close, trade has been very active and fill-in business unusually strong. The shelves are certainly cleared as they have not been for years and everything points towards normal conditions with an abnormal demand under a reduced seed crop for 1923. The general situation for the past three years has been very decidedly in the buyers' favor and we shall be greatly surprised if a new leaf is not turned for the 1923 business and sellers will have more of their old-time optimism that has been the case lately."

Burpee's Business.

The W. Atlee Burpee Co., Philadelphia, Pa., writes the latter part of May as follows: "While we have not yet finished our season, we are pleased to say that the sales are holding on in splendid shape and, in fact, the proportionate increase has been greater during the past two or three weeks than at any time previously in the season. You will be interested to know that our total sales

FRYNVELD & SONS

SUPERIOR BULBS
61 VESEY ST., N.Y. CITY.
Hillegom, Holland. Ollioules, France.

VALLEY

For Memorial Day and Spring Weddings
Choice Cold Storage Pips
Per 1000....\$30.00
Per 500.... 16.00
Per 250.... 8.00

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3032-42 W. Madison St., Chicago, Ill.

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PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

up to April 30 were considerably greater than our entire sales for the year 1921. There has been a very great increase in the retail mail order demand and also in the florist and market gardeners' demand. Wholesale business is fair."

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, May 20, 1922, as given by the government market reporter of May 27, 1922:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York.....	\$7.00	\$60.00	\$22.50	\$22.50
Baltimore.....	6.80		21.50	23.00
Richmond.....	7.15	52.00	24.00	24.00
Buffalo.....	7.00	54.00	24.00	23.50
Toledo.....	6.90	60.00	25.00	22.90
Louisville.....	6.90	58.00	22.50	23.00
Chicago.....	6.75	60.00	21.50	21.75
Minneapolis.....	6.25	56.00	23.00	24.00
St. Louis.....	6.35		23.00	23.00
Kansas City.....	6.50	55.00	25.00	24.00
Denver.....	7.00	61.00	25.00	24.00
Salt Lake City.....	6.90			24.00
Average for the United States same date:				
1921.....	\$7.10	\$33.05	\$15.35	\$19.45

McHutchison & CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin selected forcing pips.
LILIUM GIGANTEUM, 7-9 inch, from cold storage.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

LATER SHIPMENT

FRENCH BULBS, Paper Whites, Roman Hyacinths, etc.

DUTCH BULBS, Tulips, Hyacinths, Narcissus, etc.

MANETTI STOCKS, suitable for greenhouse grafting.

DRACAENA CANES, fall shipment.

FERNS IN FLATS, suitable for fern dishes.

VALLEY PIPS, for direct import from Germany.

LILY BULBS, Giganteum, Formosum, hardy varieties, F. O. B. New York, Chicago, Denver, Seattle, etc.

DOMESTIC BULBS, Frezias, Callas, Gloxinias, Begonias, Iris Tingitana and Spanish, etc.

CYCLAMEN SEEDS, finest German strain.

ROSES XXX, for forcing, in best varieties.

CHINESE SACRED LILIES, etc., etc.

Write for prices and details on business stationery, specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St.,

NEW YORK

Mention the American Florist when writing.

Henry Fish Seed Co.

Carpinteria, Calif.

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Seed Beans

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Pacific Coast Representative, Mr. W. B. Clarke
Box 543, San Jose, Calif.

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CINERARIA

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest English and French strains and cannot be excelled in variety of colors, size, shape and substance of flowers and perfect habit of plant. Trade pkt., (500 seeds) 50c, 3 trade pkts. for \$1.40.

Trade pkt. (500 seeds)

Large Flowering White	\$0.35
Crimson	.35
Blue	.35
Blood-Red	.35
Flesh (soft pink)	.35
Matador, brilliant scarlet	.50
Old Rose, pink to rich coppery red	.50
Grandiflora, extra choice mixed, 1-32 oz., \$2.00	.50
James' Giant, a famous English strain	.50
Star Cineraria. (Cineraria Hybrida Stellata), fine small flowering varieties for cutting and decorative purposes	.50
Polyantha Blue Tints	.50

VAUGHAN'S SEED STORE

10-12 W. Randolph St.
CHICAGO

41-43 Barclay St.
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WATKINS & SIMPSON

(LTD.)

are issuing their catalogue of

SEEDS FOR SUMMER SOWING

and will be pleased to send a copy on application to

27-29 Drury Lane
LONDON, W.C., ENGLAND

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway,

New York

BODGER'S UNRIVALLED SEEDS

ASTERS, ZINNIAS AND SWEET PEAS, NAS-
TURTIIUMS, STOCKS, VERBENAS AND OTHER
FLOWER SEEDS. ALSO VEGETABLE SEEDS

JOHN BODGER & SONS CO., LOS ANGELES

The City of Sunshine and Flowers.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

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Garden, Field and Flower Seeds
Poultry Supplies

Founded 1818 Incorporated 1921
BALTIMORE, MD.



KENILWORTH GIANT PANSY SEED

Kenilworth Mixture, 1000

seeds, 35c; 1/4 oz., 90c; 1/2
oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000
seeds, 30c; any 4 pkts., \$1.00;
1/4 oz., \$1.30; 1 oz., \$5.00.

CHAS. FROST
Kenilworth
N. J.

KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over
300 Premier Awards and Gold Medals
at leading Exhibitions in all parts of
the world. Highest Award Panama
Exhibition.

Write today for prices.

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GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish

Correspondence Solicited.

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.

SANTA ANA, CALIFORNIA

An experience of half a century in
producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your
list for both SPOT and FUTURE require-
ments.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

VISITED CHICAGO: J. Radder, representing Blaauw & Co., Boskoop, Holland.

LAKE FOREST, ILL.—E. Bollinger, park superintendent here, who recently had a light paralytic stroke, is progressing favorably.

THIRTY THOUSAND grape vines were recently planted in Sinaloa, Mex., with excellent prospects for the further development of this industry.

THOMASVILLE, GA.—The Ivy Cottage Gardens is the name of a new nursery recently established here by Willis & Everington, who will specialize in landscape work.

GULFPORT, MISS.—The Mississippi Nursery Co. has been organized, with the following officers: R. L. Hogue, president; W. A. Cox, vice president, and J. A. Lee, secretary-treasurer.

"PLAN to Plant Another Tree" continues to increase in popularity. The May 29 bulletin of the campaign, issued by the Illinois State Nurserymen's Association, has timely articles on "Irises," "Peonies" and "Trim Shrubs Now."

THE forty-seventh annual convention of the American Association of Nurserymen will be held at the Hotel Wolverine, Detroit, Mich., June 28-30. The programme for this meeting will be found in our issue of June 3, page 1012.

A NORTHWESTERN train crashed into a truck containing nine employees of the F. D. Clavey nursery, June 5, near Highland Park, Ill., killing four and seriously injuring five others. The dead are Frank Ibach, Earl Lee, Robert McGann, and Olaf Peterson. The injured are John Peterson, William Allen, Arthur Williams, Thomas Melasky, and George Kelly.

Lonicera Morrowii.

Lonicera Morrowii has been growing in the Arnold arboretum since 1884 and is now only mentioned here in order to call attention to the remarkable groups of the plants of this species near the crossing in Franklin park, Boston, of the park drive and the traffic road which divides the park from north to south. In these groups the plants now covered with flowers are from 25 to 30 feet in diameter and eight or 10 feet high and are round-topped and perfect in shape with lower branches spread out over the ground. Lovers of handsome, hardy shrubs will be well repaid by a visit to these remarkable shrubs. L. Morrowii is offered for sale by several American nurseries, but these nursery plants raised from seeds usually prove to be hybrids of L. Morrowii and L. Tartarica, with upright branches, greener leaves and smaller flowers and, as compared with the Siberian and Japanese plant now to be seen in Franklin park, of little value. Loniceras, or many of them, hybridize freely and only plants raised from cuttings can be depended on.—Arnold Arboretum Bulletin, June 2, 1922.

Pittsburgh.

MEMORIAL DAY TRADE FAIR.

It is hard to write about the Memorial Day business, as it was very satisfactory from some standpoints and unsatisfactory from others. The volume was as great or even larger than last year, but in order to maintain it about twice as much stock was moved, as prices were lower. The weather was warm and some shipments arrived in such poor condition that they were hardly salable and had to be jobbed, which is unusual for a holiday. Peonies were the backbone of the business and very good stock was seen. Some of the local crops came in on time, which made it bad for long distance shipments. At this writing peonies are flooding the market and the farmers are bringing them in by the truck loads, which causes them to have no value at all. This was one holiday where roses were not in demand at all, and the returns to the rose shippers were disappointing. Carnations were in heavy supply and the quality ran from good to bad, with honors about even. As usual, some of the growers who will never learn had held their stock too long and they came in sleepy, but at that there was enough to supply everyone. Easter and calla lilies were a drug on the market, and no one seemed to want them at any price and the quality of both was not of the best. Snapdragon has also seen its best day and is going back rapidly. Gladioli is becoming quite a factor and moves daily at good prices. Delphinium is with us again in quantity for the remainder of the summer. Lily of the valley and orchids are moving well, due to June weddings.

NOTES.

E. J. McCallum, of the McCallum Co., is spending a few days at the company's Detroit, Mich., branch. C. C. Phillips, Ed Niggel and E. C. Tipton, of the same company, and Jos. King, of A. W. Smith Co., are on a week's fishing trip in Forest county.

Invitations are out for the wedding of H. G. Frey, of the McCallum Co., this city, and Miss Hazel Bartlebaugh, of Cleveland, O., June 17.

A. W. Smith, of the A. W. Smith Co., has been ill for several days, but is improving rapidly and expects to be at his desk at an early date.

Randolph & McClements report the largest number of June wedding decorations ever booked by them.

E. C. T.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ans. Wintzer, Vice-Pres.

FERNS

Runners from our new Boston Nep. Schubert Compacta, at \$80.00 per 1000. Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

Geo. and Joseph Schubert
FERNERY

303 Paterson Plankroad
NORTH BERGEN, N. J.



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Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 18-J, Newark, New York

BOXWOODS

Choice American grown Pyramids, Balls and Standards. Good color, well formed specimens that will please your customers. This stock is supplied balled and burlapped, carefully packed.

BOXWOOD:—	Each
Ball Shaped, 14x14 inches, B&B.....	\$3.50
Ball Shaped, 16x16 inches, B&B.....	4.25
Ball Shaped, 18x18 inches, B&B.....	5.50
Pyramid Shaped, 2 1/2 feet, B&B.....	6.50
Pyramid Shaped, 3 feet, B&B.....	6.50
Standards—Stem, 14 inch, Crown 16 inch, B&B.....	6.50

B&B signifies balled and burlapped.

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EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

LANDSCAPE GARDENING

By PROF. FRANK A. WAUGH

Has just been published, and is designed especially for those who do not intend to become professional landscape gardeners. It teaches the necessary lessons of the art through actual work of the student upon concrete problems, aided by 168 fine illustrations. It has 344 pages.

PRICE \$5.00

AMERICAN FLORIST CO.

440 SOUTH DEARBORN STREET, CHICAGO

CANNA PLANTS

For Bedding or Field Planting

	Prices per 100		
	2½ in.	3 in.	4 in.
American Beauty	\$ 8.00	\$10.00	
Meteor	8.00	12.00	
King Humbert	8.00	10.00	
Yellow Humbert	8.00	10.00	
Louisiana, big scarlet....	7.00	9.00	
Uncle Sam, fire red.....	7.00	9.00	
Wyoming, orange	8.00	10.00	
David Harum, bronze....	\$6.00	8.00	10.00
Firebird, scarlet		12.00	15.00
Niagara, gold border....		7.00	9.00
Milwaukee, maroon		7.00	9.00
Kate Gray		7.00	9.00
Eureka, cream	7.00	9.00	11.00
Dwarf Fl. Vaughan.....		8.00	10.00
Hungaria, pink	7.00	10.00	12.50
Prince Wied, blood red..	6.00	8.00	10.00
Souv. Ant. Crozy, yel. edge	6.00	8.00	10.00

	Prices per 100		
	2½ in.	3 in.	4 in.
City of Portland, pink....	\$7.00	\$ 9.00	\$11.00
The President, scarlet....	8.00	10.00	15.00
Rosea Giganthea	7.00	9.00	12.00
Peley Dwarf, vermillion..	7.00	9.00	11.00
Mrs. A. Conard, big pink.		10.00	14.00
C. Henderson		7.00	9.00
Colossal		8.00	11.00
Florence Vaughan		8.00	

DAHLIA PLANTS

75 best named kinds in 10 leading types of classes, from \$6.00 to \$25.00 per 100, according to variety.

Vaughan's Seed Store

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CHRYSANTHEMUMS

THAT BRING RETURNS
Elmer D. Smith & Co.
CHRYSANTHEMUM SPECIALISTS
Adrian, ' ' MICH.

Mention the American Florist when writing

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.
Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.
Seedling Sprengerli, \$1.00 per 100; \$8.00 per 1000.
Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower
PEKIN, ILL.

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CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST

Alonzo J. Bryan

WHOLESALE FLORIST
WASHINGTON, - NEW JERSEY

Grower of all kinds of Flowering,
Decorative and Vegetable Plants, by
the hundreds of thousands.
Correspondence solicited.

Seasonable Stock READY NOW

Asparagus Plumosus, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.
Asparagus Sprengerli, 2¼ inch, \$5.00 per 100, \$45.00 per 1000.
Begonia Gracilis Luminosa, Prima Donna, Erfordia, Superba and Mignon,
2¼ inch, \$5.00 per 100, \$45.00 per 1000.
Begonia Metallica, Argentea, Guttata, Sandersoni and Alba Picta, 2¼
inch, \$8.00 per 100.
Boston Fern and Teddy, Jr., 2¼ inch, \$6.50 per 100, \$60.00 per 1000.
Buddleia Asiatica, 2½ inch, \$5.00 per 100.
Coleus, standard varieties, 2¼ inch, \$4.00 per 100 \$35.00 per 1000. Brill-
lancy, 2¼ inch, \$7.00 per 100.
Fuchias. Avalanche, Black Prince, Mrs. E. G. Hill, Speciosa, 2½ inch,
\$5.00 per 100; 3 inch, \$10.00 per 100; 4 inch, \$20.00 per 100.
Heliotrope, Jersey Beauty and Florence Nightingale, good purples, 2¼
inch, at \$5.00 per 100, \$45.00 per 1000.
Petunia, Single Giant Ruffled and Rosy Morn, 2 inch, \$5.00 per 100, \$40.00
per 1000.
Plumbago Capensis and Capensis Alba, 3 inch, \$15.00 per 100; 4 inch,
\$25.00 per 100.
Santolina Incana, 2 inch, grand for carpet bedding, \$5.00, per 100, \$45.00
per 1000.
Snapdragon, 2 inch, Giant Flowered, separate colors, \$5.00 per 100, \$45.00
per 1000.

The Storrs & Harrison Co., Painesville, Ohio

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President;
H. A. Dooley, Cleveland, O., Vice-President;
C. H. Nisley, New Brunswick, N. J., Secretary;
H. J. Cheney, Grand Rapids, Mich., Treasurer.

THE agricultural phrenologists, who have been examining the heads of wheat in Texas do not like their looks at all—there is nothing in them.

WICHITA, KANS.—The first carload of locally grown cucumbers ever shipped from this city was consigned to a Chicago firm by the Menges Greenhouses recently.

THE setting out of tomato plants has been greatly delayed by the recent damp and cold weather in the central west which has retarded the growth of those already planted. This condition also applies to all other canners' vegetable crops.

Prices of Indoor Fruits and Vegetables.

Chicago, June 6.—Cucumbers, per two dozen, \$1.75 to \$1.90; lettuce, per box, 50 to 60 cents; carrots, \$2 to \$2.25 per bushel hamper; cabbage, \$2 to \$2.50 per crate; cauliflower, per crate, \$3.25; radishes, 1 to 1½ cents per bunch.

New York, June 2.—Cucumbers, \$1 to \$3.50 per dozen; radishes, per 100 bunches, \$1.50 to \$2; lettuce, per crate, 25 cents to \$3; mushrooms, white, \$2.75 to \$3.25 per three-pound basket; cauliflower, \$1 to \$3.50 per dozen; tomatoes, per pound, 15 to 30 cents; eggplants, \$1 to \$1.50 per carrier.

Vegetable Movement.

The total car lot movement of 13 leading lines of fruits and vegetables for the week ending June 3, was 10,983 cars, compared with 12,554 the previous week, a decrease of nearly 1,500 cars. Shipments of potatoes, strawberries, onions and lettuce were lighter, while cantaloupes, tomatoes and watermelons moved in heavier volume. Markets for potatoes show a generally strong tone. Onions were steady to firm. Peaches and watermelons declined. Eastern strawberries were weak, but south central berries held fairly steady. Tomatoes weakened under increasing supplies.

Mexico Tomato and Cantaloupe Shipments

Owing chiefly to the large crop of Florida tomatoes this season, the growers on the Mexican west coast have met with reverses in marketing their crops, only the very early shipments realizing good prices, according to Francis J. Dyer, United States consul at Nogales. There has been greater diversification than usual in winter vegetable farming, considerable quantities of green peppers, peas, eggplants, and other vegetables having been shipped. For the first time the west coast has gone heavily into raising cantaloupes, which grow well in many localities in Sonora and farther south and ripen much earlier than in the United States. April shipments amounted to about 12 carloads, and those for May and June will probably reach several hundred carloads. All shipments are refrigerated with ice from the United States.

Toledo, O.

HOLIDAY TRADE SATISFACTORY.

Excellent weather marked the three days preceding Memorial Day and, with plenty of warm sunshine, flowers of all seasonable kinds were extra plentiful and sold at prices slightly below normal for this day. The demand on the whole showed a slight increase, due to the fact that the American Legion is now taking the place of the thinning ranks of the Grand Army of the Republic. Just as great benefit was derived by local florists from co-operating with the Legion Mothers' Day, so Memorial Day could also be made a much better flower day. This occasion should not be allowed to lapse, because it contains an imperishable sentiment that calls for the use of vast numbers of flowers and wreaths. Peonies were in surplus quantities and sold for from \$1.50 to \$2 per dozen. There was a sufficient supply of roses, carnations, sweet peas, snapdragons, daisies and other miscellaneous flowers. Wreaths were featured in more shops this year and an increased demand was noted. Florists who decorate graves with bedding plants reported a lively business before May 30. Those located near cemeteries were exceptionally busy. Florists' Telegraph Delivery orders were good. This week stock is too plentiful for the demand and the warm weather has brought out all sorts of garden flowers. Peonies can be bought in unlimited quantities at \$3 per 100, and even less. Funeral work continues active and there is a lively call for graduation and bridal bouquets, which helps business considerably.

NOTES.

The Scottwood Greenhouses reports a large holiday business, in which plants and cut flowers played a great part. This place is located in a fine residential district and the demand here is for the highest grade of plants. Tom Magee is an expert at producing them.

Daly's Flower Shop, one of the recent additions to the trade, is doing nicely. The store is one of the most attractively equipped in the city. Miss Daly, who, with her brother, operates the store, was employed for many years at the Scottwood Greenhouses.

Spanner's Flower Shop, in the Ohio building, sold peonies special on Saturday at 50 cents per dozen and roses at \$1.25. While the roses were wonderful values, the peonies outsold them five to one.

Schramm Brothers had a wreath special for Memorial Day at \$2 and sold a good many of these. Bedding stock is moving nicely here and several large planting jobs were filled last week.

Josephine Barrow, Dorr street, has been exceptionally busy with funeral work during the past week and reports demand satisfactory for this season.

A lively Memorial Day business, in which plants and wreaths were featured, was enjoyed by the Thompson Flower Shop, Maumee.

A. C. K.

HARTFORD, CONN.—The ninth annual flower day of the Jewish citizens of this city will be observed June 11. Flowers will be sold, the proceeds to be used in purchasing land in Palestine.

GERANIUMS

S. A. Nutt, Buchner, Viand, Landry, Montmort and others from 2 in. pots, \$35.00 per 1000.
COLEUS, a very fine assortment of choice kinds from 2 in. pots, \$3.00 per 100.
PETUNIAS, Dreer's Superb Single Fringed and Rosy Morn, from 2 in. pots, \$3.00 per 100.
PEPPERS NEAPOLITAIN, \$3.00 per 1000.

Elmer Rawlins, Wholesale Grower, ALLEGANY, N. Y.

"Market Gardening"

An elementary text book containing 102 pages, 6x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, \$1.00.

American Florist Co.

440 S. Dearborn St.,

Chicago.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

ESTABLISHED 1904

VEGETABLE PLANTS

Grown from carefully selected seed. All leading varieties of

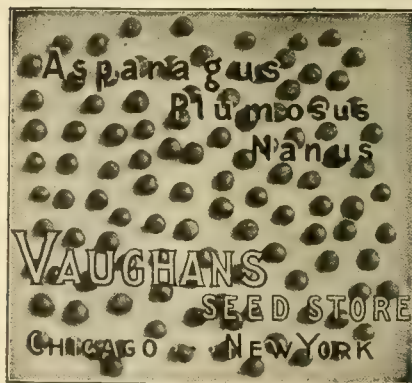
	Per 1000
Tomato Plants.....	\$1.50
Cabbage Plants.....	1.00
Pepper Plants.....	2 50
Celery Plants.....	3.00

ALL PLANTS PACKED IN MOSS.

SEND FOR CATALOGUE.

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Bell Phone Wenonah 9 J-2 SEWELL, N. J.
Largest Grower of Vegetable Plants in New Jersey.



TRUE FLORISTS' FLAT LEAVED TYPE.

Per 1,000 seeds \$ 1.75
10,000 seeds for 15.00

Give Bottom Heat

Vaughan's Seed Store

CHICAGO

NEW YORK

15 CENTS, NET, PER LINE

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FERNS.

TABLE FERN SEEDLINGS.

Ready June and later.

Per flat, \$3.00; 5 flats, each, \$2.75; 10 flats, each, \$2.50.

In all best varieties as follows: Pteris Wilsonii, Pteris Victoria, Pteris Mayii, Pteris Serrulata, Pteris Wimsettii, Pteris Tremula, Pteris Argyrea, Aspidium Tsussimense, Cyrtomium Flacatum, Cyrtomium Rochfordianum, Albo-Lineata.

2 1/4-in. pots, per 100, \$6.50; per 1000, \$55.00.
 Boston, Roosevelt, Whitmanii, Verona, Teddy Jr., Scotti, Dwarf Boston, 2 1/4-in. pots, per 100, \$8.00; per 1000, \$75.00.
 Macawii, 2 1/4-in. pots, per 100, \$7.00; per 1000, \$65.00.
 Bird's Nest Ferns, 2 1/4-in. pots, per 100, \$25.00.

ROMAN J. IRWIN

43 West 18th St. New York

BOSTON FERNS

Good, strong bushy stock.

5-Inch\$0.40
 6-Inch 75
 7-Inch 90
 10-Inch 2.00

Packing charges free

DAVIS FLORAL CO.,

Davenport, Iowa.

Table ferns, standard varieties, 2 1/4-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
 Grand Rapids, Mich.

Holly Ferns. For window boxes, 4-in., per doz., \$3.00; per 100, \$25.00. R. Vincent, Jr., & Sons Co., White Marsh, Md.

FUCHSIAS.

Fuchsia. Avalanche, Black Prince, Mrs. E. G. Hill, Speciosa, 2 1/4-in., per 100, \$5.00; 3-in., per 100, \$10.00; 4-in., per 100, \$20.00. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums, Nutt Buckner, Ricard, Polteville and Viald. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

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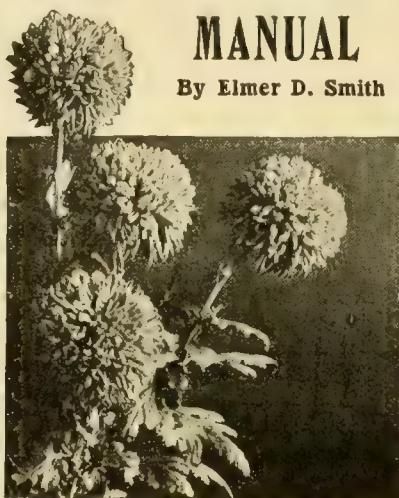
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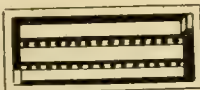


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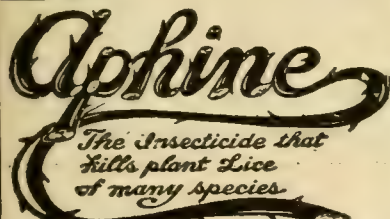
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"RIVERTON HOSE"
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Reel of 500 ft. 17c
2 Reels, 1000 ft. 20c

Couplings furnished free with lengths of 25 ft.

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Superior Carnation STAPLES

35c per 1,000;
3,000 for \$1.00
Postpaid

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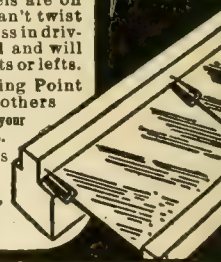
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Vol. LVIII.

CHICAGO AND NEW YORK, JUNE 17, 1922.

No. 1776

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

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The thirty-eighth annual convention will be
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Next annual exhibition and convention, Horti-
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OFFICERS: W. A. SPERLING, New York, President;
WM. GRAY, Bellevue Ave., Newport, R. I., Sec'y.

SUGGESTIONS FOR PLANT GROWERS.

Dracaena Indivisa.

The seedlings of *Dracaena indivisa* should now be taken from the flats and potted in small pots and placed in a good, moist location that they may make a good growth before the fall. A palm or fern house or one with a similar temperature is the best for the small stock. The four-inch stock that was not disposed of during the spring sales can be either plunged outside or planted in a frame, where they will not demand the close attention necessary in the greenhouse. If planted out they should be potted up early, at least by September 1, when the roots are active and will quickly obtain a foothold in the new soil. They should be heavily shaded for a few days after potting or some loss of the plants may result. Any old plants that have outgrown their usefulness may be propagated, the stems cut up into small pieces and laid in a propagating bed with bottom heat, where the eyes will open and young plants quickly form.

Poinsettias.

The propagation of poinsettias should be pushed to the utmost at this time, for it is the plants that are rooted early in July that make the best single specimens at Christmas. Those that are rooted later in July and during August will make fine plants for pans, placing four to eight plants in a 6-inch or 8-inch pan, for they will be much shorter than those rooted early in July. The plants that were rooted earlier should now be growing nicely and should be shifted into larger pots as soon as they require it; under no circumstances allow them to become pot-bound until the bracts begin to set in November. They should be placed in the bright sun as soon as strong enough to endure it, that the growth may be short and sturdy and the leaves as close together as is possible. A long drawn plant grown in the shade, with the leaves far

apart, is not the typical plant for the holidays and does not meet with approval.

Nephrolepis.

Probably no plant that the florist grows gives more returns for the labor spent in its culture or the space that it occupies than the Boston fern and its various sports. The old Boston is still, however, the easiest to handle and grow. The plants should be repotted every year, and with good treatment are sure of making nice plants. Any plants that are in poor condition can be divided and with the young stock planted in a bench of good, rich soil. The house should be shaded enough to assure of good color on the foliage, but not heavy enough to prevent the house being maintained at a good high temperature. During the day the house should stand at about 80 degrees, with a little ventilation, which should be closed down before the sun leaves the houses. The plants can be set six inches apart and the soil should be two parts loam, one part leaf mould, and one part rotted manure. The house should be frequently syringed to keep a moist atmosphere. Under these conditions fine plants can be produced from young stock in three months. In September they should be lifted and placed in 6-inch pots, if single specimens are desired, or three or four plants can be placed in a 9-inch or 10-inch pot if larger plants are wanted. In lifting the plants they can be cut around about two inches from the crown, and lifted with a trowel, leaving the runners in the bench if the place they occupy is not wanted at once. The runners will immediately break into small plants, which can be placed in flats for young stock for the next season. The finer varieties of this fern, such as Whitmani, do not submit to the lifting and potting as well as the old Boston, and better plants can be obtained by potting along into larger

pots as may be required. The only insects that trouble these ferns are the brown scale, and the plants should be kept clean from these by washing or spraying with aphine or a weak nicotine solution.

Oleanders.

A plant that does not receive the attention that it should is the oleander. While there probably would not be a large demand for this plant, yet it is an old time favorite, and well-grown specimens in bloom are a valuable addition to a porch or lawn. They are too often so sadly neglected that they get unshapely and far from being an ornament, but a little attention to trimming them into shape after they get through blooming will keep them in good condition. They can be wintered in any cool quarters, and if brought into the heat and light in early spring will be full of bloom in June and July and a valuable decorative plant. The cuttings root easily and at any time when the plant is in growth, and grow very rapidly for a hard-wooded plant. Any florists carrying a line of assorted stock should include a few of these in the variety which he cultivates. The only insect which troubles them is the mealy bug, but a good frequent hard syringing will soon dislodge them.

Freecias.

A crop of freecias, or a few plants in pots in bloom at Christmas, is a valuable asset on that holiday. In order to have them in bloom at that time the bulbs should be planted by July 1. Select the large, strong bulbs and by careful inspection many will be found on which the root eyes are beginning to swell. These will make the earliest blooming plants and this selecting will produce plants that will all bloom at the same time. The bulbs should be planted in a good soil enriched with well rotted manure, but no fresh manure; it is a well understood principle that bulbs of all kinds do not grow well in soil full of fresh manure. Eight to 10 large bulbs in a 6-inch pot will give the best results. The pots should be well watered, and set in a dark, cool place until the shoots appear above the ground, when they should be given a light location. As soon as the growths get tall enough they should be staked and tied. By continual early selection of the bulbs and keeping the earliest separate, an early strain can be assured.

Gloxinias.

The gloxinias that were started in late winter should now be beginning to flower. After the flower beds have set they can be placed in a little shadier location and the danger of burning the foliage be obviated to a great degree. The plants should be spaced far enough apart that they do not touch and a proper circulation of air produced around the plant. If the flowers are to be used in floral work they should be cut as soon as fully open and placed in water away from draughts, and they will keep very well. These flowers are very fragile and should be handled carefully. If there are any particularly beautiful flowers that it is desired to propagate, the leaves can be rooted in the propagating bench by placing the base of the leaf in the sand to the depth of about an inch. The seedlings should be potted along for later blooming.

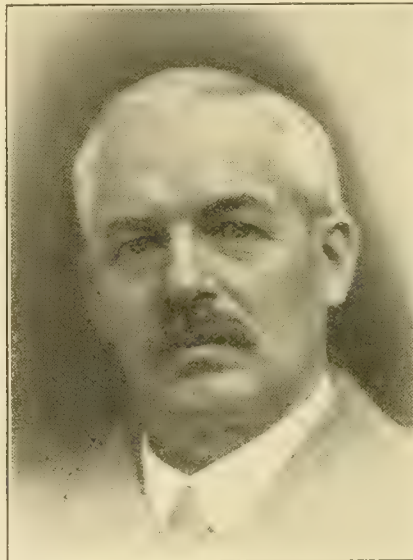
ROCHESTER, N. Y.—The Unique Candy Shop will install a floral department at an early date, with Jos. Werdein as manager.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

It is now time for the screen door and a substantial, modern fixture at the entrance of the shop to keep out the flies and dust has an up to date appearance that, to the visitor, presages a cool interior. In all stores where space will permit there should be a chair or two conveniently placed or that can be handed out in emergencies for elderly persons. In many shops these are much in the way, although at one time the furnishing of the establishment was not thought complete without fixed stools before the counters for the accommodation of customers. Generous looking palm leaf fans are a great comfort to visitors on a hot day and sure to be appreciated.



Wm. Watson.

Curator of the Royal Botanic Gardens, Kew, England, Who Retired May 31, After Many Years of Splendid Service to His Country, and the Horticultural World at Large. We Have Long Considered Mr. Watson the Best Informed Man on Garden Plants in Europe or Elsewhere.

As there is so comparatively little business during the summer months the most should be made of every opportunity. One of the productive agencies is a carefully kept list of anniversaries of a public or semi-public nature, events that occur annually and in connection with which the florist is nearly always called upon for flowers or decorative effects. Birthdays of prominent persons in civic or business life are sure to be remembered by their associates with floral tributes and decorations that greet them on their natal day.

The deaths of all prominent and well to do people should be carefully noted as they occur, as anniversaries of this character include a visit to the cemetery with flowers to lay on the grave, or regular orders to have the same delivered by the florist. Well worded circulars extolling the beauty of these remembrances and suggesting clusters of flowers, wreaths, etc., and the assurance of their being placed regularly every year if given in your charge, sent out a week before the event are likely to be productive of good business.

Birthday circulars to work up trade for these annual happenings will describe the pleasure the recipients enjoy at being remembered on these occasions with flowers or blooming plants and the superior service the house is prepared to give along this line. These are sent to the known associates and friends recalling the anniversary of Mr. Blank which, without this notice, would perhaps be overlooked.

A tourist campaign for those going abroad is conducive to good business, the more it is advertised the greater will be the result. Steamship agencies have the data and there are various ways of obtaining the list of reservations which if well handled will result in substantial orders.

One of the most important features of the business at this time is cleaning up the old accounts; go after them, not in a way to antagonize but so there will be no mistake as to your earnestness in the matter and that there must be no further delay. You have done your part in giving good value for the prices charged and cannot afford the expense of carrying the charge on the books. If possible never let an account grow old as such claims often cost more than they are worth to collect.

THE SUMMER WINDOW.

The man who gets careless about his window at this time makes a great mistake; there is less trade as the season wanes, but then he has more time to work for what there is and if possible add to the demand. The display should always be so striking and interesting as to attract attention; just a little something put in to relieve the emptiness and bare look, but having no special point to it, will have no pulling power and gives the stranger who may be looking for flowers a poor opinion of the shop as a place to buy.

The object in window decoration is or should be to create a call for the stock displayed or in its decorative effect exploit the artistic ability of the store. The state of mind that concludes there is not going to be much business anyhow so what is the use of making a bid for it, is not in accord with up to date management. There should always be a reaching out for something to keep the store busy in one line or another. While funeral work is the principal dependence at this time, boxes of flowers and baskets of the same may be featured in a small way in connection with birthday celebrations and sent to holiday resorts. It will not take many flowers to decorate a good sized magnolia or oak leaved wreath which will make a very good showing in the window in a fern setting, and last for at least a day. A large vase or vase basket filled in a striking way with outdoor flowers on long stems and finished with a showy ribbon makes another good center that is certain to attract attention. Rambler rose sprays, stuck in small vases and attached to a latticed arbor, will present a pretty garden scene that is a little out of the ordinary. There should be one little feature after another all planned out in advance, and following one another so as to keep up the interest. The department stores never let up in their advertising; they have something of special importance to offer every day, during the winter, and all summer long. The August sale of furniture has turned this, the dullest month of the year, into a profitable season, which brings great crowds and stirs up all other departments of the store as well.

Florists cannot do better than profit by these master traders with whom

business is a science and who by their intensive and well advertised sales opportunities, keep the public interested in their stores and their stocks constantly turning.

Keeping Up the Interest.

As the season begins to wane, many of the trade judging from the store windows and interiors and also greenhouse conditions, appear to think the demand is about over and it is not worth while to make any further bid for business. The man who gets into this state of mind will find things just as he expects to see them. Business is going to be very dull, he is sure of it, it is coming on for that season of the year when there is nothing doing. Flowers do not keep long now and anyhow there is always plenty to be had at a moment's notice, so what is the use of carrying a stock and have it go to waste? This picture is not overdrawn and prevails in far too many stores in every community.

On the other hand we have the enterprising, progressive man who believes in himself and his business, who is enthusiastic and always has a good stock of seasonable flowers featured and arranged in decorative effects to show to the best advantage. The outside street front of his shop is gay with its foliage and flowering plants, some as a permanent summer decoration and others for sale, which with the permanent flower boxes above the bulk and the hanging baskets, give the front a very decorative appearance and make the establishment one of the most conspicuous in the block.

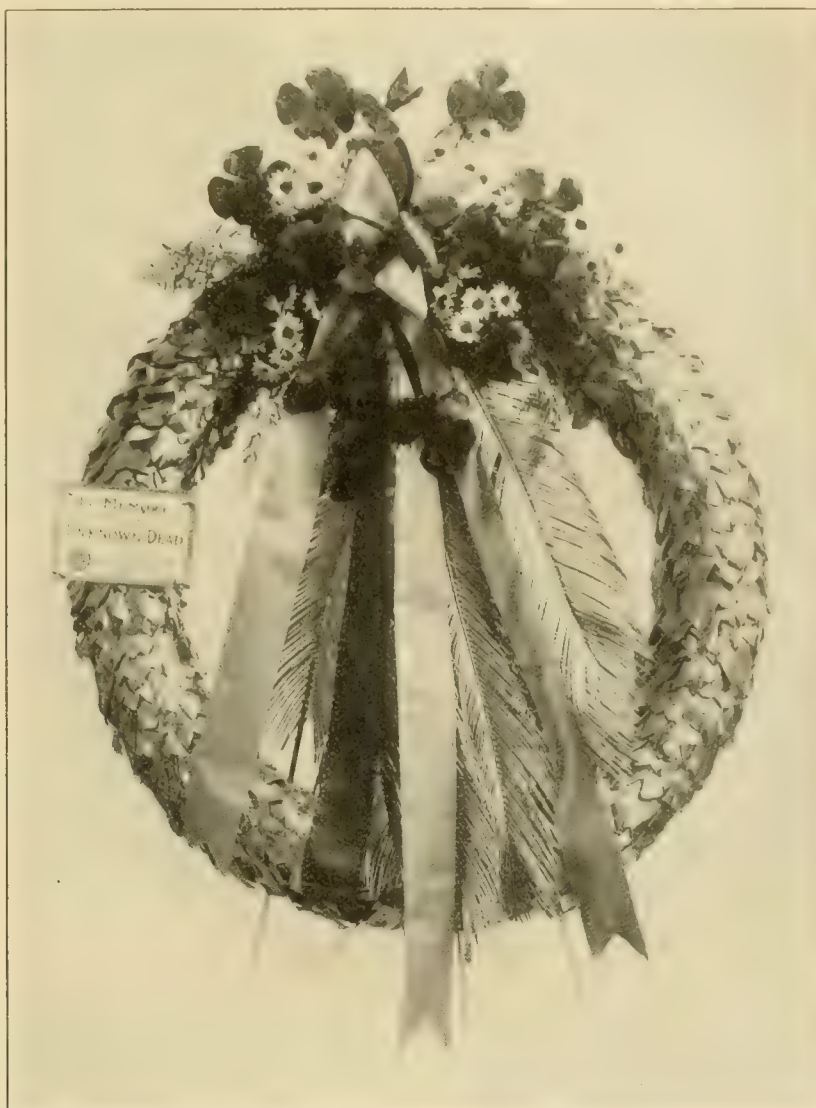
This, together with the enthusiastic spirit of the proprietor and his able assistants who cannot fail but become imbued with his progressive methods, impresses on every visitor and customer that they never have seen such beautiful plants and flowers before and sales are made that are entirely due to this intensive presentation of the stock. The thousands who pass daily and are attracted by the display to stop and take a look will be certain to keep this store in mind and give it a call as occasions arise for the use of flowers.

Now, when flowers are so cheap, this is the season to run special sales. Small vase baskets can be filled with short roses in combination with larkspurs, the pink and blue making a fine color contrast. Coreopsis, gaillardias, outdoor sweet peas and other like flowers, put up in wax paper cornucopias to sell for 25 cents a bunch makes a special that in a good retail shopping center could be sold in quantity.

Late flowering hydrangeas are very attractive at this time and are fine for a pavement display. Pot stock in full flower should be featured with a covering of light blue paper around the pots, put on in cornucopia fashion not tied in too close, with the edges of the paper coming well up into the foliage. This kind of decoration gives all plants a finished look, makes up for the lack of bottom foliage and adds considerably to the size.

ATTRACTIVE STORE FRONT.

There is no question but such featuring and displays gives a boost to business that would otherwise get into such a standstill condition that the man who looks for and does nothing to offset, will be sure to find. It is never too late to mend and when the report is that business is slow the time has come to find out why, to clean out the offensive material and wake up to the opportunities that are open to every retailer who will take the chance of carrying a good line of flowers and feature



MEMORIAL WREATH BY FORDHAM OF BRONX, NEW YORK.

Gold Magnolia and Cycas Leaves, Poppies, Daisies and Gold and Blue Ribbon. Placed in Poe Park, Bronx, New York, Memorial Day in Memory of the Unknown Dead, by the American Legion, Bronx County.

and present them in an attractive way. His store front must be made so gay and bright with the many plants at his disposal that there will be no question that it is a wideawake flower shop, a place where one will be sure to find a good assortment, and as seen in front, men of ability to arrange them.

It is only when the enthusiasm is aroused by some incentive to such a degree that these changes are made, that there is hope. It may seem risky to stock up and carry a line out of proportion to the orders to be filled, but if this earnest and persistent bid for business is constantly kept up people will come to the store where there must be stock such as they desire, and a variety that will induce them to buy more. It is the cumulative value of the intensive display and advertising that eventually throngs the store. An advertisement once or twice a week featuring a particular article such as a \$1 fern or box of flowers, ran for a month, will make little appreciable difference in the demand, but if kept up three, four or six months, the cumulative effect of its being seen again and again together with the repeat orders

will make this an important feature of the business.

There should always be good value in these advertised specials as they are a general invitation to the public to come to the shop and they must be made to feel it is worth while. The advertised special is however only the opening wedge just to get the people acquainted with the store, the result in all these campaigns invariably leading to increased sales in every department. Once get the people in the shop, then its varied and well featured stock together with its alert salespeople will do the rest.

Putting in an occasional advertisement at the behest of a persistent solicitor is good money wasted. Profitable publicity, the kind that brings results, comes from well planned campaigns featuring certain seasonable lines with which the store is sure to be well stocked. Every business can afford to invest five per cent of its gross receipts in publicity, this intelligently spread out over the year if backed up by the goods and efficient management will in its cumulative effect build up a continual, ever increasing demand.

Floral Pictures.

One of the most effective decorative features for the window is the gilded picture frame, in which is artistically arranged to simulate an artist's painting or water color flowers in vases, low bowls, baskets, hampers or other receptacles, with various backgrounds that give the best color contrasts and harmonies. Almost any arrangement of flowers that will admit of being framed in this way will be given a distinctive appearance and attract much more attention than if displayed by the ordinary method. A bride's shower bunch in a suitable frame is a very attractive subject. The first of the season's flowers as they come in will always attract more attention introduced in this manner.

There should be several sized frames to properly fit the picture and show it to the best advantages, also quite a variety of back grounds in various shades, made of two-toned silks and others of silk velour or thin velvet. These with a loop on one edge are slipped on a curved or straight brass rod the width of the frame, which at one end is bent at right angles and fastened into two screw eyes at one side of the frame near the top. This curtain background should be wide enough to show folds when in position and also places to give from 12 to 18 inches depth to the picture.

A suitable upright easel that holds the frame perpendicularly at any height adds to the effectiveness and leaves room for hanging a painter's palette below. There must be a suitable shelf on which to build the picture, which can be attached to the bottom at the back of the frame on brackets. An electric fixture, with reflector at top and side, attached to the frame so they can be turned on separately, will give an illumination that greatly enhances the effect and is indispensable at night when with the window lights off the picture is wonderfully attractive.

The accompanying illustration is of a frame 28x32 inches with Ward roses in a white and gilt vase. Photographs do not bring out the natural colors but wonderful striking effects can be produced with flowers in their correct placing and appropriate backgrounds.

Dahlia Circular.

The New York Agricultural Experiment station, Geneva, in Circular No. 43, revised, prepared by F. H. Hall on "Dahlias and Their Culture," gives a very interesting history of the dahlia, dating from its discovery in Mexico in 1615 and the various stages of its progress up to the present time. In 1787 to 1791 it began to attract the attention of plantsmen and botanists. In 1791 Abbe Cavanilles, director of the Royal Gardens at Madrid, Spain, raised a semi-double variety which he named "Dahlia" after Mons. Andre Dahl, a noted Swedish botanist, under which name the whole genus is now known. The dahlia was early introduced into England, mention being made of a variety with colored plate in the Botanical Magazine of London in 1804. Growers in France, Germany and Belgium were soon experimenting and producing new colors and double forms. These developed into the more solid ball shaped flowers of the show and fancy types. From 1820 to 1860 dahlia enthusiasm in England almost approached that of the earlier tulip craze of Holland, there being numerous shows at which thousands of blooms were displayed and as high as £200, or \$1,000, was paid for promising novelties. A great impetus was given to the dahlia by the introduction into Holland from Mexico in 1872 of the variety Juarezii,

named after President Juarez of that country. This was brilliant scarlet, double, but open in form with pointed petals slightly rolled back at the margin, the forerunner of the cactus type, which in elegance of form, diversity of type, size, delicate colors and shades was a distinct advance over existing varieties. In crossing cactus types with singles the peony flowered form was developed. Since the introduction of this and other new types growing out of these crosses the dahlia has rapidly increased in popularity.

The dahlia was first introduced into the United States from England early in the last century being offered in American florists' catalogues of 1823. In 1835 at an exhibition of the New York Horticultural Society there were 30 exhibitors, one of whom showed 114 imported varieties. Since the introduction of the peony flowered and other fancy types the dahlia has rapidly increased in popularity. The Pacific slope has been found especially suited to its culture, many meritorious varieties of the decorative and cactus hybrid type being introduced from this region. Extensive dahlia farms in New Jersey, where they are grown commercially for roots and cut flowers, has demonstrated that they will pay as an individual product. The dahlia has now become so popular and its culture so universal in nearly every state in the Union particularly as a garden flower, that dahlia societies and exhibitions of this flower are springing up in every community and adding greatly to its popularity.

The American Dahlia Society's annual exhibition, held for the past two years in the roof garden of the Hotel Pennsylvania, New York, has been most successful in the great quantity, quality and variety of its exhibits and in the large attendance which each year turned into the treasury a substantial sum over all expenses. The circular also contains a classification of the various types, together with a

detailed list of the best kinds in the various classes with cultural directions. It is a most carefully compiled paper and should prove of great interest to all dahlia growers.

THE CARNATION.

Rhode Island Carnation Bulletin.

In our issue of April 29, page 738, we made some brief reference to this bulletin, and now have much pleasure in reproducing the following from Dr. P. A. Lehenbauer, of the Department of Floriculture, University of Illinois, Urbana, who has given much attention to this work.

DR. LEHENBAUER'S COMMENTS.

"The foremost questions in the mind of the florist are the necessity of replacing the soil in his greenhouses each year and the physical and chemical soil factors required to bring about the best plant development. Hitherto, fresh soil and an abundant supply of stable manure have fulfilled his needs. The gross returns per acre from the average greenhouse crop are so large that the expense of replacing the soil each year and the almost unlimited use of stable manure have not been potent factors in the past, but no industry that is long burdened with unnecessary expense can be on a permanent basis. The replacing of the soil in a large house each year, especially where it is necessary to transport it some distance, is no small item and is constantly becoming more serious with those houses erected in or near large cities, and there is an ever-increasing demand for the fast-decreasing supply of suitable stable manure to be had from our cities. These facts make it imperative that the florist should know just how far he may expect to obtain success by retaining the old soil for a period of years and by



FLORAL PICTURES.

A Vase of Roses.

the substitution of fertilizer chemicals and certain organic matter for stable manure. It seems logical to suppose that, other conditions being right, the root hairs of a carnation plant, for instance, would respond to the potassium, nitrogen, and phosphorus in certain combinations of fertilizer chemicals as well as to those elements when obtained from stable manure. The fact that the essential plant food elements can be supplied to the different greenhouse crops in fertilizer chemicals in definite quantities and relations and with greater ease than in stable manure makes the matter worthy of thorough investigation."

The above is the introductory statement to a bulletin just published by the Rhode Island Experiment station. The authors are F. R. Pember and G. E. Adams. The title of the bulletin is "A Study of the Influences of Physical Soil Factors and of Various Fertilizer Chemicals on the Growth of the Carnation Plant."

The bulletin is of direct interest to all carnation growers for it is an attempt to answer, by means of well-planned experiments, a number of fundamental questions which pertain to soils and fertilizers for this crop. The objects of the experiments may be stated as follows:

(A) What is the effect on growth and production if the same soil is used year after year, stable manure only being added, as compared with soil renewed each year and containing a similar amount of stable manure?

(B) What is the result if the original soil is used year after year and in place of stable manure, such organic materials as sphagnum moss, clover hay or ground alfalfa are used? In other words, what part does the physical structure of soils play in growth and production?

(C) What is the result if combinations of chemical fertilizers are used which tend to leave the soil either acid, neutral or alkaline?

(D) To what extent is potassium, and nitrogen, and phosphorus useful in supplementing stable manure?

(E) What quantities of the different chemical fertilizers may be safely applied to soils used year after year, before detrimental effects, either immediately or after a period of years, become evident?

The experiments were begun in 1907. This accounts for the fact that we see names of the older varieties, such as Beacon, May Day, Red Wing, Good Cheer, Harry Penn and Thomas Lawson. In experimental work of this kind it is of course imperative that the same varieties be continued throughout the tests. The investigators also continued the same progeny in each test in order, as they tell us, to give opportunity for the different physical or chemical treatments to exert any possible accumulative influence on the productivity of the plants during a period of years.

An accurate record was kept of all flowers picked and the flowers were graded into three classes. A record was kept also of the number with split calyces. Extensive and detailed tables are given of production of flowers for the various soil treatments. In addition, detailed data are given in tabulated form of the chemical analyses of plants grown in the various types of soils.

The results may be briefly summarized as follows:

When carnations are grown in the same soil plus manure for five years the production of flowers of first and second grade is reduced by an average



FLORAL PICTURES.
Vase of Sweet Peas.

of about five per cent below that from fresh soil plus manure.

When the used soil is treated with both manure and chemical fertilizers, an increased production results in comparison with old soil plus manure. The production on the whole, however, does not equal the production obtained from new soil plus manure.

If the soil is used year after year and only stable manure applied, there is a larger production of flowers than if only chemical fertilizers are applied. The production also is larger in this soil plus manure than if sphagnum moss, clover, or alfalfa is used in place of the manure.

In soil used year after year plus manure the average production was 2.6 flowers, or grades 1 and 2, higher than in this soil plus chemical fertilizers. In soil used year after year plus chemical fertilizers plus sphagnum moss, the average production was smaller by one flower than in similar soil plus manure.

The results obtained from the use of various combinations of chemical fertilizers in soils used year after year, and from using manure, clover and other organic materials in place of manure are best illustrated by giving the total production figures. These may be tabulated as follows:

Treatment	Total Flowers
Manure	20,898
Sulphate of ammonia, acid phosphate, and sulphate of potash	18,100
Nitrate of soda, fine bone, muriate of potash	16,609
Nitrate of soda, acid phosphate, and muriate of potash	17,641
Nitrate of potash, Thomas slag phosphate and acid phosphate (no moss)	16,956
Nitrate of potash, Thomas slag phosphate, acid phosphate, and clover hay or alfalfa meal	17,728

Nitrate of potash, Thomas slag phosphate, acid phosphate, and sphagnum moss..... 18,259

The carnation, after it is established in the soil, seems to thrive in a wide range of chemical fertilizers. However, there is a maximum limit and large applications have an injurious accumulative effect. "Owing to the fact that most soils, as well as stable manure, are somewhat deficient in phosphorus, of which, furthermore, there is a very low recovery, the addition of this element to the soil and manure compost in its making or when put into the house would undoubtedly improve the balance of the nutrients for the carnation as well as for most plants. The application of acid phosphate at the rate of one ton per acre (or about five pounds per 100 square feet) would give good returns under most conditions. The addition of much larger amounts of acid phosphate would not prove toxic. Where the use of a complete commercial fertilizer is considered necessary, one relatively high in phosphorus and medium in nitrogen and potassium, having an analysis of 4:10:4 or thereabouts, would give beneficial results in most cases when applied at the rate of one ton per acre or about five pounds per 100 square feet."

These results conform with results obtained at the Illinois Station but for Illinois soils it was found that even larger quantities of acid phosphate should be used to obtain maximum production.

The bulletin is well written and the large amount of data contained makes it a very useful publication.

London Flower Show.

HELD AT CHELSEA, MAY 23-25.

Most people said that this was the best of all Chelsea shows, both for quality and for diversity, though there have been more important novelties at former shows, but that is a chance. Certainly the general level of achievement grows higher year by year; and all that is now needed in our gardening, both amateur and professional, is more sense of direction.

We have it in some things; we are less bound by ugly convention than in the age of bedding-out and shrubberies; but convention is always lying in wait for those who feel most secure against it, and there is plenty of gratuitous ugliness still in the most pretentious gardens. Indeed, the gardener, as in the bedding-out age, still has his own laws of taste for all the world like a poultry-fancier, and would pay little heed to an artist who told him that the colors of the novelties in which he takes most pride are often actually ugly. Yet they are; and I should like to make a protest against them.

Like everyone else, I was inclined to gape in wonder at the sweet peas, to cry "Oh," as if at a bursting rocket; but then I tried to look at them, not as explosions of color, but as sweet peas; and I saw that, more and more, the lovely natural, or wonted pink of these flowers is being ousted by limelight shades which exasperate rather than charm the eye, and with which it would be difficult to harmonize any other color. You can give a tang to pink by mixing it with yellow; but why should you? The answer is that pink with that tang in it is like a loud advertisement. In a crowd of other flowers at a show, and especially inside a tent, it catches the eye at once; the other modest shades of pink are unnoticed; and the amateur who thinks that louder color is good color wonders at the loudness of it and buys.

We talk now with contempt of the magenta of our grand-parents; but no aniline dye that ever was—and magenta is a dye not a color—equalled in virulence the fashionable yellow-pink that is now invading so many flowers; not only sweet peas, but roses, snapdragons, and Sweet Williams. One sees it everywhere and it grows more virulent yearly. One might even call it a jazz color, and soon perhaps our florists will give us jazz shapes, at least in dahlias; and our gardens will begin to grow as ugly as most other things.

But rock gardens are certainly improving vastly year by year; a few years ago most of those which offered themselves for judgment were both ugly in design and likely to be graveyards for all except the coarsest vegetation. Now most nurserymen understand the first principles of rockwork and some show great taste. Mr. Wood, for instance, this year gives us a stream from the Yorkshire dales. He is a realist, but one of genius; and an amateur might adapt his realism to a large garden, translating it, as it were, into terms of the mountain flora of the world. But it would need both taste and knowledge. Mr. Tucker, of Oxford, showed a rock garden already adapted for that flora; it was the best of the kind ever done at the show, and would have won the Graphic cup if he had not won it last year. As it was, this was won by the Pullman brothers, who have much improved, though still, perhaps they use too much stone and not all of it well arranged for plant growth.

Symons Jeune's rock garden was also very good; but in some cases the rock

gardens are still marred with large incongruous plants; and the use of one kind of limestone grows monotonous. There are other kinds of stone in the Alps, and most of us must use the stone of our own neighborhood. No doubt Mr. Wood first began to do wonders with limestone, and no doubt it is easiest to produce an effect with; but nurserymen might be less slaves of fashion. Clarence Elliott illustrated a good idea on his rockwork, namely, the making of an alpine lawn, not with grass, but with small flowers crowded together. In fact, most alpine like to be crowded together, though not smothered, and a stretch of them chosen so that they would all be good neighbors would be a beautiful sight. The ground might contain a number of fragments of rock, all concealed by earth or the plants; and then only watering in dry seasons would be needed for success.

There were, of course, many formal gardens, some of a fierce formality which seems a mere reaction against the return to nature of a generation ago. I can well believe that a profiteer would pine for a Dutch garden, all walls and lead statues; and I have no doubt that it would illustrate Mr. Veblen's theory of "conspicuous waste." These things require fine taste and also much knowledge of gardening if they are not to look absurd. In particular, those who suppose they can grow all kinds of plants in walls that are not retaining walls—that is to say, which have no soil behind them—will find themselves mistaken. It was hard enough to get plants to grow in any wall last year, and to establish plants is always the difficulty of wall gardening.

If you have a real taste for a Dutch garden, if you know the plants and shrubs you want to grow in it, then no doubt you may make something beautiful of it; but if not, you had better let it alone and stick to the old herbaceous border. I would rather have ribbon or carpet-bedding than a Dutch garden that was a failure.

The best examples at the show proved that stone should be used sparingly in the flower garden, unless, of course, you are making an imitation of the Villa d'Este, and luckily few of us are doing that.—A. Clutton-Brock in the London Times.

Greenhouse Heating.

Third of the Series of Papers Prepared by H. Ralph Hadlow, of the Watson Engineering Co., Cleveland, O., for the Ohio District of the National Flower Growers' Association, the first having appeared in the January issue, page 1231, and the second in the issue of April 8, page 585.

The most common method employed in this country for conveying heat to distant points for heating purposes is by means of steam. This is frequently accomplished by generating steam at high pressure, that is, 60 pounds gauge pressure or above, and reducing the pressure at the points of distribution to meet the demand of the installation to be served. This is most commonly done in large installations where it is necessary to use a pump to return the condensate back into the boiler. It is customary and advantageous when conditions will permit, to generate the steam at low pressure, that is, 10 pounds pressure or less, for steam heating purposes. The low pressure steam heating systems as applying to greenhouse work may be classified in a general way under the following heads: One pipe gravity steam system, two pipe gravity return steam system, and vacuum return system.

The true one pipe gravity steam heating system has the steam main, risers and branches all below the heating units and uniformly pitched back to a point near the boiler, where the condensation is separated from the steam and flows to a point below the water level and thence through the regular wet return into the boiler by gravity, or flows through a sealing trap into a receiver and thence by means of a boiler feed pump forced into the boiler. The pipes are necessarily large



FLORAL PICTURES.
Basket of Ward Roses.



CONVENTION HALL, KANSAS CITY, MO.

Where the Society of American Florists' Meeting and Exhibition will be Held August 15-17.

to allow the condensation to return against the flow of the steam. If the pipes are made too small, or water pockets or water seals exist in the system, water hammering, as well as trouble in getting steam to the heating coils, will be experienced.

No little difficulty has been experienced with steam heating systems, such as water hammering and difficulty in getting steam to the heating units, and in practically every case it may be traced to faulty pipe work or sizing of the pipes, such as water pockets, too small pipe, a restriction in the piping or short circuit between the steam main and the return main. There are also cases where long lines underground may have an excess of heat loss due to being surrounded by water or improper insulation. This may be the case also with long uninsulated pipes overhead. To make the steam system operate satisfactorily, it is absolutely necessary that the pipes have a clear, open space for the steam to pass through. It is, therefore, of prime importance that all small pipe be reamed after cutting and eccentric fittings be used in steam mains and returns and that all low points be properly drained.

It is especially important in the one pipe gravity steam system that there shall be no water pockets in the steam main and that the slope shall be continuous back to the wet return leading to the boiler. This system, however, is not very satisfactory for greenhouse heating since pipe coils are generally used instead of cast iron radiators, the pipe coils being long are more difficult to drain against the flow of steam.

The general character of greenhouse requirements demands a two pipe water or steam system. Steam must therefore be transmitted to the coils through one system of pipes and the condensation removed through a separate system of returns to the boiler.

In either the gravity or vacuum systems, the steam mains should be run overhead around the building or through the middle of the greenhouse

with a uniform grade of one inch in 20 feet. The branches leading from the coils should be taken from the top of the main and any water pockets should be provided with a drain or drip line to the return. All steam mains should be dripped at the extreme end. The pipe coils should have a uniform grade downward of one inch in 15 feet in the direction of flow with drip connection through a check valve at the low end in case of gravity return system, thence to the return main and back to the boiler. The check valve should be placed horizontally not less than six inches below the lowest point of the coil.

The gravity return system has one disadvantage as hereinbefore mentioned, that the boiler must be placed so that the water line is below the lowest point in the steam main and pipe coils dependent upon the size of the system and pressure carried on the boilers (the minimum advisable distance is about two feet), or a trapped condensate receiver and boiler feed pump must be employed to return the condensate to the boiler. Where low pressure steam is generated the boiler feed pump must be driven by electrical power. In the two pipe gravity system all air pockets in the piping must be provided with suitable automatic air valves.

There are numerous so-called systems of steam heating in use. The term "system" in this case is merely a commercial term for different makes of specialties rather than any distinctive feature in the size and arrangement of the piping and boilers as referred to hereinbefore. The vacuum steam heating system is the most satisfactory of all steam heating systems for large installations since it provides positive means for removing the air and condensation from the piping and returning the condensate to the boilers and also submits most regularly to thermostatic regulation. The piping system is essentially the same as in the two pipe

gravity system, except that the check valve in the return from the coil is replaced by a thermostatic trap, which permits the passage of condensation and air only and not of steam. The vacuum pump is connected to the return main in the boiler room which pumps the condensation and air from the return main and forces the condensate in the boiler. The return pipes may be made considerably smaller than are used for the gravity system and a limited number of water pockets may be permitted in the return line provided lift fittings are used. This should, however, be avoided wherever possible.

Temperature regulation may be placed on the steam mains or on the individual coils, that is, one thermostat may be located to control the temperature of the entire building, or thermostats may be located at various points in the building and regulate the steam to the coils in the different sections. This system has the advantage that the regulation is easily changed and the same disadvantage that sufficient fire must be kept in the boiler to generate steam at all times in order that the system shall give off heat. Also, that in large installations, the boilers will be of such size as to require a licensed fireman according to the laws of certain states. When high pressure steam is generated for heating purposes, it is almost invariably for this type of system, since the steam can be transmitted to distribution points at high pressure and reduced by means of a pressure reducing valve to any desirable pressure below 10 pounds. It is necessary in a vacuum system to use steam at less than 10 pounds pressure in the coils since the thermostatic traps are ordinarily guaranteed for not to exceed 10 pounds pressure.

The advantage in such cases of generating steam at high pressure is that of being able to operate the pumps by steam where electricity is not available and it is not entirely satisfactory to attempt to operate pumps at less

than 60 pounds pressure. The exhaust steam from the pumps may then be used in the low pressure heating lines. Where electrical power is available it is somewhat more desirable to generate steam at low pressure, using a motor driven combined vacuum and boiler feed pump of the type built by the Nash Engineering Co.

The vacuum system is generally used where conditions do not favor a two pipe gravity system. This applies mainly to one area. All pipe coils, low points in the steam line, as well as the ends of steam mains, must be dripped through thermostatic valves, discharging into the return lines. It should be borne in mind that the thermostatic traps should at all times be placed in a position lower than the point to be drained, since the fundamental principles of the valves is as follows:

The valve is usually constructed with a flexible metal bellows filled with a volatile liquid which expands when exposed to heat. These bellows control the opening and closing of the valve in the trap. The valve remains open at all times when water or air is passing through, due to its lower temperature, but closes immediately upon steam coming in contact with the bellows.

As stated in the previous paper on hot water heating, the forced circulation of hot water heating is most desirable for comparatively large installations of greenhouse heating. In extremely large systems some special advantages may be derived from the use of the steam vacuum return system.

As stated in a former paper, the heat from the water system is not so intense as that from the steam system, since the heating medium in the hot water system is ordinarily of a temperature ranging from 130 degrees and lower, while the temperature of the medium in a steam heating system must range from about 212 degrees and upward. This would not create as healthy a temperature for the plants which are near the heating coils. However, a satisfactorily designed and installed system of steam heating has many merits worthy of consideration.

National Flower Growers' Association.

CINCINNATI GROWERS.

The June 7 meeting of the Cincinnati growers which was held at the range of L. F. Murphy, met with the usual success. Several voluntary subscriptions toward the advertising fund were received from members who had previously subscribed, namely, Murphy Bros., \$25; R. Witterstaetter, \$25; and the C. Federle Co., Hamilton, \$20.

The local florists have made arrangements to hold an outing at Loughery island, July 12, and from reports there will be a 100 per cent attendance, the retailers stating that they will close their stores at 9 a. m. that day.

We have perfected arrangements for the state convention which is to be held in Cincinnati, June 20-21. On invitation of Nick Weron it was decided to hold the next meeting at his establishment, Wednesday, July 5. Luncheon was served after the meeting, after which several games of quoits were indulged in. JOSEPH IMHOLTE, Secy.

OHIO DISTRICT MEETING, JUNE 20-21.

Walter Stephens, president of the Ohio District of the National Flower Growers' Association, reports the annual meeting of the division will be held at Cincinnati, June 20-21. The location of the headquarters and the programme will be announced in the near future. The principal questions to be considered are changes in the constitution and by-laws which will revise the schedule of dues, so that the small grower will not be burdened to any great extent, while the larger plantsman will also benefit.

The time for holding the annual meeting was changed from January to June to permit a larger attendance at the meetings. J. W. L.

New York Florists' Club.

The New York Florists' Club held its monthly meeting, the last until September, in the Engineering building, on June 12, President Roman J. Irwin in the chair. Secretary Young read the minutes of the May meeting, which were approved. The secretary read suitable memorial resolutions on the death of John I. Raynor, who had been a life member of the club, the members standing during the reading.

Charles H. Totty made a report for the spring flower show committee. About 44,000 people attended the exhibition, and \$6,000 will be divided between the club and the Horticultural Society of New York. A new flower show committee has been appointed. Clifford Lowther, for the transportation committee, reported encouraging results relating to a party to the Society of American Florists' convention. A. L. Miller spoke on transportation, urging members to make reservations for the trip at once. The following were elected to membership in the club and were present and introduced: Carl W. Meyer and Ernest A. Marxsen, 99 Warren street.

A committee was appointed to prepare resolutions appreciating the work of Treasurer Newbold of the flower show committee during the spring show.

The feature of the evening was the lecture by President S. S. Pennock of the Society of American Florists, illustrated by stereopticon views. President Pennock, it will be recalled, went to Germany after the war, representing the Quaker denomination, and distributed relief. He also visited some of the devastated parts of Europe, and a number of the views showed the ruins of buildings, also the weak condition of children caused by insufficient and un-nourishing food. At the conclusion he was given a standing vote of thanks.

The death of Patrick Welch, of Boston, Mass., was reported, and A. T. De La Mare, Frank H. Traendly and Secretary Young were appointed a committee to prepare suitable resolutions.

C. F. Bertanzel, Roslyn, N. Y., exhibited six pots of hardy pinks, named Mothers' Day, awarded a vote of thanks. The Springfield Floral Co., Springfield, N. J., showed a vase each of foxglove, lilies and kalmia, receiving a vote of thanks. The meeting adjourned.

A. F. F.

Columbus, O.

POT PLANTS, SHRUBBERY SELL WELL.

Business since Memorial Day has been rather quiet, funeral work not being as brisk as formerly and since that is the backbone of the market in the summer, general quietude has settled over the industry. One of the best features however is the call for pot plants and shrubbery of all kinds. Growers who specialize in that class of work have been rushed to take care of the trade. Planting of ferns and flowers in vases, porch boxes and in landscape work has been good. Cut flowers are selling to a limited extent and the quality as a rule is excellent, carnations, roses, delphiniums and coreopsis being the principal kinds. Peonies are now out of the market, and there is a fair variety of garden flowers available. Roses are mostly Columbia, Ward, Premier and Sunburst, bringing \$3 to \$6 per dozen. Carnations retail at \$1.50 to \$2 per dozen. The fact that commencement exercises are being held at a number of schools has increased business to a certain extent but this is not as marked as in some former years.

FLOWER GROWERS' AND RETAILERS' ASS'N.

The Flower Growers' and Retailers' Association held its regular meeting at the Chittenden hotel, June 6, with a good attendance. Following a dinner served at 6 p. m., the question of staging a flower show during the fall was discussed at length. Practically all of the members present were in favor of the show and to that end Henry Wilson was named a committee of one to investigate the advisability of holding it and report a plan. It was suggested that the exhibition be given under the auspices of some women's club and a small admission be charged to defray the expenses. After the expenses are paid the remainder is to go to the club lending its good offices. It is planned to have the show about the first week in November at a place to be decided later on. The meeting adjourned.

FLORISTS' TELEGRAPH DELIVERY MEETING.

A special meeting of the Florists' Telegraph Delivery Association will be held at the Chittenden hotel, June 16, when the question of broadening the scope of the organization will be discussed. It is planned to increase the use of telegraph orders in the sending of floral offerings, by an advertising campaign. Philip Breitmeyer, of Detroit, Mich., is president of the organization.

NOTES.

Business is somewhat quiet with the McKellar Flower Shop, but that is to be expected at this time of the year. The company has placed in service a new Dodge truck. A number of June weddings have been booked for the month.

Rudolph Zish, of the former firm of Zish & Dozer, retailers on North High street, has withdrawn from the concern and the business is now being conducted by James Dozer. Trade at this store has been very brisk.

The T. J. Ludwig Co., 82 North High street, is having a considerable amount of landscape work. Planting of shrubbery, and the arrangement of hanging baskets and porch boxes keeps them busy.

The Wilson Flower & Seed Co., 23 East Town street, enjoys a good call for seeds. Landscape work has also been a big feature at this place.

J. W. L.

Ithaca, N. Y.

CORNELL UNIVERSITY.

The department of floriculture was honored by a visit from the foreign delegates who attended the conference of the Federal Horticultural Board, in Washington, May 15-16. On May 23, Mr. Lobjoit of England, Dr. Van Slogteren and Dr. Van Poeteren of Holland, spent the day inspecting the various departments of the university. Dr. Van Slogteren lectured to the students in floriculture on "Bulb Culture in Holland." The visitors were entertained at luncheon by Dean Mann and other officials of the college of agriculture. May 31, Louis Sander and Charles Pynaert of Belgium, stopped over while en route from Chicago to New York. They seemed intensely interested in methods of instruction as taught in an American agricultural college. An informal reception was given the delegates by the staff and students of the department of floriculture.

The classes in garden flowers visited Sonnenberg, the Thompson estate at Canandaigua, June 1, and the following day, the park at Rochester and George Eastman's estate.

Lectures for the spring semester ended June 6, and examinations are now in progress. At the close of the examination period several of the students will leave for practical work during the summer. Others will remain at the college for the courses given during the summer term. J. F. Larrabee

and J. C. Curtis will be with the F. R. Pierson Co., Tarrytown; H. P. Everts and R. B. Farnham on the Geo. W. Perkins Estate, Riverdale; A. H. Jackson, at Fosgate Farms, Cranbury, N. J., and J. H. Ford with A. L. Miller, Jamaica, L. I.

H. A. Pratt, an instructor in the department, who has been working for P. A. Danker, in Albany, for three months will resume his duties at the college, June 15.

David Murray, who has been superintendent of the college greenhouses for 12 years has resigned to accept a more lucrative position as manager of the range of the Bool Floral Co., Inc. Mr. Murray has been very efficient in his management of the greenhouses, and most courteous in his associations with the students. His leaving is deeply regretted by both faculty and students.

The roses in the test garden at Craig field promise to be at their best during the farmers' field days, June 22-23. The gardens will be open for inspection on those dates and any one interested will be welcomed. The irises are now in full bloom and the peonies will be at their best next week. The department expects to move the gardens during the summer and fall to a more accessible area where the soil is better suited for garden flowers.

Letters have been received from Prof. A. H. Nehrling announcing his safe arrival in England. He sailed de luxe on the Mauretania, May 16.

E. A. W.

Cromwell, Conn.

A. N. PIERSON, INC.

Some one might say that the Cromwell Gardens and A. N. Pierson, Inc., are so well known that it is like "carrying coals to Newcastle" to write about them. At any rate, if that ancient wheeze is already out of date, it soon will not be unless our government and people take steps to end the coal strike. If it goes on indefinitely, the time may come when we will want to buy coal from Newcastle, if it has any to sell. This, however, has no reference to the above named firms, as they are wise enough to always have a large supply of coal ahead. In writing a brief sketch of these good friends of ours, it is puzzling to decide where and how to begin. Their activities are so varied that everything cannot be covered. It will not be far wrong to say that the Cromwell Gardens and A. N. Pierson, Inc., are a town within a town, for they have homes for their employes and carry on various activities that are supposed to be the functions of the average city. From their current catalogue we learn that: "The spring of 1922 is the fiftieth anniversary of the modest beginning made in Cromwell by A. N. Pierson, the founder of and now the president of the firm of A. N. Pierson, Inc."

The present ranges comprise nearly, if not altogether, 1,000,000 square feet of glass, with over 300 acres of land. Under glass, immense stocks of roses, carnations, chrysanthemums and other popular flowers for cutting are grown. On our recent visit we were particularly interested in the fine quality of the roses, Premier and Mrs. Warren G. Harding, that were being cut. Although there was activity in moving and cutting back old stock and planting too, there is yet a large area being grown on. Activity in preparing young plants for shipment was noted. Chrysanthemum planting was also well advanced. The range is rich in palms, ferns and other ornamental foliage plants. A house of cibotium ferns is particularly attractive, and we have never seen finer specimens, considering that this is not the best time of year to visit a range and observe enough to repay for the visit. An earlier visit would have shown a much greater stock of geraniums and other bedding plants, as these were pretty well

sold out. It may be added relating to roses that in addition to those already mentioned, all the best kinds, both for greenhouse and garden culture, are grown. Necessarily, a large force is employed in the regular routine of growing, packing and shipping. In the large room where cut flowers are sorted and prepared for shipment quite a number of girls are employed. At this time of year repair work is an important feature. Work is well under way for a large boiler house of concrete.

A. N. Pierson, the genial founder and head of the house, is yet an active man. He is so well known in the trade that there is little we can say about him that would be new. But we may add that these great and successful enterprises speak for him. At his home we have found him the soul of hospitality. Nor can we conclude without saying a few words for Wallace R. Pierson, the clever and active son. A young man of great force of character, he is interested and active in all good works pertaining to the horticultural trade. A. F. F.

Boston.

SUMMER DULLNESS CONTINUES.

There is little new to report on market conditions for the past week. Stock is arriving far in excess of the demand and for the most part of very inferior quality owing to the intense heat which has prevailed in New England for more than a week. White roses, sweet peas, lily of the valley and orchids are really the only stocks which have a market value and which keep moving with any show of regularity. All other material coming in is disposed of at the best offer obtainable for a part of it, the balance consequently going to the barrel. Up to the present time this is the quietest June for a number of years.

HAIL.

The amount of hail damage done to greenhouse property June 11 was greatly exaggerated when the first reports came in. The heaviest loser was Pierce Bros., Waltham, who had 2,000 square feet of glass smashed. Others who sustained damage were W. W. Edgar, Waverly; Frank Edgar, Wollrath & Son, Waltham; Osgood Bros. and A. Martev, Everett. The amount of damage done at these places was very small, according to later reports, though they were very fortunate, as the storm was the heaviest seen in and around Boston for many years. E. F. S.

New Haven, Conn.

WEDDING TRADE FAIRLY BRISK.

The people here, in common with those of other New England cities, suffered from the hot wave of the week ending June 10. Thousands resorted to the beaches, and it was not to be supposed that much interest would be manifested in the florist or his business. And yet, there are always some brave souls that, regardless of heat or cold, will go right along and carry out their pre-arranged plans. Consider getting married, for instance. It is a very important step, but people will get married, and many favor June for the ceremony. The foregoing reminds me that through one of the hottest days John N. Champion was toiling and perspiring over a wedding decoration. It may be said that the retailers of this city, so far as we could reach them, seem prosperous.

NOTES.

On June 4 the park commissioners and Superintendent Amebeyn escorted 39 aldermen through the park system and explained to them what it was all about. It appears that some of the city fathers had not previously taken much interest in the parks, but are now quite favorably impressed.

The Myers Flower Shop, 936 Chapel street, had a good plant trade for Memo-

rial Day, and Mother's Day business was the best since the custom began.

Charles Munro reported satisfactory business. Mr. Munro has been making fine window displays with peonies and seasonable plants.

Myer Wilson, 56 Congress avenue, reported a good Memorial Day business. He takes an occasional trip to the New York markets.

S. H. Moore, of the S. H. Moore Co., has been well pleased with the condition of business. A. F. F.

Rochester, N. Y.

SATISFACTORY TRADE REPORTED.

Commencements, graduations, weddings, etc., constituted the bulk of the business the past week, and florists were busy. Peonies are plentiful at low prices. Carnations are becoming much smaller, and the quality is deteriorating. There is an abundant supply of pyrethrum, Sweet William, irises, yellow daisies, delphiniums, larkspurs and gypsophila.

NOTES.

Hart & Vick are enjoying a busy season in plants, seedlings, etc. Aster plants are very scarce, due to worms destroying many of them. Chas. Watford recently commenced his duties as a seed salesman with the firm.

The peony show, under the auspices of the Florists' Association, was staged in the Convention Hall annex, June 12-14, with Geo. T. Boucher in charge.

Jos. Werdein has been engaged by the Unique Candy Shop to act as manager for the new floral department the firm expects to install at an early date.

Geo. Kramer is at present working on models for the decorations of the industrial exhibition to be held here in the near future.

The rose show to be given by the local Rose Society is scheduled for June 16-17 at the Convention Hall annex.

J. M. Keller left recently for San Francisco, Calif., where he is attending the Shriners' convention.

Wm. L. Keller is at Sodus, on Lake Ontario, where he is having a fine time fishing.

Jos. Schum & Sons have a fine crop of irises and peonies. CHESTER.

Nashville, Tenn.

COMMENCEMENT AND WEDDING TRADE BRISK.

With the numerous school commencements and wedding functions, the florists are enjoying a continuous round of business, many shops reporting daily clean-ups. Roses are the favorites and in excellent condition, Columbia and Mrs. Chas. Russell leading. Premier, Hoosier Beauty, Milady, Ophelia, Mrs. Geo. Shawyer, Sunburst, Killarney, Mrs. Aaron Ward, Cecile Brunner and even other kinds meet with ready sales. Among outdoor offerings calendulas, daisies, which grow wild in this country, sweet peas, gladioli, Cape Jasmine, from the south, snapdragons, Rubrum lilies, callas, etc., are plentiful. The plant trade is still booming, as the recent heavy rains have extended the season. The planting of all crops is very backward this year.

Geny Bros., the enterprising and capable florists, had the misfortune to be in the path of a very serious hail storm recently, 50,000 lights being smashed. No damage was reported on the stock, however. The loss was partially covered by insurance. M. C. D.

PATERSON, N. J.—McCabe, the Florist, is the name of an up-to-date flower shop recently opened at 368 Grand street.

OMAHA, NEB.—Paul Swoboda, brother of Geo. Swoboda of Hess & Swoboda, recently came on here from Pittsburgh, Pa., with his wife and family. Mr. Swoboda, who has had considerable experience as a grower and collector of orchids, talks of locating in the west.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$2.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

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SULPHUR is in increased demand for fertilizer purposes.

THE use of stamped envelopes is on the increase, ten millions being made daily.

THE increasing scarcity of coal seems to promote more than usual interest in coal piles.

TINFOIL buyers will be interested to learn that the price of lead has been again advanced.

NITRATE OF SODA is again being shipped from Chile, which indicates a slow but gradual recovery of that industry.

CALIFORNIA grown anemone and ranunculus are offered at from \$35 to \$40 per thousand. This is another case of growers planning on a 400 per cent advance over former cost.

Personal.

Hans Plath, the well-known grower of San Francisco, Calif., with Mrs. Plath and family, were in Chicago this week, en route to Germany.

RETAIL florists doing a steamship business will be interested in knowing that 27 ocean-going steamers, carrying 10,000 passengers, sailed June 10, making a new record in out-going summer traffic.

Texas State Florists' Association.

DALLAS CONVENTION, JULY 5-7.

The ninth annual convention of the Texas State Florists' Association will be held at the Fair Park coliseum, Dallas, July 5-7. An excellent programme, with timely addresses by able speakers and numerous entertainment features, is being prepared and will be announced later. Dallas has long used the slogan, "The City of the Hour," and the meeting will be known as "The Convention of the Hour," and the officers of the association fully expect to have it live up to all that the slogan implies. Florists from other states are cordially invited to be present and see what a Texas convention is like and enjoy the southern hospitality for which the state is noted.

The trade is urged to make exhibits. There is ample room in the coliseum, and no charge is made for space. Those wishing to make reservations should communicate at once with Henry Greve, care Dallas Floral Co., Ross and Masten streets, Dallas, Tex., who will gladly take care of all requirements.

The officers of the association are: Otto Lang, Dallas, president; E. C. Suchy, San Antonio, vice-president, and Lewis J. Tackat, Fort Worth, secretary-treasurer.

Indiana State Florists' Association.

NEW ALBANY MEETING, JUNE 21-22.

The June meeting of the State Florists' Association of Indiana will be held Wednesday, June 21, at 3 p. m. at the greenhouses of Anders Rasmussen, at New Albany. On June 22 the members of the association will make a trip to the Wyandotte caves. This will be well worth your while, and we should have a large attendance.

Give your attention to the following details of the trip: they are important. A chicken dinner will be served at the cave at a cost of 75 cents. The cost of the trip through the cave is \$1, which is a reduction of 50 cents. Those of you who intend to go should bring old clothes or overalls to wear in the caves, there not being enough at the caves to supply a large crowd. Do not forget this. It is important that as many as possible come to New Albany in automobiles, so we will have enough to make the trip and not have to engage any extra machines.

It is absolutely necessary that the members fill in the card that has been mailed, so the necessary arrangements for the trip can be made. This is a small thing to do and will help considerably. Fill it in and mail at once. If you want rooms reserved, indicate it on the card, also the capacity of your automobile and how many will be in your party. Bring the children, so they can visit the caves. The train for New Albany leaves Indianapolis at 7:55 a. m.

OSCAR G. CARLSTEDT, Sec'y.

Plant Quarantine in California.

A report from Los Angeles, June 8, says "The whole quarantine aggregation is now on the coast and meet here today. A dinner was given to the party by the local trade. Interviews given by quarantine leaders at Sacramento, reiterate their intention to make no modification in the present operation of Plant Quarantine No. 37." Our correspondent says: "These are days of fan-

aticism, prohibition, and God only knows what other kinds of drastic laws, rules and regulations that make the average business man sweat blood. If 'every lane has a turn' this long and difficult one ought to come to an end soon."

Coal.

Union coal miners claim that non-union mines were unable to fill 50 per cent of the demand for coal. The operators in coke regions, they say, were demanding \$4.50 a ton for soft coal, to cover the cost of maintaining guards at the mines. The pre-strike price was \$1.25.

Secretary Hoover, of the Department of Commerce, in a letter to Homer D. Jones, Chicago, president of the National Retail Coal Merchants' Association, June 8, criticised him for the refusal of his association to co-operate with the government in the prevention of profiteering, which was brought out in recent correspondence between Mr. Jones and the secretary. Mr. Hoover declared there was no justification for the increase of \$1.75 a ton to the consumer in Chicago.

Botanical Foundation.

A botanical foundation with unlimited finances came into existence at Yonkers, N. Y., with the recent appointment of Dr. J. M. Coulter, head of the botany department of the University of Chicago, as director. W. B. Thompson, Wall street financier, and a group of other millionaires in New York have joined to establish a foundation to do for plant life what the Rockefeller foundation does for human life. The foundation not only will devise means of combatting all forms of fungus and decay attacking plants, but will endeavor to evolve new and useful plants. The laboratories will be at Yonkers, adjoining the estate of Mr. Thompson.

National Flower Again.

Washington, D. C. — Representative Kissel, of New York, has introduced a bill in the house of representatives providing for the adoption of the daisy as the official national flower of the United States, which is addition to the recent bill of Representative Taylor, of New Jersey, designating the Mountain laurel as the official flower, as announced in our issue of May 20, page 890.

In London.

Americans attending the recent exhibition of the Royal Horticultural Society of England, at Chelsea, included Prof. Arno Nehrling, of Cornell university, Ithaca, N. Y.; E. H. Wilson, of the Arnold Arboretum, Jamaica Plain, Mass.; and John C. Wister, secretary of the American Rose Society, and president of the American Iris Society, Philadelphia, Pa.

American Peony Society.

The latest information is that the annual exhibition and meeting of the American Peony Society will be held in the Armory, Hamilton, Ont., June 16-17, with the Tecumseh hotel as headquarters.

Canada Express.

The prepayment of charges on express shipments destined to points in Canada, effective since April 15, 1920, has been cancelled and shipments for the dominion will be accepted with charges collect, effective June 15.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion.
Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted to Buy—A retail florist's business in New York or vicinity; give full particulars. Address.
Key 842, care American Florist.

Situation Wanted—By a first-class grower of cut flowers; general line of fancy potted plants and bedding stock; good man on cyclamen. Would prefer a well kept place in middle western states as a foreman or grower; steady position only. German; single man; middle aged. State full particulars in first letter. Address
Key 843, care American Florist.

Situation Wanted
By grower of carnations, 'mums and pot plants, single, middle age. Address
Key 845, care American Florist.

Situation Wanted
GROWER
Single, 25 years' experience. Address
Key 827, care American Florist.

Situation Wanted
Experienced designer and salesman, capable of taking complete charge of store. Address
Key 844, care American Florist.

Situation Wanted
Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.
Key 832, care American Florist.

Situation Wanted
Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.
Key 839, care American Florist.

Salesmen Wanted
We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also frize wreaths, funeral wreaths, florist fillers. Address
Key 838, care American Florist.

FOR SALE
Set of store fixtures for small establishment, \$400 cash takes the outfit, now in use in Chicago store. Address
Key 846, care American Florist.

ATTENTION!
About four years ago a notice appeared in the Trade papers that the gardener Paul Albert Thiele, about 54 years old had been killed by some railroad in the middle west.
I appeal to any one who knows about this accident to inform **MR. WM. KLEINHEINZ, OGONTZ, PA.**, when and where this occurred.

SALESMEN
Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.
American Stamping Co.
ELIZABETH, N. J.

UNSURPASSED OPPORTUNITY!
New GREENHOUSE, built right; set on iron posts, nearly 10,000 of feet of glass, big propagating room, sixty horse boiler. Over one acre of the best of ground, excellent location, good streets on three sides, \$2,000, tomato crop now flowering. A new big double-constructed bungalow in connection; also big garage and a good automobile. Dandy boiler also at the bungalow, heats the residence and the propagating room. Everything in excellent shape. Must sell quickly on account of wife's health.
Everything as described goes for \$11,000, if taken immediately. About \$5,000 cash will handle; balance can run on good terms.
This is fully \$5,000 under value. Inquire of

CABLE REALTY CO.
5829 72nd St., S. E., Portland, Ore.
Phone 613-33.

Salesman Wanted
By large mail order seed house; experienced man to take full charge of flower, seed and bulb department, must be able to make up catalogue. State age, experience and salary. Address
P. O. Box 1296, Philadelphia, Pa.

HELP WANTED
A first-class, thoroughly experienced, live-wire nurseryman and florist, to help organize, take stock in, and assume the active management of a nursery business in Dallas, Texas, a city of 200,000 population. There is a big demand for shrubbery, roses, etc., and the location being splendid makes a fine opening for a business of this kind. For further information apply to
ROBERT NICHOLSON
DALLAS, TEXAS

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$6.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

Trade Directory
— OF THE —
Florists, Nurserymen, Seedsmen, Etc.
— OF THE —
United States and Canada
NEW EDITION NOW READY.
Price: \$5.00, Postpaid.
PUBLISHED BY THE
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440 South Dearborn Street, Chicago, Illinois

The "Convention of the Hour"

to be held in

"THE CITY OF THE HOUR"

The Eighth Annual Convention of the

Texas State Florists' Association

will take place at

DALLAS, July 5-6-7, in Fair Park Coliseum

THE TRADES PEOPLE

are cordially invited to come and exhibit their wares. There's plenty of space and it's free. (Those wishing to reserve space should communicate with **HENRY GREVE**, care Dallas Floral Company, who will gladly take care of your requirements).

FLORISTS, EVERYWHERE

are urged to be on hand and see what a Texas Convention is like. Be the guests of the Texas Florists.

A well-balanced program, with plenty of entertainment features, plenty of timely discussions by able speakers, is promised.

**A LIVE WIRE CONVENTION
SOMETHING DOING EVERY MINUTE**

TEXAS STATE FLORISTS' ASSOCIATION

Hartford, Conn.

BUSINESS DULL.

Hot weather during the week ending June 10, made business duller with the retail florists than it otherwise would have been, as a large proportion of the population had gone to the sea shore. There is some difference of opinion relating to the volume of Memorial Day business. Summed up, we believe that the trade in natural flowers fell off. Speculators from Boston, Mass., brought in quantities of artificial stock, sold it cheaply and doubtless injured the business of some of the retailers.

NOTES.

This city is an agreeable place to visit at any time of the year and particularly attractive in June. The fine homes with ample surrounding grounds; the many fine trees and the great displays of flowering shrubbery make up a series of pleasing landscapes. And then there are the parks, for they are leading attractions. The rose garden at Elizabeth park is well known throughout the country. On our visit, June 8, only a few of the earliest sorts were in bloom, but there were many attractive features in hardy perennials. In the lagoon or winter garden thousands of water lilies were in bloom. At a distance parts of the lagoon looked like one great white bed. The bedding out of tender plants is completed in all the parks and many attractive features are promised with a little growth.

Out at the range of the W. W. Thomson Co., West Hartford, we found great activity in chrysanthemum planting. This firm has had a heavy cut of carnations and sweet peas. In one large house they have a fine crop of tomatoes and we are now picking them.

Carl Peterson, Whiting Lane, West Hartford, grows a great stock of bedding plants as well as cut flowers, and is a hard and successful worker who knows how to use garden tools. Making up

window boxes is at present a feature at this range.

Geo. G. McClunie and G. W. DeFlong, Main street retailers, stated that the sales of artificial stock by transient dealers was injurious to their business. Mr. McClunie made an unsuccessful effort to have it stopped by the city authorities.

The Spear & McManus Co., of the Asylum street colony of retailers, thought that their Memorial Day business was as good as last year.

B. Yannelli & Sons, 31 Annawan street, have a considerable glass area and grow both plants and cut flowers and have had a good season.

At both the Coombs' stores it was stated that they had no complaint to make concerning Memorial Day trade.

At Lane's retail store, 180 Asylum street, we noticed attractive features and signs of prosperity.

At Welch's Flower Shop, which is very attractive, we found business progressing favorably.

Kenneth Mackay recently opened a retail shop in the Bond Hotel building.

A. F. F.

Evansville, Ind.

TRADE CONTINUES ACTIVE.

Trade has continued active during the past week. Many June weddings have already taken place, and more are scheduled for the next two or three weeks. Numerous high school commencements and that of the Evansville College this week have added greatly to the volume of sales. Funeral work also has been fairly good. Roses and carnations continue in demand, and the quality is excellent. Sweet peas are selling satisfactorily. General trade conditions continue to steadily improve. The year, taken as a whole, has shown some improvement in trade over the corresponding period of last year. Dealers report the coal strike has not worried them in the least, and in some instances they

have sufficient supply of coal to run them for several months. Outdoor plants are badly in need of rain.

Ernest L. Lutz, proprietor of the Maple Wood Gardens Greenhouses, Boonville, was at Indianapolis, Ind., last week attending a district meeting of the Florists' Telegraph Delivery Association. An inspection of the Davis Gardens at Terre Haute was also made. Mr. Lutz has been engaged in the floral business at Boonville since the close of the late war.

Mel H. Lockyear, of the Lockyear Floral Co., was at Boonville June 6, where he made an address before the weekly meeting of the Boonville Kiwanis Club and read some of his original poetry.

W. B. C.

Bridgeport, Conn.

Among the interesting people in the flower trade are the Herthals, who are known as the West End Florists. C. E. Herthal is a landscape gardener and devotes much of his time to that profession. Mrs. Herthal and their son look after the shop.

We could not fail to call on a brother member of the New York Florists' Club, Carl Cornelius Reck of John Reck & Son. We found a well stocked and prosperous store, and it was stated that both Memorial and Mothers' Day business had been satisfactory.

R. H. Hawkins, formerly at 1223 Main street, is now finely located on Fairfield avenue in the Stratfield Hotel building. He is ably assisted in the business by Mrs. Hawkins.

Amongst the oldest firms are James Haran & Son, who have a range and also an attractive store on Main street.

James Duggan, in the Post Office arcade, has a neat store and seems prosperous.

The Park Garden Flower Shop is an attractive and well-ordered enterprise.

A. F. F.

BULBS, PRESENT and FUTURES

When you buy imported bulbs from us, you buy them by measure, in centimeters or inches and so accepted by us. This means much, as against those people who sell "firsts," "seconds" or "thirds" and give you no assurance as to what such grades measure.

For 40 years
VAUGHAN'S
SEED STORE
at New York
and Chicago
has supplied
the most
critical
FLORISTS
with
forcing bulbs.
If you
have not
placed your
ORDER
or you
have not
confirmed
your order
at stated
prices
why not
send us
your list
for pricing.
Where prices
are not
fixed
we can
give you
valuable
information.

- 1st Long and satisfactory connections with the best foreign houses.
- 2nd Credit arrangements and closest buying at favorable exchange rates.
- 3rd First early shipments, followed by one or more later ones covering entire shipping season.
- 4th Earliest deliveries of early forcing items which cannot rightly be delayed for main supply.
- 5th Covering by us of all "Special Expenses" excess brokers' fees and port charges at New York, in which nearly every U. S. Florist grower has been persistently robbed for the past five years. We eliminate this.
- 6th Because of the above, we ask that you submit to us a list as nearly as possible of what you expect to use between now and next November in these imports, part of which we specify below, and let us submit to you approximate prices and certain further details regarding delivery dates which we know will interest you.

We take this opportune time to list here a few vital reasons why Vaughan's Seed Store at New York and Chicago is especially well prepared to take the responsibility of supplying in season at right prices your Whole list of Forcing Bulbs both American grown and imported French, Dutch and Japanese.

SPECIAL JUNE OFFERS

For Immediate Shipment

GLADIOLUS BULBS

	Per 1000
America, First.....	\$20.00
America, Medium	16.00
Augusta, First	32.00
Augusta, Medium	25.00
Halley, First.....	33.00
Halley, Medium.....	27.00
MRS. F. PENDLETON, Medium.....	35.00
Mad. Monn�ret, First	23.00
Florists' Mixed, First.....	25.00
Rainbow Mixed, First.....	40.00
Standard Mixed, First.....	18.00

FOR IMPORT

TULIPS

Darwins, 15 or 20 named varieties.....	¹⁰⁰⁰ \$23.00
Single Early, 10 or 15 named varieties.....	20.00
Double Early, 8 named varieties.....	22.00

All of our selection from best leading sorts catalogued by us.

HYACINTHS

First size, 19 ctms. and up, named vars ..	¹⁰⁰⁰ \$75.00
Second size, 17-19 ctms., named vars....	50.00
Third size, 16-17 ctms., named vars....	37.00
Fourth size, 15-17 ctms., in colors.....	32.00

CHICAGO

VAUGHAN'S SEED STORE,

NEW YORK

Bulb Importers and Quantity growers of **Gladiolus, Cannas, Etc.**

Good Summer Roses For Shipping Purposes

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at rate of.....	\$12.00
Choice long stems, all Russells.....	16.00
Good medium length, our selection.....	\$6.00 to 8.00
Good short in lots of 300 or more, our selection.....	\$3.00 to 4.00
When ordering please state what grade wanted.	

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

NEW FANCY FERNS—\$2.00 per 1000.

ADIANTUM, \$1.00 to \$1.50

All seasonable flowers we will buy for our customers at market prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

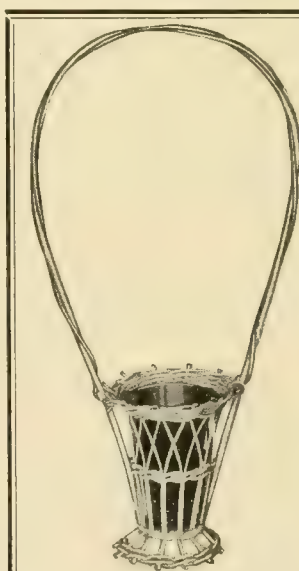
Chicago.

BUSINESS IS A TRIFLE BETTER.

Business was very quiet last week, and the returns were very disappointing to the growers. Stock arrived in very poor condition, owing to the hot weather and the greater portion of it had to be dumped or sacrificed in order to make room for the new shipments that kept pouring in. Carnations were affected most, and roses popped open almost as soon as they reached the store. Stock in general showed the effects of the weather, but the quality is better at this writing owing to the cooler weather, and there is more life in the market than there has been for some time. Peonies are in large supply and are selling well, considering conditions. There are plenty in storage to last until some time in July, according to the dealers handling them in any quantities. Gladioli are a big factor in the market and are seen featured in the window displays and in the refrigerators of the retail stores all over the city. Roses are arriving in quantity, and the same holds true for carnations, with good stock obtainable in both lines. Lilies are quite a factor in the market, but are not selling as fast as they should. Lily of the valley is holding its own and so are orchids. Snapdragons, calendulas, sweet peas, daisies, delphiniums, larkspurs, statice, gaillardia, gypsophila, feverfew, lupines, cornflowers and all other miscellaneous indoor and outdoor stock is included in the offerings. Some late lilac is seen at one of the stores, and pond lilies are obtainable at a few of the establishments. Greens are in fair supply, with new ferns arriving in large quantities, and the supply of storage stock rapidly decreasing.

NOTES.

E. Malic, of the Santa Barbara Seed Co., Santa Barbara, Calif., left June 9 to visit his old home in Philadelphia,



Fancy Handle Baskets

(With containers included)

For the Bride, the Graduate, for birthdays and many other occasions. We carry a liberal assortment of sizes, styles, etc. Prices vary at from 40c up to \$2.50 each. We recommend ordering a sample assortment for about \$10.00 to \$15.00.

(Complete list of many other items sent free.)

Geo. H. Angermueller Co.

WHOLESALE FLORISTS

1324 Pine Street,

ST. LOUIS, MO.

Established 1905

Mention the American Florist when writing

Pa., after spending a few hours in the wholesale cut flower market with Manager Klingsporn of the Chicago Flower Growers' Association and I. Rosnoski of the American Bulb Co.

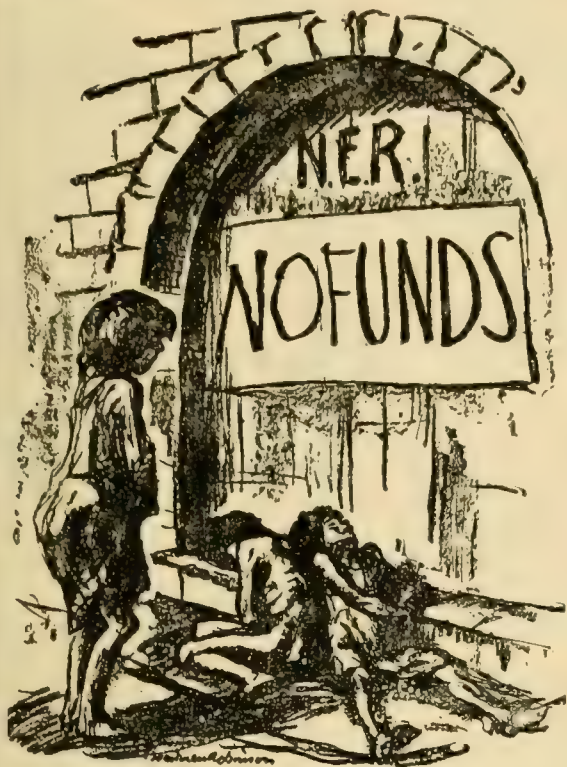
A bill designating the daisy as national flower of the United States was introduced June 6 by Representative Kissel of New York. Harry Blewitt and A. E. Hunt would like to have it pass.

The Misses L. A. and Olga Tonner in company with their mother and sister Anna are planning on making an auto trip to Minnesota and North Dakota, leaving sometime next month.

Miss Pearl Nick and Joe Schouten, of the Ernst Wienhoeber Co., will be married June 28 and have the best wishes of a large circle of friends for a happy and prosperous future.

Miss Pearl Foulk, of the Alpha Floral Co., has returned from a pleasant visit with friends and relatives at Kansas City, Mo., and is again attending to her duties at the store.

Emil Buettner, wife and daughter, journeyed to Boston by auto and returned June 12, with the two younger girls, who have been attending a seminary there.



The Crucifixion of a Race

Here is tragedy.
The oldest Christian nation
in the world is being cruci-
fied on the cross.
Only the spirit of pity and
sacrifice that came into the
world after Calvary can save
Armenia and its people from
martyrdom and death.
The black dogs of famine
are tearing at the heart of
that sorrowing and forsaken
country. They have left
terror, pestilence and death
in their wake.
Christ died to save a world;

Armenia is being martyred
for His faith.
Her fields are barren and
blasted; her people enslaved
or homeless wanderers; her
children are old in sorrow;
they are the only children,
perhaps, who have never
laughed.
“Hostages of the Future”
These children are the hope
of the Armenian people,
“the seed corn of a great
race.”
Owing to a 25% reduction
in appropriations, the Near

East Relief will be forced to
abandon 25,000 of them
within the next few weeks,
unless you come to their
rescue.
These are not the children of
the orphanages, but the chil-
dren of the bread lines, who
will rejoin the ranks of the
thousands of children in
scanty rags who are seen beg-
ging for bread or wandering
in the roads seeking for ref-
use *unless you help them.*
Five dollars a month, sixty
dollars a year, will save a life
Can't we count on you to
sign and return the attached
coupon TO-DAY?

American Generosity Has Saved the Lives of a Million Armenians
Over 100,000 Near East Orphans in
Near East Relief orphanages.
179 Near East Relief orphanages.
Mess tables extending over 24 miles.
14,000 boys and girls in orphanage at
Alexandropol.
200,000 persons served a day at the
food stations. 6,259 children in one
bread line in Tiflis.

These children are not only orphans,
fatherless and motherless, but most of
them have no known relatives and many
of them, orphaned in infancy, do not
know their own names.

They are children of Christian martyrs
and have no hope except help from
America.

Will you let them perish?

NEAR EAST RELIEF

This space donated by THE AMERICAN FLORIST

GEORGE M. REYNOLDS, *Chairman*
Illinois Committee Near East Relief.
19 South La Salle St., Chicago

I will become sponsor for the life of a child

Name

Street

City

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Mention the American Florist when writing

June 11 was plant day at the Speedway hospital. Mrs. Griswold, who has been interested more or less in the welfare of sick and disabled soldiers, with the aid of school children, bought enough plants to cheer the boys for some time to come. The school children at Portage Park contributed enough money to buy 400 plants, and it took Peter Pearson, president of the Commercial Flower Growers' Association, a day to deliver them. Mrs. Griswold was so pleased with the results and co-operation received that she will endeavor to make it both an annual local and national affair.

Miss Marie Evelyn Risch, daughter of Mr. and Mrs. John P. Risch of Evanston and Raymond O'Donnell of Detroit, Mich., were married at the St. Nicholas church, Wednesday, June 14. The happy young couple will make their home at Detroit and have the best wishes of the trade for a happy and prosperous married life.

The Joseph Foerster Co. is handling a large quantity of peonies and will have enough to supply its customers until the middle of July. This firm handles the entire Klehm crop, which took two weeks to harvest this season.

Harry Van Til, with A. Henderson & Co., expects his intended bride, Miss Annie Boerce from Hillegom, Holland, to arrive in the near future. Everything has been arranged for their wedding at Wm. Langhout's home.

Herbert Hansen, of Peter Reinberg, Inc., and his wife are planning on spending their vacation on an auto tour to Duluth, Minn., leaving some time next month.

Henry Cooper, a wealthy Kenosha, Wis., manufacturer, staged a peony show at the Northwestern depot June 9, consisting of 6,000 flowers and representing about 40 varieties.

Mrs. William Lange, 2411 North Halsted street, and daughter left this week to spend the summer at their cottage at Cecile, Wis. Mr. Lange will leave about July 1.

James Henderson, son of A. Henderson, returned for his vacation season June 10, after completing his third year at the Boston School of Technology.

The recently published lists of owners of bank stocks, credit H. N. Bruns, N. J. Wietor, Sam Pearce and others in the trade with liberal holdings.

Miss Zandra Anderson has resigned as bookkeeper for the John Kruchten Co. and will be married June 17, particulars appearing in the last issue.

Wm. A. Peterson, of the Peterson Nursery, is attending the London, Ont. meeting and exhibition of the American Peony Society, this week.

Carl Mali, superintendent of the shipping of Poehlmann Bros. Co.'s supply department, is the proud father of a brand new baby boy.

Henry M. Hirsch has been busy with graduation and confirmation orders this month, one class calling for 51 dozen peonies.

THE BOOK OF GLADIOLUS

BY
MATTHEW CRAWFORD
AND
DR. VAN FLEET

Second edition now ready with
valuable addenda.

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PRICE, POSTPAID \$1.50

American Florist Co.
440 S. Dearborn St., CHICAGO

Allie Zech and wife and T. E. Waters and family were the guests of E. F. Winterson at his Highland Park home June 11.

M. N. Tyler, manager of Poehlmann Bros. Co.'s supply department, is building a new 8-room bungalow in Evanston.

Champ Weiland is still at the Evanston hospital, and while he is improving he is far from being out of danger.

Ernst Wienhoeber's many friends will be pleased to learn his condition has improved somewhat the past week.

Fred Krauss, better known as "Mickey," will join the force of the Joseph Foerster Co. June 19.

William Duntemann, of Bensonville, will leave next week on a fishing trip to northern Michigan.

Erne & Co. are supplying their trade with pond lilies in addition to all other stock in season.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL

White Killarney
Butterfly

Crusader
Ward

Sunburst
Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

PEONIES

DAISIES

PANSIES

GLADIOLI

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

 Use Nesbit Roses, they are ideal for corsage work.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Lupines, Calendulas, Sweet Peas, Easter Lilies, Cornflowers,
Peonies, Snapdragons, Gladioli,
And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION. 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Mention the American Florist when writing

George Asmus, manager of Schiller's, is back with a nice coat of tan from a well-earned fishing trip at Big Sand Lake, Wis.

A. J. Vaughan & Co. are supplying their trade with choice peonies and

gladioli in addition to all other stock in season.

Ed Schultz, of the Weiland-Risch Co. sales force, is planning on entering the retail business for himself in the near future.

The American Bulb Co. is making preparations for a heavy business in fall bulbs.

A storm at Springfield, June 14, severely damaged the state fair buildings there.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

Bigger Than Ever Supply Of Cut Flowers

Exceptionally fine Roses, Carnations, Gladioli, Peonies, Sweet Peas, Daisies, Larkspur, Delphiniums, Calendulas, Valley, Lilies and Pansies together with all the other indoor and outdoor flowers in season not to mention Greens of every description.

☞ Can supply a few more regular customers—Get in touch with us today.

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

Large and Complete Supply of Cut Flowers and Greens.

Mr. and Mrs. John P. Risch will celebrate their silver wedding anniversary at their home in Evanston, Friday, June 16. THE AMERICAN FLORIST joins with the rest of their many friends in wishing them many happy returns of the day.

N. J. Wietor and wife attended the graduation exercises at St. Francis college, near Milwaukee, Wis., this week. Their youngest son, Harry, graduated there this month and will study commercial law at Marquette college next fall.

Vaughan's Seed Store reports their travelers on the road are booking good business.

It is rumored a new retail store will open in the Ashland building in the near future.

J. Oliver Johnson reports a good demand for fertilizer, especially sheep manure.

Matt Mann and John Betz are back from a northern fishing trip.

Percy Jones, Inc., is offering lilac in addition to its regular line.

Visitors: J. W. Rodgers, Dayton, O.; Philip Breitmeyer, Detroit, Mich.; R. Drumm, of the Drumm Seed & Floral Co., Fort Worth, Tex.; H. C. Wood, of the Wood Seed & Floral Co., Hillsboro, Tex.

Chicago Florists' Club.

The last regular meeting of the Chicago Florists' Club, season 1921-22, was held at the Chateau Bowling Alleys, June 8, as the guests of Albert Fuchs, the proprietor, with a large attendance. The feature of this meeting was the lining up of a bowling team for the convention of the Society of American Florists, to be held at Kansas City, August 15-17, and in consequence the business session was cut quite short.

CHICAGO TO KANSAS CITY.

The transportation committee submitted its report on routes to the con-

BIG SUPPLY PEONIES

Extra fine home-grown stock in all the leading commercial varieties at attractive prices with special quotations on quantity lots.

FANCY GLADIOLI

Can supply you with what you need at very reasonable prices.

Roses, Valley, Orchids, Carnations, Sweet Peas, Daisies, Snapdragons, Calendulas, Lilies, Pansies, Larkspur, Delphiniums, Lupines, Iris. All other seasonable Cut Flowers and complete line of Greens.

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

Mention the American Florist when writing

CUT FLOWERS

Peonies, Gladioli, Roses, Carnations, Valley, Orchids, Larkspur, Delphiniums, Daisies and all other indoor and outdoor Flowers.
Complete Line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL

vention of the Society of American Florists, to be held at Kansas City, Mo., August 15-17, recommending the Chicago, Burlington & Quincy railroad for the trip. The official train will leave the Union Station, Canal and Adams streets at 6 p. m., standard time (7 p. m. Chicago time) Monday, August 14, due Kansas City the following morning at 8 o'clock.

The regular one-way fare is \$16.54. A reduced round-trip has not as yet been

authorized but the trade will be notified of any reduction in due course. Pullman fares are: Lower berth, \$4.50; upper, \$3.60; drawing room, \$16.50; compartment, \$12.75.

Make reservations early, as a special train will be provided with all the splendid equipment for which this road is famous, if the size of the party warrants.

For reservations, etc., address S. J. Owens, city passenger agent, C. B. &

Q. railroad, 179 West Jackson boulevard, Chicago. Telephone Wabash 4600.

Delegations from the north and east are invited to join the party at Chicago.

ST. JOSEPH, MO.

Those who wish to stop off at this important floral center can do so on the C. B. & Q. going or returning without making a special journey. To do this on the outward trip, it will only be necessary to make reservations in the

ERNE & COMPANY

-WHOLESALE FLORISTS-

30 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

Mention the American Florist when writing.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Mention the American Florist when writing.

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Mention the American Florist when writing.

St. Joseph sleeper on the same train, due St. Joseph 7:20 Tuesday morning and proceed from St. Joseph to Kansas City by local train, reversing this arrangement on the return trip.

MISCELLANEOUS.

Chas. Elliott of Park Ridge, made a fine exhibit of outdoor sweet peas in six varieties, which he stated were all seedlings of his own raising. These were sown last November, carried through the winter cool but under cover and planted April 15 in the open from pots. The varieties, each of which received the club's certificate, were named Highland Mary, rose pink; Miss Winifred Jones, cream pink; Miss Myra Valentine, light blue; June Bride, white; Mrs. David Lloyd George, oleander pink, and Mrs. Chas. Elliott, blush. Mr. Elliott promised a paper on sweet peas to be read at one of the next season's meetings.

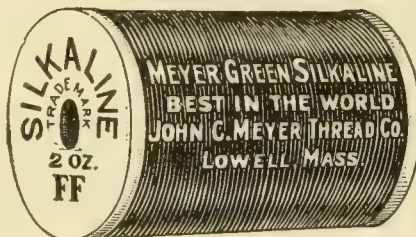
Guy W. French spoke against the substitution of baskets of fruit for baskets of flowers in the case of members who are sick, this being contrary to the club's rules, and inconsistent with the practice advocated by the trade of saying it with flowers.

Hans Jepsen invited the club to hold its next November meeting at his establishment in Maywood and inspect the large stock of chrysanthemums which will be at their best about that time.

The next regular meeting of the club will be held October 5.

BOWLING TOURNAMENT.

The bowling tournament, held after the meeting on the third floor of the Chateau building for the purpose of picking a team to represent the Florists' Club at the Society of American Florists' convention tournament in Kansas City, Mo., August 15-17, brought out much keen competition. The team representing the seed trade made the highest scores for the evening, leading the retailers by seven pins. Leonard H. Vaughan, captain of this team, was the star player of the series with the high individual score of 238 and an average of 195 for the three games played. Allie Zech was handicapped by a sore thumb. Six teams were entered in the tournament, representing the various branches of the trade, as follows: Retail florists, John Huebner,



Be sure that the name MEYER is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

LOWELL, MASS.,
U. S. A.
DEPT. XYZ

The John C. Meyer Thread Co.,

Mention the American Florist when writing.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

Mention the American Florist when writing.

captain; wholesale florists, A. J. Zech, captain; growers, Paul Weiss, captain; seedsmen and nurseriesmen, Leonard H. Vaughan, captain; florists' supply, T. E. Waters, captain; and allied trades, W. E. Peterson, captain. At the close of the contest the party adjourned to the Marigold Gardens as the guests of the proprietors. The complete scores are given below:

Seed and Nursery.

Leesley	197	131	169-497
Rowly	141	126	141-408
Hoyek	158	165	156-479
Engel	161	166	163-490
Vaughan	171	176	238-585
Total	2459		

Wholesale.

Johnson	146	143	184-473
Goerisch	150	141	160-451
Einweck	111	122	190-423
Lorman	155	170	123-448
Zech	182	138	135-405
Total	2154		

Growers.

Collatz	162	164	127-453
Stielow	162	149	141-432
Longren	152	125	125-402
Benson	140	131	145-416
Kuttin	145	166	181-492
Total	1516		

Tonner



Allied Trades.

Impey	144	151	118-412
Walsh	151	153	129-433
Clody	89	88	92-269
Pete	121	123	111-355
Bill	175	180	204-562
Total	1922		

Supply.

Neil	141	154	134-429
John	155	207	148-510
Olson	136	139	189-464
Waters	89	84	55-228
Joe	157	176	165-498
Total	2129		

Retail.

Wolf	182	167	146-495
Liebmarmann	201	148	139-488
Huebner	154	156	144-454
Matti	156	165	174-495
Fisher	155	162	203-520
Total	2452		

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75
KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Florist Supply House
of America.EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1129-1131 Arch St., Philadelphia, Pa.
146 West 18th St., New York.

Phone Chelsea 3739

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 NO. WABASH AVE., CHICAGO
Telephone Central 466

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen.
Roses, Mrs. Chas. Russell	6.00 @ \$ 20.00
" Butterfly	4.00 @ 15.00
" Columbia	4.00 @ 20.00
" Dunlop	4.00 @ 20.00
" Premier	6.00 @ 20.00
" Hoosier Beauty	6.00 @ 20.00
" Killarney Brilliant	4.00 @ 15.00
" White Killarney	4.00 @ 15.00
" Mrs. Geo. Shawyer	4.00 @ 15.00
" Milady	6.00 @ 20.00
" Mrs. Aaron Ward	4.00 @ 15.00
" Sunburst	4.00 @ 15.00
" Ophelia	4.00 @ 15.00
" Dbl. W. Killarney	6.00 @ 20.00
" Cecile Bruner	2.00 @ 3.00
Calendulas	3.00 @ 4.00
Daisies	2.00 @ 3.00
Cattleyas, per doz.	12.00 @ 18.00
Valley	6.00 @ 8.00
Carnations	3.00 @ 5.00
Easter Lilies	25.00
Sweet Peas	1.00 @ 2.00
Peonies	4.00 @ 8.00
Gladioli, per dozen	1.00 @ 2.00
Pansies, dozen bunches	1.00 @ 1.50
Adiantum	.75 @ 1.50
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Leucothoe	1.00
Sprengerii, Plumosus Sprays,	
per bunch	.50 @ .75
Mexican Ivy	1.00
Boxwood, 35c per lb., case	9.00
Huckleberry, per case	7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye.

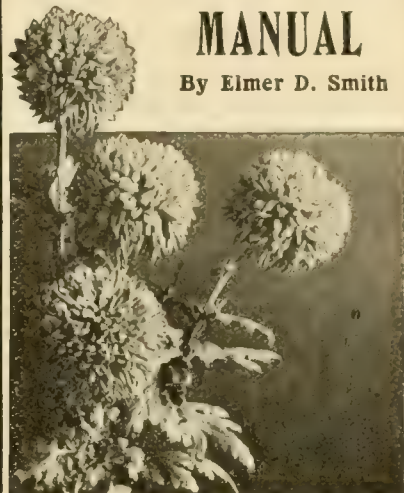
Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60c. Cash with Order.

American Florist Co.
440 S. Dearborn St., Chicago

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Kill-
arney Brilliant Roses. All orders given
prompt attention. Try us.

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EASTER

LILIES

in any quantity
of the Best quality
in bud or open flowers
price very reasonable.

Wire your order for a
hundred or a thousand
and we can make imme-
diate shipment.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

SUMMER DULLNESS DEPRESSING.

There has been considerable business the past week but flowers of all kinds are so plentiful that the demand hardly makes a dent in the stock, which accumulates and keeps prices so low that as one wholesaler put it who had a busy spurt on: "It looks as if we were doing \$1,000,000 worth of business but when it is all counted up there is very little in it for anybody." Although peonies are going out there are still quantities seen and to make matters worse growers from New York state are shipping in some of their surplus. Roses are overly plentiful; all very good stock for so late in the season. Columbia appears to be the favorite although it is the most abundant. Four cents is the price for those who want 25 or 50 with stems 12 to 18 inches long, but 50 cents to \$1 per 100 is the figure for 500 or more to the street men. The answer is that the retailer has his already sold for \$1.50 to \$2 per dozen while the street man is glad to double his money even at the low price. Carnations are coming in excess shipments and with some growers, though smaller, are of good quality but do not ship well and as there are many more than the local market can handle; prices rule very low, five to 10 cents a bunch to the clean up men. Outside stock is still overabundant; one wholesale house took in over 1,000 bunches of Larkspur belladonna the past week, the boys saying they got the blues handling it. Callas still hold out, mostly the Godfrey which stands the hot weather better than the Aethiopica. Easter lilies are also in full supply, so much so, that 10 cents is top price except when bought by the dozen, the exceedingly hot days of the past week bringing in next week's stock along with this. There will come a turn soon however as the outdoor

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, June 14. Per 100

Roses, American Beauty...	4.00 @	\$ 50.00
" Russel	4.00 @	12.00
" Dunlop	4.00 @	8.00
" Pilgrim	4.00 @	8.00
" Crusader	6.00 @	16.00
" White Killarney...	8.00 @	20.00
" Ward	4.00 @	8.00
" Maryland	4.00 @	8.00
" Hoosier Beauty...	6.00 @	12.00
" Columbia	4.00 @	8.00
" Hadley	6.00 @	16.00
" Premier	4.00 @	8.00
" Ophelia	4.00 @	8.00
" Butterfly	4.00 @	8.00
" Cecile Brunner...		3.00
Adiantum		2.00
Asparagus bchs., per bch.	.50 @	1.00
Asparagus Strings, doz.		12.00
B. Buttons	1.00 @	2.00
Carnations, fancy		6.00
Carnations, ordinary	2.00 @	3.00
Cattleyas, per doz.		12.00
Callas	1.00 @	2.00
Lily of the Valley	8.00 @	10.00
Smilax, per Jozen		6.00
Cyrtidiums, dozen		4.00
Sweet Peas	1.50 @	2.00
Myosotis, per bch.		.50
Marguerites	2.00 @	3.00
Snappedragons	1.00 @	2.00
Pansies		1.50
Delphinium	1.00 @	1.50
Gladioli	2.00 @	2.50

BUFFALO, June 14. Per 100

Roses, White Killarney...	6.00 @	\$ 12.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Milady	6.00 @	12.00
" Maryland	3.00 @	6.00
" Sunburst	3.00 @	10.00
" Columbia	3.00 @	20.00
" Ophelia	3.00 @	10.00
" Russell	8.00 @	15.00
" Premier	4.00 @	12.00
" Cecile Brunner	3.00 @	4.00
Calendulas	2.00 @	3.00
Carnations	.50 @	3.00
Easter Lilies	15.00 @	20.00
Mignonette	2.00 @	3.00
Rubrum Lilies	8.00 @	10.00
Snappedragons	2.00 @	4.00
Sweet Peas	1.00 @	2.00
Daisies	1.00 @	2.00
Calla Lilies	10.00 @	20.00
Gladioli	8.00 @	10.00
Peonies	3.00 @	5.00
Delphinium	4.00 @	6.00

PHILADELPHIA, June 14. Per 100

Roses, Beauty, special...	\$40.00 @	\$50.00
" Butterfly	4.00 @	10.00
" Ophelia	4.00 @	10.00
" Columbia	4.00 @	15.00
" Mrs. Chas. Russell...	6.00 @	20.00
" Dbl. Wt. Killarney...	2.00 @	10.00
" Hadley	10.00 @	20.00
" Sunburst	2.00 @	10.00
" Wards	2.00 @	4.00
" Premier	4.00 @	10.00
Adiantum	1.00 @	1.50
Asparagus, bunches	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.00 @	2.00
Carnations	1.00 @	4.00
Cattleyas	100.00 @	150.00
Easter Lilies	10.00 @	15.00
Sweet Peas	.50 @	1.50
Callas	10.00 @	15.00
Snappedragon, per doz.	.50 @	1.00
Smilax		.35
Lily of the Valley	5.00 @	6.00
Gladiolus, doz.	.75 @	1.50
Peonies	3.00 @	6.00

material goes off and roses and carnations go below par, then the lily which is always standard in hot weather and ships splendidly in bud, will make handsome returns. Home grown asparagus is now to have an inning as the southern stock shows little more than skeleton sprays when it arrives and is not salable the second day.

INCREASING INTEREST.

At the June 6 meeting of the Florists' Club which was a representative gathering of the best men in the trade, a brief account of which appeared in last

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own management through the

Philadelphia Growers' Cut Flower Market

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PHILADELPHIA, - PA.

This Week High Grade

Roses, Sweet Peas, Violets
and Carnations

Berger Bros.

The Choice of the Market in
EASTER LILIES, ROSES,

CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA

week's issue, page 1042, there were very encouraging signs of a revival of interest, getting together to push the business collectively and a strong belief that the future had much in store for the trade if it will reach out and grasp it. Edward Reid's report of the Mother's Day campaign was very encouraging, he stating that with so much money raised on such short notice and coming so freely from all branches of the business, he felt sure that a well planned campaign laid out to quicken sales when flowers were most plentiful, would meet with a support that would be very gratifying.

A great opportunity to boost the business was seen in the coming Sesqui-Centennial in which the Florists' Club could become an important factor by taking an early interest and offering practical advice to the managers of the exhibition in all matters pertaining to plants and flowers and their display both in garden and decorative effects. There was also a strong hope expressed that this city would soon have an annual flower show on a large scale that would grow to be the social event of the year and become a great factor in increasing the love for flowers. This would now be a permanent fixture but for the reason that there was no building of sufficient size in which it could be held. The determination to secure the convention of the Society of American Florists, for 1926, the year of the Sesqui-Centennial, was another step forward in line with the other progressive propositions. The meeting adjourned.

NOTES.

A large wholesaler is of the opinion that the business needs better co-operation by both growers and retailers with the wholesaler. There are frequently great rushes in the early morning with a number of buyers all wanting to be waited on at once and all the phones at the same time ringing, calling this

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PITTSBURGH, - PA.

or that salesman from the floor, there is a confusion that could all be avoided if they would send their orders in the night before. Then growers frequently ship without notice large blocks of cut flowers without asking as to the condition of the market. "A grower made a shipment last week of almost 4,000 Easter lilies of which we knew nothing until they arrived." This is not good business and a man who has that much at stake ought to know better. Growers ought at all times to keep in close touch with their wholesalers, both as to what to grow and when to have it in quantity, as it is absolutely necessary to have a well balanced market to produce the best returns.

The Florists' Base Ball League was organized at a meeting in the S. S. Pennock Co.'s store, on Monday last. It is hoped to make it a 10-club league. Those who have definitely joined are the S. S. Pennock Co., Leo Niessen Co., M. Rice Co., Bickmore Greenhouses, Robert Craig Co., Independent, H. Baytsdorfer & Co., H. F. Michell Co., the Burton brothers, and probably Henry A. Dreer. The games were much enjoyed last season and all eyes are now fixed with envious pride on the A. M. Campbell silver trophy won last year by the S. S. Pennock Co.'s team, but which this season has only a nine to one chance to hold it. The first game will be played at Fairmount park, Thursday, July 6, games to follow as per schedule now being arranged, for every Monday and Thursday until September. Games will be called at 5:30 p. m. sharp.

Harry I. Faust, Merion, is erecting two King houses 28x200 feet to take the

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MILWAUKEE, WIS.

Wholesale Flower Markets

PITTSBURGH, June 14.			Per 100
Roses, Beauty, spl., doz...			\$ 9.00
" " fcy., doz...			7.50
" " ex., doz...			6.00
" " No. 1, doz...			4.00
" American Legion...	\$ 8.00@	\$ 25.00	
" Killarney	6.00@	15.00	
" Maryland	6.00@	15.00	
" Sunburst	6.00@	15.00	
" Mrs. Aaron Ward...	6.00@	15.00	
" Russell	10.00@	30.00	
" Columbia	8.00@	25.00	
" Ophelia	8.00@	20.00	
" Hilda	6.00@	15.00	
" Premier	8.00@	30.00	
" Madam Butterfly...	6.00@	25.00	
Carnations	5.00@	6.00	
Calendulas	2.00@	3.00	
Calla Lilies, per doz...	2.50@	3.00	
Daisies, Yellow	2.00@	4.00	
Lilies	15.00@	20.00	
Valley		6.00	
Ferns, per 1,000		5.00	
Galax, per 1,000		2.00	
Plumoseus, per bunch...		.50	
Sprengel, per bunch...		.60	
Sweet Peas	1.00@	3.00	
Snappdragons, per doz...	.75@	2.00	

CINCINNATI, June 14.			Per 100
Roses, Premier	\$4.00@	\$20.00	
" Russell	4.00@	20.00	
" Columbia	4.00@	20.00	
" Butterfly	4.00@	20.00	
" Pink Killarney...	4.00@	20.00	
" White Killarney...	4.00@	20.00	
" Sunburst	4.00@	20.00	
" Mrs. Aaron Ward...	4.00@	20.00	
" Ophelia	4.00@	20.00	
" Baby Doll	3.00@	4.00	
Rubrum	4.00@	8.00	
Calla	12.50@	15.00	
Easter Lilies		15.00	
Yellow Daisies	.50@	.75	
Ferns, per 1,000		3.00	
Galax, per 1,000		1.50	
Plumoseus (south) per bch...		.25	
Smilax, per string	.15@	.25	
Mahonia Leaves		1.00	
Stocks		4.00	
Cornflowers		.50	
Coreopsis		.50	

place of several old ones that had outlived their usefulness and almost doubles their capacity. These adjoin one another without a dividing wall. A splendid stock of French hydrangeas in four-inch pots is being planted out in the field pots and all. They are said to set their buds much better when the roots are confined in this way. A Skinner system insures against dry weather. Several houses of cyclamens are in

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Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

ST. LOUIS, June 14.			Per 100
Roses, Premier	\$2.00@	\$12.50	
" White Killarney	2.00@	8.00	
" Columbia	2.00@	12.50	
" Crusader	2.00@	10.00	
" Ophelia	2.00@	12.50	
" Russell	2.00@	15.00	
" Ward	2.00@	4.00	
" Butterfly	2.00@	8.00	
" Sunburst	3.00@	12.50	
Carnations	1.50@	5.00	
Valley		6.00	
Sweet Peas	3.00@	4.00	
Callas, per doz.	10.00@	12.50	
Lilies, per doz.		12.50	
Ferns, per 1,000	2.50@	4.00	

MILWAUKEE, June 14.			Per 100
Roses, Killarney, W. K't'y...	\$6.00@	\$35.00	
" Premier	6.00@	25.00	
" Ophelia	4.00@	15.00	
" Columbia	6.00@	20.00	
" Ward		12.00	
" Butterfly	6.00@	20.00	
Carnations	3.00@	4.00	
Daisies	1.00@	2.00	
Sweet Peas	.75@	1.50	
Calendulas	4.00@	6.00	
Valley	4.00@	6.00	
Callas, per doz.	1.50@	2.00	
Snappdragons, ...	6.00@	8.00	
Fancy Ferns, per 1,000...		3.00	
Asparagus, per bunch...	.50@	.75	
Larkspur, per bunch...	.50@	1.50	
Russian Statice	.75@	1.00	
Stocks		.75	
Gypsophida		.50	
Forget-me-not		.35	

splendid shape for the time of year. Forty cows have recently been added to the Jos. Heacock dairy at Roelofs. The herd must be kept up to around

200 to insure 150 milkers about 1,500 to 1,600 quarts a day being the product all bottled and sold as certified milk. Roses in the large houses are looking very well for the season.

Callas, carnations, roses and larkspurs are features of the Berger Bros. stock. Good gladioli are also seen in quantity. When asked about business John Berger said: "We manage to get away with most of the stock but it takes a lot of work these days."

Peonies, larkspurs and roses in variety are features with the Philadelphia Grower's Cut Flower Market. Bench rose plants from the August Doemling greenhouses at Lansdowne have had a good sale for planting outside.

The Leo Niessen Co. has handled an immense quantity of flowers the past week but find prices far from satisfactory for the good quality of the stock. Easter lilies, Mrs. Chas. Russell roses and lily of the valley are features.

Harry D. Manuel, of the Ardmore Flower Shop, Ardmore, reports a very satisfactory business since his opening at Easter.

S. S. Pennock, president of the Society of American Florists, addressed the New York Florists' Club, June 12.

George Aeugle is on the sick list and his many friends wish him a speedy recovery. K.

New York.

WEDDING, FUNERAL WORK FAIRLY ACTIVE.

There is little that is encouraging to report relating to the condition of business. A few of the retailers are having wedding decorations and there is a normal amount of funeral work. Taken together this keeps orchids and lily of the valley steadier than they otherwise would be. The hot and sultry weather is greatly increasing the supply of stock and in roses and carnations the quality is deteriorating. The American Beauty roses are poor and there is little demand for them. In sweet peas, while there is a flood of short stemmed stock, there is but little that can be called good. In addition to the peonies and the above mentioned there is now in the market a heavy stock of coreopsis, galliardias, Sweet William, feverfew, baby's breath and wild spiraea, and the street vendors are able to take their choice of such a number of things.

June 12.—Hot weather and humidity worked havoc on the wholesale market last week. Many carnations came into the market asleep or quickly lapsed into that condition, thousands being thrown out. Of possibly salable stock much of it went at 50 cents per 100, some even less. Roses opened up fast and many were lost. Quantities of garden stock were practically unsalable. One of the most experienced wholesalers has stated that it was the worst week for business since 1912. Although there is supposed to be some call for orchids this month there was a decided drop in prices.

CENTRAL PARK.

Under the headline: "Prevent This Outrage on Central Park," the Evening Mail, June 2, published a vigorous leading editorial. Excerpts follow: "The Author's League is extensively advertising what it magniloquently calls a 'Grand Fete Champetre and Midnight Carnival,' at the Central Park casino 'and grounds,' on Friday night, June 9, to which an admission fee of \$11 a person will be charged." "The Evening Mail herewith enters a vigorous protest against this arrangement. It is to be presumed that the league, or whoever is promoting the affair, has obtained permission from the authorities. If so, this permission should be revoked. Central park is a great playground for all the people. It must be kept free from all commercial enterprises, whether the beneficiary is an individual, an association or a philanthropy. If the Authors' League can give a benefit there, what

is to prevent the Skillet Molders' Protective Association from doing likewise? If private clubs are to be licensed to make such use of the park, what is to prevent some adroit organizer from creating some purely nominal club and using the park for his own personal gain? Here is a quotation from an announcement of the affair in the Authors' League Bulletin: " * * * We also get the grounds surrounding it (the casino), whereon we plan to erect booths, awnings, stalls, etc. We are working toward the general effect of a combined lawn party, costume dance and carnival. * * * A multitude of festooned colored balloons, to be eventually released and sent tossing over the heads of the crowd. Costumes of every conceivable kind and color. Confetti. A noble collection of trumpets and drums."

We will add, that it will be seen from the price of admission that it is aimed to make the affair appear high-brow, with some features of a county fair and circus side show thrown in. Later, Mayor Hylan directed Park Commissioner Gallatin to rescind the permit. The Tribune announced that Tony Sarg was chairman of the fete, and he "almost wept." In contrast to the ballyhoo authors, we will reverently mention an author widely different. Mrs. Mary Virginia Terhune, better known by her pen name, Marion Harland, died in this city, June 3, age 91 years. For 75 years she had been writing and the tens of thousands that have read her books can testify that they were all uplifting and instructive.

NOTES.

A storm of wind, thunder, lightning and rain swept the city on the afternoon of June 11. It only lasted about 15 minutes, but in that short time 50 lives were said to have been lost with over 100 injured. Dozens of row boats were overturned on Pelham Bay and eight bodies have been recovered, with twice as many missing. The lower part of the city suffered little. Fragmentary reports from Massachusetts indicate that considerable greenhouse glass was smashed by hail.

Mrs. Hahn, widow of the late Walter Hahn, died at her home in Maspeth, an outlying section of this city, May 28, aged 79 years. She was born in Germany but had long resided at Maspeth, where her husband carried on a growing business previous to his death in 1903. Mrs. Hahn is survived by one son, Waldemar Hahn, well known to the patrons of the Cut Flower Exchange.

John A. Foley, formerly a well known expressman in the wholesale district, was in a hospital for several months with a severe attack of pneumonia, but is now convalescent. He has given up the express business and now with his wife has a retail florist shop at East Orange, N. J.

The Boston Transcript asks: "Is it the popular idea of Memorial Day merely to decorate the parks with newspapers?" Newspapers in the parks are untidy, but not such an eyesore as our statue of Civic Virtue that stands in City Hall park.

John De Vincent, well known in the retail trade, who spends the summer at his home and garden, Park Ridge, N. J., is bringing in fine peonies to Sam Gilbert in the Eighteenth street market.

Manager Forman of the supply department of the Henshaw Floral Co., 31 West Eighteenth street, has recently shown us a fine stock of imported fancy pottery.

The Jos. Manda Co., West Orange, N. J., is sending to Traendly & Schenck, 436 Sixth avenue, fine stock of Cattleya mossiae and other rare kinds of cattleyas.

At a fashionable wedding in St. Bartholomew's Episcopal church, June 1, the 10 bridesmaids all carried blue delphiniums. The bridal bouquet mainly of



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The Association of Past Presidents of the Florists' Club held its semi-annual dinner at "Billy the Oysterman's" on the night of June 1.

White orchids and lily of the valley also contained sprays of the delphinium.

Sullivan, Dolan & Co. are handling a fine quality of cattleyas.

BROOKLYN NOTES.

Wm. J. Kenney, formerly of Boston, Mass., who came here when the T. F. Galvin store opened, is now manager for Trepel Florist, Inc., at its store, Broadway and Halsey streets.

Morris Zarnow, who now conducts the shop known as the Marguerite Flower Co., 1392-1394 Broadway, reports good business.

One of the finest stores in this borough is that of Mrs. Katie Kopp, Broadway and Chauncey street, and it is well patronized.

The Clinton Florist, D. Halikas, proprietor, 406 Myrtle avenue, reported a good Memorial Day business.

H. Landsman, 888 Quincy street, has been having good sales of plants of which he keeps a fine stock.

A. F. F.

PAUL MECONI

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All the New and Standard Varieties of
Roses, Violets, Carnations, Valley, Lilies, Etc.

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Wholesale Flower Markets

NEW YORK, June 14. Per 100

Roses, Beauty	\$ 2.00 @	\$ 40.00
" Premier	1.00 @	8.00
" American Legion	1.00 @	8.00
" Crusader	2.00 @	10.00
" Golden Ophelia	1.00 @	8.00
" Columbia	1.00 @	6.00
" Pilgrim	1.00 @	6.00
" Hadley	2.00 @	10.00
" White Killarney	.20 @	4.00
" Dbl. Wh. Killarney	1.00 @	6.00
" Dunlop	1.00 @	6.00
" Aaron Ward	2.00 @	6.00
" Ophelia	1.00 @	6.00
" Scott Key	2.00 @	25.00
" Sunburst	1.00 @	6.00
" Mdm. Butterfly	1.00 @	8.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Carnations	1.50 @	2.00
Cattleyas	35.00 @	75.00
Daisies, Yellow	.50 @	1.00
Gladiolus, per doz	.50 @	1.00
Leucothoe, per 1,000	5.00 @	7.00
Lilies, White	6.00 @	12.00
Lily of the Valley	2.00 @	6.00
Snaphragons, per doz	.50 @	1.00
Smilax, doz. strings	1.00 @	2.00
Galax, green and bronze, per 1,000	1.50 @	2.50
Ferns, per 1,000	2.00 @	2.50
Sweet Peas	.30 @	1.00
Asp. Plumosus, per bunch, southern	.50 @	1.00
Peonies, per doz	.50 @	1.00
Larkspur, per doz	.50 @	.75

Frank H. Traendly

Charles Schenck

Traendly & SchenckWholesale Florists and Cut Flower Exchange
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Prompt and careful attention to your
Interests. Consignments Solicited.

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.

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Manager

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Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

705 WEST SIXTH STREET

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EXPERTS TO ARRANGE THEM.

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The Largest Grower
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EUCLID AVENUE

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Mail and Telegraph orders carefully filled.

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BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

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Established 1897.

Fresh Flowers

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Right in the Hospital District.

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Canada's Best Known and Most Reliable Florist

Only the Best Dunlop's

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We deliver anywhere in Canada and guarantee safe arrival.

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HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

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Henry Wittbold and Son
FLORAL DECORATORS
FLORISTS
EVANSTON, ILL. 3025 Central St.

Member of Florists' Telegraph Delivery.

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ADAMS, FLORIST

The House of Roses

STATE THEATER BUILDING.
Eleven South Eighth Street

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Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.

We reach the whole of Utah and to Central part of Nevada and Idaho

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Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West

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Every order receives prompt and careful attention.

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AUSTIN FLORAL CO.

(Inc.)

"FLOWERLAND"

722 CONGRESS AVENUE

9000 feet glass, 7 acres flowers. Largest plant in city.

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H. Lange
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FROM NEW YORK EXCEPT AS NOTED.

June 20.

Samland, I. M. M. Lines (Danzig).
FROM BOSTON, Belgian, I. M. M. Lines (Liverpool).

FROM BOSTON, Mahopac, I. M. M. Lines (Hamburg).

FROM BALTIMORE, Mississippi, I. M. M. Lines (London-Antwerp).

FROM BALTIMORE, Barbadian, I. M. M. Lines (Hamburg).

FROM HAMPTON ROADS, Nevisian, I. M. M. Lines (Manchester-Liverpool).

Berengaria, Cunard-Anchor Line (Cherbourg-Southampton).

June 21.

Maartensdyk, Holland-America Line (Rotterdam).

FROM PHILADELPHIA, Breedyk, Holland-America Line (Rotterdam).

Monbolia, I. M. M. Lines (Hamburg).

June 22.

FROM PHILADELPHIA, Pittsburgh, I. M. M. Lines (Liverpool).

FROM PHILADELPHIA, Missouri, I. M. M. Lines (London).

Seythia, Cunard-Anchor Line (Liverpool).

Neniusia, Cunard-Anchor Line (London).

America, Navigazione Generale Italiana (Palermo-Naples-Genoa).

June 23.

FROM BALTIMORE, Barrymore, Furness Lines (Liverpool).

Bankdale, Fabre Line (Marseilles).

June 24.

Ryndam, Holland-America Line (Rotterdam).

La Fayette, French Line (Havre).

Mesaba, I. M. M. Lines (London).

Adriatic, I. M. M. Lines (Liverpool).

Nevisian, I. M. M. Lines (Manchester).

Gothland, I. M. M. Lines (Antwerp).

FROM MONTREAL, Canopic, I. M. M. Lines (Liverpool).

FROM MONTREAL, Cornishman, I. M. M. Lines (Liverpool).

FROM MONTREAL, Cornishman, I. M. M. Lines (Avonmouth).

FROM PHILADELPHIA, Mahopac, I. M. M. Lines (Hamburg).

FROM HOUSTON, Napierian, I. M. M. Lines (Liverpool).

Columbia, Cunard-Anchor Line (Gibraltar-Malta-Alexandria-Beirut).

FROM BALTIMORE, Valacia, Cunard-Anchor Line (London).

Ponce, Porto Rico Line (San Juan).

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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.



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Bees Ltd
Bold Street
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Steamers arriving at or leaving any port can be served at a few hours' notice.

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FT. WAYNE, IND.

Flick Floral Co.

Ft. Wayne's Largest Up-to-date Cut Flower Store.

Fresh Cut Flowers and Plants From Our Own Greenhouses.

Personal Attention to all orders.

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Send your orders for flowers for delivery in this city and vicinity to

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Quality and Service Assured

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J. W. ROSS
THE LEADING FLORIST

F. T. D. MEMBER
CENTRALIA, ILL.

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MISSOURI.**

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

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We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

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(Successor to Charles E. Grunewald)

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City Index to Retail Florists Filling Telegraph Orders.

Asheville, N. C.—Middlemount Gardens.
Austin, Texas—Austin Floral Co.
Boston, Mass.—Penn, the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunle.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Minneapolis, Minn.—Adams, Florist.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams
Roanoke, Va.—Fallon, Florist
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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HOLLYWOOD GARDENS**

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Members of Florists' Telegraph Delivery.

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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FOR ST. LOUIS.

WIRE

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**LITTLEFIELD, Florist
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will take care of all telegraph orders.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

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Madison Ave. and 76th St.

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Plant Specialists

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NEW YORK Telephone Billings 2073
Established 1906

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Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

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SONS

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Quality and
Service



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Boston, Mass.



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Grand Rapids

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Adams, Florist, Minneapolis, Minn.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Apollo Flower Shop, The, Kansas City, Mo.
Austin Floral Co., Austin, Texas.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Battista, Matthew A., New York.
Baumer, August R., Louisville, Ky.
Bee's, Ltd., Liverpool, Eng.
Bramley & Son, Cleveland, O.
Blackstone, Inc., Washington, D. C.
Breitmeyer's Sons, John, Detroit, Mich.
Broadway Florist, New York.
Bunyard, A. T., Madison Ave., New York.
California Florist, Tacoma, Wash.
Clarke's Sons, David, New York.
Congress Flower Shop, Chicago.
Cooke, Geo. H., Conn. and L. Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Eckrich, A., 924 Madison Ave., New York.
Fallon Florist, Roanoke, Va.
Flick Floral Co., Ft. Wayne, Ind.
Fordham Florist, Bronx, New York City.
Fox's, Inc., Milwaukee, Wis.
Frey & Frey, 1338 O St., Lincoln, Neb.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hayes, Irene, New York.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
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Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Massman, F. W., Inc., Montclair, N. J.
Matthewson, J. E., Sheboygan, Wis.
McClunie, Geo. G., Hartford, Conn.
Metairie Ridge Nursery Co., New Orleans.
Middlemount Gardens, Asheville, N. C.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Olympia Florist, New York.
Park Floral Co., The, Cleveland, O.
Penn, The Florist, Boston, Mass.
Phillips Bros., 938 Broad St., Newark, N. J.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
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Rodgers, J. W., Dayton, O.
Rosary Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Ross, J. W., Centralia, Ill.
Salzer Floral Gardens, La Crosse, Wis.
Schiller, The Florist, Chicago.
Seery, Edward, Passaic, N. J.
Seery, Edward, Paterson, N. J.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Smith & Fettes Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith Fl. Co., Inc., Henry, Grand Rapids.
Stumpp, G. E. M., New York.
Weber, F. H., St. Louis, Mo.
Welch's Flower Shop, Hartford, Conn.
Weir, James, Inc., Brooklyn, N. Y.
Wittbold & Son, Henry, Chicago.
Wittbold & Son, Henry, Evanston, Ill.
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Also Store at New Britain, Conn.

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Southwest corner of 11th and McGee Sts.

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GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

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LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

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The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.
The fortieth annual meeting will be held at Hotel Sherman, Chicago, June 21-23, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.
The next annual meeting will be held at Hotel La Salle, Chicago, June 19-20, 1922.

PEAS in Michigan are reported to have suffered considerably from the recent drought.

A DROP of nearly one-third of a cent in franc exchange rates will interest French bulb buyers.

ONION SETS in the Chicago district are very promising, with the acreage about the same as last year.

LOS ANGELES, CALIF.—Edgar Bowen, of D. M. Ferry & Co., Detroit, Mich., expected to leave for home June 11.

CHICAGO seedsmen are preparing to keep open-house for the large attendance of convention visitors next week.

SPANISH seed growers are offering f. o. b. Valencia, Spain, large quantities of new crop pepper seed in seven leading kinds.

SAGINAW, MICH.—A. T. Ferrell's motor yacht has been renamed, Roamer, and is now afloat with a new coat of paint and varnish.

PRICES of bags at Chicago, June 14: Anchor, 16 oz., \$29.50 per bale in bale lots or over; Royal River, 16 oz., \$30; National, 16 oz., \$29.50.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., says the recent cool weather has been very beneficial to seed crops there, especially radish.

It is understood that the United States Department of Agriculture has issued an order to county agents, telling them to get out of politics at once and to stay out.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade this week were as follows: Timothy, \$4.00 to \$5.50 per 100 pounds; Red Clover, \$12 to \$20.

SAN FRANCISCO, CALIF.—Lester L. Morse, of C. C. Morse & Co., left June 10 for the Chicago convention of the American Seed Trade Association, via Seattle, Wash.

ROCKFORD, ILL.—John T. Buckbee is making a seed crop inspection tour in California, and on June 5 was guest of John C. Bodger on an auto trip to Lompoc.

OATS were sown very late, in the middle west, and some Iowa reports indicate that the crop is heading out very short, evidently affected by the early hot weather.

BELLINGHAM, WASH.—The American-Holland Bulb Co. has been chartered with a capital of \$60,000. The incorporators are Frank W. Bixby, H. S. Nightingale, Wesley Brooks, Chas. A. Conlee and Hugh Eldridge.

VAUGHAN'S SEED STORE, Chicago, says their French cables indicate that Paper White narcissus bulbs will be smaller with a greater shortage than heretofore reported.

COLUMBUS, O.—Henry K. Wilson, proprietor of the Wilson Floral & Seed Co., 23 East Town street, will be tried on the charge of violating the child labor, and female labor laws, in the municipal court, the trial being set for June 23.

NEXT week seedsmen will be at Chicago, the Wholesale Grass Seed Dealers' Association at the La Salle hotel, June 19-20, and the American Seed Trade Association at the Hotel Sherman, June 21-23.

A WHEAT crop of 854,000,000 bushels and a combined yield totaling 2,431,000,000 bushels of barley, rye, oats and wheat is forecasted in the government crop report for June, the latter estimate being 365,000,000 bushels more than was harvested last year.

R. A. HAVEN, of the Haven Seed Co., Santa Ana, Calif., says: "Weather conditions have been favorable to the production of annual crops, such as tomatoes and beans. The farm lands are in fine condition, and the prospect is for a good growing season."

A. L. ROGERS, of the Rogers Bros. Seed Co., Chicago, left on June 10 on a long western trip, via Sacramento, Calif.; Idaho, including a side trip to southern California. He expects to be gone about two months, but will be represented at the seed trade convention next week.

BLUE GRASS seed quotations from Kentucky and Missouri range from 20 to 24 cents for 19-pound, and 22 cents to 26 cents for 21-pound, for August and September delivery at this date, June 13, in carlots. The Kentucky crop is estimated at from 700,000 to 800,000 bushels.

VISITED CHICAGO: L. W. Wheeler of Pieters-Wheeler Seed Co., and Mrs. Wheeler, Gilroy, Calif., also John C. Bodger, of John Bodger & Sons Co., Los Angeles, Calif., all en route to New York; E. Malis, of the Santa Barbara Seed Co., Santa Barbara, Calif., en route to his old home in Philadelphia, Pa.

JACKSONVILLE, FLA.—Mills, the Florist, 46 West Duval street, announces the opening of a seed department, carrying a complete stock of garden, field and flower seeds. It is not proposed to issue a catalogue, but Mills' Farm Special, to be issued periodically, will cover the firm's line of seeds and give timely hints to the farmer.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parship
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Chicago Entertainment.

The entertainment to be furnished visitors at the Chicago convention of the American Seed Trade Association, next week, June 21-23, includes the following:

Wednesday evening, June 21, boat ride on the steamer Columbia, starting at 7:30 from the Clark street dock, and taking the passengers out on the lake, showing them the entire Chicago water front. There will be good music and dancing.

Thursday, June 22, luncheon for the ladies at the Drake hotel, after which they will be taken to the wonderful Chicago movie theatre, which is one of the finest places of amusement in this country.

American Seed Trade Association.

REDUCED CONVENTION FARES.

A rate of a fare and one-half for the round trip, on identification certificates, for members and dependent members of their families has been authorized for those attending the meetings of the American Seed Trade Association, the Association of Official Seed Analysts and the Wholesale Grass Seed Dealers' Association to be held in Chicago, June 21-23. The reduced rate is contingent, however, on an attendance of not less than 250 members of the organization and dependent members of their families at the meeting holding regularly issued certificates from ticket agents at starting points, showing payment of a normal one-way fare of not less than 67 cents on the going trip.

Tickets for the usual one-way fare for the going journey must be purchased June 17-23, inclusive, and not on any other dates. Be sure to ask the agent for a certificate in purchasing ticket and do not make the mistake of asking for a receipt. If it is impossible to obtain a certificate from the local agent, buy a local ticket to the nearest point where a certificate and through ticket may be obtained to Chicago. Call at the station at least 30 minutes before the departure of the train for the certificate and ticket, signing your name to the former in ink.

Immediately on your arrival at the meeting, present your certificate to the endorsing officer, C. E. Kendel, as the reduced fare for the return journey will not apply unless you are properly identified, as provided for by the certificate.

Alfred J. Brown Seed Co.

GROWERS OF

**Peas and
Beans**

Grand Rapids, Mich.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

**Seed Growers
SAN JOSE, CALIFORNIA Company, Inc.**

Henry Berrien Fish

Wholesale Seed Grower

Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomsdale Farm

BRISTOL, PA.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.

Seed Growers Philadelphia

A joint agent of the railroads will be in attendance June 21-23 to validate certificates. If you arrive at the meeting and leave for home prior to the arrival of the joint agent, or if you arrive at the meeting after the joint agent has gone, you cannot have your certificate validated nor secure the benefit of the return reduction. No refund of fare will be made on account of failure to either obtain a proper certificate or on account of failure to have the certificate validated.

If the necessary minimum of 250 regularly issued certificates are presented to the joint agent, and your certificate is validated, you will be entitled to a return ticket via the same route as the going journey at one-half of the usual one-way tariff fare from the place of meeting to point at which your certificate was issued up to and including June 27.

Return tickets issued at the reduced fare will not be good on any limited train on which such reduced fare transportation is not honored.

Iowa Seed Dealers' Association.
DES MOINES MEETING, JUNE 7.
The annual meeting of the Iowa Seed Dealers' Association was held at the Savery hotel, June 7, with an excellent attendance. Prof. L. G. Burnett, of the Iowa State college, Ames, gave an interesting address on subjects of importance to the seedsmen and farmers. E. L. Redfern, of the Iowa food and dairy commission, explained the new Iowa seed law and its application and complimented the seed dealers in the way they were endeavoring to comply not only with the letter but the spirit of the

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America.

Office: Cambridge, New York

THE ALBERT DICKINSON COMPANY

35th St. at California Ave.,

CHICAGO, ILL.

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Lawn Seed to the Trade

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY

SWEET PEAS - ALL VARIETIES

PEAS - KENTUCKY WONDER BEANS

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Catalogue Envelopes

Seed Packets

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

—THE—

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

VALLEY, Douglas County, NEB.

EDGAR F. HURFF

SWEDESBORO, N. J.

Growers of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

FLOWER AND GARDEN

SEEDS

Catalogue on request. Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Hoffer, Nora Springs, treasurer. After adjournment a delightful luncheon was served at noon in the Chamber of Commerce dining room. The members are anticipating with pleasure the September meeting at the Iowa State college, Ames.

A. M. ELDRIDGE, Sec'y

law, who were in turn gratified to have the co-operation of Mr. Redfern in this matter. Following the address there was a general discussion of the law by the members.

Five firms were admitted to membership as follows: J. Rosenbaum & Son, Centerville; Harris & Son, Williamsburg; Dehner Seed & Supply Co., Burlington; American Horticulture Co., Des Moines, and the Haley-Neeley Co., Sioux Falls, S. D.

The following officers were elected for the ensuing year: H. W. Talbott, Osceola, president; Henry Kling, vice-president; A. M. Eldridge, of the Henry Field Seed Co., Shenandoah, secretary; J. T.

CROP 1922

Garden Seed Of The Following Varieties:

Beet

Carrot

Lettuce

Mustard

Mixed Sweet Peas

Onion

Parsnip

Parsley

Radish

Are being grown on our Seed Farms.

We invite inspection.

California Seed Growers' Association,

(Incorporated)

J. W. EDMUNDSON
Manager

SAN JOSE, CALIF.

M. W. WILLIAMS
Secretary

Mention the American Florist when writing.

California Seed Crops.

Waldo Rohnert, of Gilroy, writes: "The acreage is much below normal in all items, running from about 20 to 25 per cent on lettuce to 75 per cent on onion. Seasonable spring rains have brought the crops forward in fair condition, especially lettuce, but much of that crop was sown late and the ultimate result is uncertain. Early radish appears excellent but that sown late is very uncertain and I think will show only a small yield.

"So far as biennials are concerned, onion is only fair as all of the crop growing in the lowlands suffered from too much moisture. There are probably not more than 300 acres of good onion in the entire state this year. Beet is practically a failure and carrot is still doubtful, but will hardly make a normal yield. The acreage planted to parsley, parsnip and salsify is much below the average and a forecast is rather difficult at this time, although a normal yield cannot be expected. Sweet peas are looking well. Business conditions have been exceedingly good and there is little doubt but that prices are advancing."

The L. D. Waller Seed Co., of Guadalupe, advises: "Prospects for annuals, which is our specialty, are good at this time. Many kinds are in full bloom including all of the sweet peas. As a result of the very careful work we have been doing at our 50-acre experimental tract the past few years, our strains of sweet peas are showing exceptional purity, so much so, that we have been agreeably surprised at the extreme

KELWAY'S

CELEBRATED

Flower Seeds

Strains which have received over 300 Premier Awards and Gold Medals at leading Exhibitions in all parts of the world. Highest Award Panama Exhibition.

Write today for prices.

KELWAY & SON

Wholesale Seed Growers
LANGPORT, ENGLAND

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish

Correspondence Solicited.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

McHutchison

& CO. OFFERS

Immediate Shipment

LILIAM GIGANTEUM, 7-9 inch, from cold storage.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

LATER SHIPMENT

FRENCH BULBS, Paper Whites, Roman Hyacinths, etc.

DUTCH BULBS, Tulips, Hyacinths, Narcissus, etc.

MANETTI STOCKS, suitable for greenhouse grafting.

DRACAENA CANES, fall shipment.

FERNS IN FLATS, suitable for fern dishes.

VALLEY PIPS, for direct import from Germany.

LILY BULBS, Giganteum, Formosum, hardy varieties, F. O. B. New York, Chicago, Denver, Seattle, etc.

DOMESTIC BULBS, Frezias, Callas, Gloxinias, Begonias, Iris Tingitana and Spanish, etc.

CYCLAMEN SEEDS, finest German strain.

ROSES XXX, for forcing, in best varieties.

CHINESE SACRED LILIES, etc., etc.

Write for prices and details on business stationery, specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St.,

NEW YORK

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CINERARIA

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest English and French strains and cannot be excelled in variety of colors, size, shape and substance of flowers and perfect habit of plant. Trade pkt., (500 seeds) 50c, 3 trade pkts. for \$1.40.

Trade pkt. (500 seeds)

Large Flowering White	\$0.35
Crimson	.35
Blue	.35
Blood-Red	.35
Flesh (soft pink)	.35
Matador, brilliant scarlet	.50
Old Rose, pink to rich coppery red	.50
Grandiflora, extra choice mixed, 1-32 oz., \$2.00	.50
James' Giant, a famous English strain	.50
Star Cineraria. (Cineraria Hybrida Stellata), fine small flowering varieties for cutting and decorative purposes	.50
Polyantha Blue Tints	.50

COVENT GARDEN STRAIN.

The flowers of this new strain are much smaller than those of our Columbian Mixture, but the plants produce a large head of bloom when grown in small pots. There are many beautiful shades of color. We recommend these for a trial. Trade Pkt. (1000 seeds), \$1.00.

Our Midsummer List will be ready Next Week.

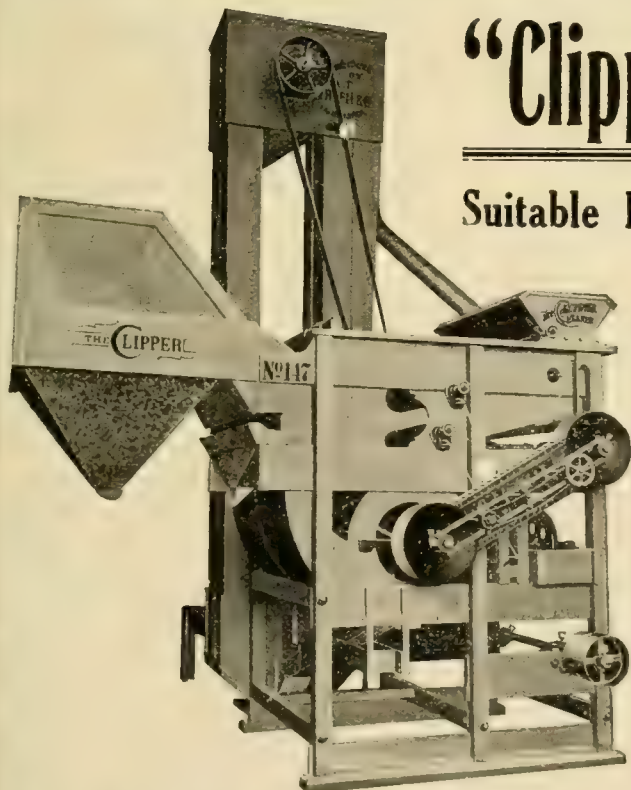
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"Clipper" Seed Cleaners

Suitable For Every Seed Cleaning Purpose



Equipped with Variable Air Regulator—Variable Screen Shake—Improved Screen Holders—Ball Bearing Suction Fans—Ball Bearing Loose Pulley—Brush Carrier Adjustment—New Type Cross Head for Traveling Brush Drive—Air Valve Regulator for Exhaust Fans.

When you install a Clipper Seed Cleaner of the latest improved type you have a machine that stands for the last word in seed cleaning efficiency, insures the most satisfactory results, enables you to improve your grades and puts new life into your seed business.

Onion Set Cleaners a Specialty

Picking and Sorting Tables
suitable for hand-picking Bulbs, etc.

A. T. FERRELL & CO., Saginaw, W. S., Mich.

rareness of a rogue. We fear one crop will not be over-abundant; the Ten Week stocks are showing such a high percentage of doubles that we wonder where the seed is coming from.

"We raise only a limited number of varieties of perennials and biennials but all those we do grow show prospects of an excellent crop."

The Henry Fish Seed Co., Carpinteria, writes as follows: "In the matter of production of beans exclusively for the wholesale trade, we can say the early part of the season was favored with frequent rains and later a continued cool weather with little late rain. We have lately had warmer weather, which we like now at planting time. We anticipate the yield from our crops will be 25 per cent to 40 per cent greater than last year on an acreage more than twice that of last season. While the sales to date have been very satisfactory, we still expect to have a moderate surplus to offer for fall delivery."

Northern Seed Business.

Northrup, King & Co., Minneapolis, Minn., write as follows:

"Our early expectations for the present season have been more than fulfilled in the volume of business to date in all departments. The peak of the season was reached on Monday, April 24, when we received more orders than on any other day in five years. The week of May 1 to 6, exceeded in number of orders all previous records for the corresponding period, particularly in our bulk garden seed and packet departments.

"Our season is later than normal, very little seeding having been done prior to May 1. For that reason, we expect that the demand for seeds will continue well into June.

"Local retail trade is about the same as last year. Market gardens are seeding a large acreage, especially in peas, cabbage and onion.

"We are of the opinion that useful surplus stocks must be nearly exhausted. The extraordinary weather conditions in all seed producing countries during the past six months, and a reduced acreage in the culture of biennial crops especially, may cause acute shortages in many important varieties before another season.

"On the whole, we believe that conditions in the seed trade will be on a more satisfactory basis for all concerned before 1923."

Southern Seed Business.

H. G. Hastings of Atlanta, Ga., summarizes the past seed trade season in the south as follows: "Seed business in the south this past season has, so far as we have been able to learn, been generally unsatisfactory. Late summer and fall business, 1921, was fairly normal. Beginning early in January, some parts of the south suffered severe drought, other parts were almost continuously rained upon. Under both conditions, garden and farm work was practically at a stand still, when they should have been active. This delayed seed buying with the usual result, we are all familiar with. General business conditions are just about turning the corner and we look for distinctly better business in 1923. The south was the last section of the country to feel the depression and it is natural that it will be the last to recover. We anticipate a return to normal conditions in this section by October or November."

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway,

New York

WATKINS & SIMPSON

(LTD.)

are issuing their catalogue of

SEEDS

FOR SUMMER SOWING

and will be pleased to send a copy on application to

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LONDON, W.C., ENGLAND

Henry Fish Seed Co.

Carpinteria, Calif.

Contract Growers of

Seed Beans

R. A. VANDERSCHOOT

WHOLESALE BULB GROWER

HILLEGOM, HOLLAND

Write for prices.

C/O J. W. HAMPTON, JR. CO.

17 Battery Place, NEW YORK

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

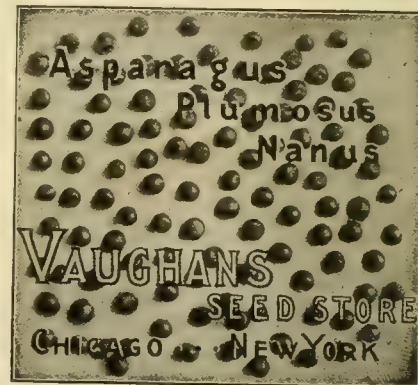
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington, Milford, Conn.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, May 27, 1922, as given by the government market reporter of June 3, 1922:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	\$7.00	\$61.00	\$21.00	\$22.50
Baltimore	6.80	59.00	21.50	23.00
Richmond	7.15	52.00	24.00	24.00
Buffalo	7.00	54.00	24.00	23.50
Toledo	6.45	60.00	25.00	22.90
Louisville	6.90	53.00	22.50	23.00
Chicago	6.60	60.00	21.50	21.75
Minneapolis	6.25	56.00	23.00	24.00
St. Louis	6.35	57.00	23.00	23.00
Kansas City	6.50	55.00	25.00	24.00
Denver	7.00	51.00	25.00	24.00
Salt Lake City	7.00	51.00	25.00	24.00
Average for the United States same date				
1921:	\$7.10	\$33.95	\$16.40	\$19.50



TRUE FLORISTS'

FLAT LEAVED TYPE.

Per 1,000 seeds.....\$ 2.00

10,000 seeds for..... 17.50

Give Bottom Heat

Vaughan's Seed Store

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An experience of half a century in producing high grade

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at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

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Orange, Conn., and New York City

BODGER'S UNRIVALLED SEEDS

ASTERS, ZINNIAS AND SWEET PEAS, NASTURTIUMS, STOCKS, VERBENAS AND OTHER FLOWER SEEDS. ALSO VEGETABLE SEEDS

JOHN BODGER & SONS CO., LOS ANGELES

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Choice Cold Storage Pips

Per 1000.... \$30.00

Per 500.... 16.00

Per 250.... 8.00

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PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

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FLOWER SEEDS

WHOLESALE GROWERS

The L. D. Waller Seed Co.

Guadalupe, ' ' California

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

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The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds

Poultry Supplies

Founded 1818 Incorporated 1921

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HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

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61 VESEY ST., N.Y. CITY.

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WHOLESALE FLORIST

WASHINGTON, - NEW JERSEY

Grower of all kinds of Flowering, Decorative and Vegetable Plants, by the hundreds of thousands.

Correspondence solicited.

Mention the American Florist when writing

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

Adrian, ' ' MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.

4 in. Luminosa, fine large plants, ready for 5. and 6. @ \$25.00.

Seedling Plumosa, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHLMAN

Wholesale Grower

PEKIN, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

M. Koster & Sons

Boskoop, Holland

Offer to Grow on CONTRACT

MANETTI

and Other Stocks for the American Trade.

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds



KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; 1/4 oz., 90c; 1/2 oz., \$1.65; 1 oz., \$6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., \$1.00; 1/4 oz., \$1.30; 1 oz., \$5.00.



ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

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This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, \$1.50.

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Tomato Plants	Per 1000 \$1.50
Cabbage Plants.....	1.00
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Runners from our new Boston Nep. Schuberti Compacta, at \$80.00 per 1000.

Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

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S. A. Nutt, Buchner, Vland, Landry, Montmort and others, from 2 in. pots, \$35.00 per 1000.

COLEUS, a very fine assortment of choice kinds from 2 in. pots, \$3.00 per 100.

PETUNIAS, Dyer's Superb Single Fringed and Rosy Morn, from 2 in. pots, \$3.00 per 100.

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Wholesale Grower.

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"Market Gardening"

An elementary text book containing 102 pages, 6x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co.

Cloth Bound, \$1.00.

American Florist Co.

440 S. Dearborn St., Chicago.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1922.

FENNIMORE, WIS.—Tuttle & Heberlein is a new nursery firm recently established here.

LILACS bloomed in China before the days of Confucius, and in Persia before the time of Cyrus.

BURLAP has advanced 2 cents per yard on light weights and 2½ to 3 cents per yard on heavy weights.

FRENCH growers are now quoting Manetti stocks at from \$6.50 to \$13.00 per 1,000 in Orleans, according to grade.

MONROE, MICH.—The salesmen of the Greening Nursery Co. held a meeting here June 7-8, over 100 being present. Chas. E. Greening, president of the concern, and others addressed the gathering.

The forty-seventh annual convention of the American Association of Nurserymen will be held at the Hotel Wolverine, Detroit, Mich., June 28-30. The programme for this meeting will be found in our issue of June 3, page 1012.

SPRAYING walnut trees with lead arsenate at a strength of six pounds to 50 gallons of water is an effective method of controlling the butternut curculio, says the bureau of entomology of the United States Department of Agriculture.

FLUSHING, L. I.—The Bloodgood Nurseries recently had two men arrested for the alleged theft of trees from its establishment. The men accused are Edw. Chafe and Boleslaw Charkinsky, who were held to the court of special sessions under bonds of \$500.

THE June 5 bulletin of "Plan to Plant Another Tree," popularized by the Illinois State Nurserymen's Association, contains instructive articles on "Delphinium or Hardy Larkspur," "Columbines," and "Cultivate Now." Questions on trees, shrubs, flowers and gardening are answered without charge in the bulletin by J. A. Young, secretary of the association, Aurora, Ill.

Rosa Moyesii.

Rosa Moyesii, which was introduced by Wilson from western China and which has received a great deal of attention in England and in the middle United States where it is greatly valued as a garden plant, and as a parent in breeding new races of roses, has proved until this year a failure in the arborescence. The plants have not usually been entirely hardy here, and the flowers have been few and of poor quality. The plants, however, on the southern slope of Bussey hill were not injured last winter and are now covered with flowers. Rosa Moyesii is a large shrub up to 10 feet in height, with stout branches sparingly armed with short straight prickles and blood red flowers from an inch and a half to two inches and a half in diameter. The deep orange-red fruit is two and one half inches long, contracted below the apex, and as beautiful as the flowers.—Arnold Arboretum Bulletin, June 8, 1922.

Providence, R. I.

VOLUME AT LOW EBB.

The very hot weather of the past few days has brought out immense quantities of peonies and stock of all kinds, with the result that values are very low on all items at the present writing. Good peonies can be bought as low as \$3 per 100. Although bedding and vegetable plants have sold rather slowly this season, sales the past week increased, which makes it more encouraging for the growers. June weddings have started, and it is keeping most of the stores fairly busy, although so far there has not been any large decorations of note.

The Biltmore Floral Store will open soon on the ground floor of the new Biltmore hotel, Washington street, and will be one of the finest additions to the trade. They will have a large establishment, with an entrance on Washington street, also one from the hotel corridor, and one of the finest ice boxes in the city. The refrigerating plant has a large coil of pipes in the ice compartment of the box, which is kept at any degree of temperature, doing away with the old-fashioned idea of ice.

John Roth & Co., located on Broad street for a short time, have moved again. H. A. T.

SIOUX CITY, IA.—Rocklin, Lehman & Co. have taken over the Glassacres Garden Nursery Co.'s greenhouses of this city.

VINCENNES, IND.—W. A. Reiman, Jr., of W. A. Reiman & Son, peony growers here, is attending the peony show in London, Ont.

We have on hand the largest stock of
Boxwood in New England;
all shapes.

RHODODENDRONS

Parson's Hardy American Seedlings.

FANCY EVERGREENS, for tubs.

300 BAY TREES

All sizes, standard shapes.

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Wakefield Center, Mass.

Office and Salesroom: 31 Otis St., Boston, Mass.

N.F. McCarthy & Co., Props. Send for catalog.

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Catalogues and Price Lists
Free on Application.

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STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

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Ant. Wintzer, Vice-Pres.



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Dignified, Exclusive
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Crowded with opportunity
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Diploma awarded. We assist students and graduates
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American Landscape School, 18-J, Newark, New York

Mention the American Florist when writing.

BOXWOODS

Choice American grown Pyramids and Balls. Good color, well formed specimens. This stock supplied balled and burlapped, carefully packed.

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Each

Ball Shaped, 18 x 18 inches, B&B, \$5.50
Ball Shaped, 22 x 22 inches, B&B, 6.50
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Has just been published, and is designed especially for those who do not intend to become professional landscape gardeners. It teaches the necessary lessons of the art through actual work of the student upon concrete problems, aided by 168 fine illustrations. It has 344 pages.

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Asparagus plumosus and Sprengerii
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BEGONIAS READY FOR SHIPMENT.
2 1/4 IN.

	Each	10	100	1000
Begonia Lorraine.....	\$0.50	\$2.50	\$15	\$140
" Turnford Hall.....	.50	2.50	20	...
" Mrs. J. A. Peterson .50	3.50	30	270	
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Choice American grown Pyramids, Balls
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Trees furnished balled and burlapped, care-
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Boxwood	Each
Ball shaped.....B & B 14x14 in.	\$3.50
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SEED STORE, Chicago and New York.

Bulbs. Darwin Tulips. Farncombe, San-
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en, mixed, size, one-half price. Cash. HUGH
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Bulbs. Gladiolus, canna, tuberoses, Japan-
ese lily. Write for prices. American Bulb
Co., 172 North Wabash Ave., Chicago.

Bulbs of superior quality. Write for
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Buddleia Asiatica., 2 1/2-in., \$5.00 per 100.
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CANNAS. 200 New York, 50 Dr. Achen-
bach, 200 Chas. Henderson, 50 Austria, 50
Meteor, 50 Kate Grey, 50 Hungaria, 200
Mad. Crozy, 200 California, 100 Panama, 50
Mrs. Conrad, 100 Richard Wallace, 100 A.
Bouvier and 200 Wyoming. Fine 3-in., per
100, \$5.00. 200 President and 100 Gold Bird,
per 100, \$8.00. Terms cash. JOSEPH BAN-
CROFT & SON, Cedar Falls, Ia.

CENTAUREA.

CENTAUREA GYMNOCORPA. 500 fine
2 1/4-in., per 100, \$2.50. Cash. JOSEPH BAN-
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CHRYSANTHEMUMS—Pompons and Singles
Mile High Quality, 2 1/4-in., per 100, \$5.00.
Early Varieties.

Zenobia, yellow double.
Lillian Doty, pink double.
Diana, white double.
Acto, white double.
Chas. Fohn, pink single.
Fine Bronze, bronze single.
Early Bronze, bronze single.
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Hilda Canning, bronze double.
Beck McLean, bronze double.
Wilcox, bronze double.
Jules La Gravia, red double.
Western Beauty, pink double.
Donald, pink double.
Golden Wedding, yellow double.
Sunshine, late yellow, per 100, \$8.00.
Caprice varieties. Yellow, white, bronze,
lavender and purple. Strong, healthy stock,
2 1/4-in., per 100, \$7.00.

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Denver,

CHRYSANTHEMUMS

Fine plants—Strong and clear
Following varieties:— per 100, \$4.50, per
1,000, \$40.00.

Roi de Italia, yellow (early).
L'Africane, giant purple.
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Chrysolora, yellow.
White Bonnafton.
Oconto, white.
Mrs. E. A. Seidewitz, pink.
Canary Bird, rich golden yellow.
Glory of Pacific, early pink.
Pacific, supreme pink.
Unaka, pink.
Black Hawk, dark red.
Miss Florence Pullman, white.
Diana, white for designs.
Margold, yellow.
Dolly Dimple.
Roman Gold, yellow.
Louis Boehmer, pink Ostrich Plume.
Estelle, early white.
Pompon Varieties.
Baby, golden yellow.
Ida, yellow.
Golden Climax, orange yellow.
Rhoda, red.
Tellia, red.

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2-inch stock	100
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Clean stocks and high quality. Your re-
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June 10, per 100, \$2.50. Cash. JOSEPH
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Cyclamen plants grown by Lehnig & Win-
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Red, bright red, Rose dark-eye, white car-
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2 1/4-in. pots.....	100	1,000
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Add 5 per cent for packing. If Salmon
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Cyclamen Seedlings, Transplanted. Fine
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Dracaena Indivisa. Extra strong, 3-in.
Per 100, \$12.50. Cash with order. MER-
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TABLE FERN SEEDLINGS.
Ready June and later.
Per flat, \$3.00; 5 flats, each, \$2.75; 10
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In all best varieties as follows: Pteris
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fordianum, Albo-Lineata.
2 1/4-in. pots, per 100, \$6.50; per 1000, \$55.00.

Boston, Roosevelt, Whitmanii, Verona,
Teddy, Jr., Scotti, 2 1/4-in. pots, per 100, \$7.00,
per 1000, \$60.00; Dwarf Boston, 2 1/4-in. pots,
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Bird's Nest Ferns, 2 1/4-in. pots, per 100,
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BOSTON FERNS
Good, strong bushy stock.

5-inch	\$0.40
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Packing charges free
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Table ferns, standard varieties, 2 1/4-inch,
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Fuchsia. Avalanche, Black Prince, Mrs. E. G. Hill, Speciosa, 2½-in., per 100, \$5.00; 3-in., per 100, \$10.00; 4-in., per 100, \$20.00. The Storrs & Harrison Co., Painesville, O.

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Geraniums, Nutt Buckner, Ricard, Poltevine and Viaud. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

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Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

Geraniums, Nutt, per 100, \$16.00. Single red, per 100, \$15.00. NICK REDING, 6731 Ridge Blvd., Chicago.

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"RAINBOW" Aquarium Shells
Per dozen cartons.....\$ 1.25
Per gross.....13.50

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Per dozen boxes......75
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Also birdseed in bulk and packages; song restorer; nesting; bird gravel; cuttlebone.

Write for price list.

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Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

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Hardy English Ivy. For sizes and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

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Valley pips. From cold storage. \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

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HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

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Poinsettias, 2½-in., per 100, \$10.00; per 1,000, \$90.00. A. N. Pierson, Inc., Cromwell, Conn.

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Primula Obconica Gigantea, Mile High Strain. This strain cannot be surpassed. Flowers will average over the size of a Dollar, 2½-in., per 100, \$7.00.

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Primula obconica, 2½-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100. HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

Primula, Obconica, Gigantea, Kermesina and Rosea, plenty of red, fine strong transplanted plants, as good as 2½-in., \$4.00 per 100, prepaid, Cash. Immediate delivery. Brill Celery Gardens, Kalamazoo, Mich.

ROSES.**ANGELUS.**

The Sensational White for 1922.

Prices will be:

Grafted.		Own Root.	
100.....	\$ 42.50	100.....	\$ 35.00
1,000.....	375.00	1,000.....	300.00
2,500.....	912.50	2,500.....	725.00
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10,000.....	3,350.00	10,000.....	2,600.00

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Home Grown Stock**Greatly Increased Demand**

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Very choice 2½-inch White Killarney \$12.00 per 100; \$100.00 per 1000.

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178 North Wabash Ave., Chicago.

Roses. Bench grown. Ready for immediate shipment. For varieties and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Roses. Winter flowering. Extra strong plants, own root stock, out of 3½-in. pots, Francis Scott Key, Mme. Butterfly, Columbia, Premier and Mignon. Write for prices. F. R. Pierson, Tarrytown, N. Y.

ROSES. 500 bench grown Columbia and 100 Champ Welland, per 100, \$10.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ROSES.**HEADQUARTERS FOR ROSES.**

2½-inch

Look over the list. It may contain sorts you are "short on." Prices low—considering quality. Our guarantee of thirty years "Satisfaction Guaranteed" still stands.

BABY ROSES.

Per 100, \$7.00

Anna Mueller	Baby Rambler
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Le Ponceau	Lemarne
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Baby Doll	Gruss an Aachen
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Per 100, \$8.00

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Magna Charta	Captain Christy
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Champion of the World	The Queen
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Per 100, \$6.50

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Helen Gould	Florence Forrester
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Meteor	White M. Cochet
Clothilde Souper	Florence Pemberton
Mad. A. Chatenay	Papa Gontier
Safrano	Maman Cochet
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Eugene E. Marlitt	Laurent Carle
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Souv. de Pres. Carnot	Duchess of Albany
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Per 100, \$8.00

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My Maryland	Mad. C. Testout
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(Pernetiana)	

Per 100, \$7.50

Killarney

Legion, per 100, \$15.00.
Frank W. Dunlop, per 100, \$10.00.
Chas. K. Douglas, per 100, \$25.00.
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Crusader, per 100, \$12.00.
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HARDY AND TENDER CLIMBERS.

Per 100, \$6.00

Cl. American Beauty Dorothy Perkins	
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(Hardy Marechal)	William Allen Richardson
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Pink Tausendschon	Crimson Rambler
(Rosarie)	Hiawatha
Veilchenblau	Lady Gay
(Blue Rambler)	Silver Moon

Per 100, \$6.50

American Pillar	Cl. Mad. C. Testout
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Dr. W. Van Fleet	Paul's Carmine Pillar
Cl. Kaiserin A. Victoria	Cl. Marie Guillot
Cl. Lady Ashtown	Cl. Papa Gontier
Climbing Ophelia, per 100, \$10.00	Cl. Maman Cochet
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The Largest Rose Growers in the World.
Springfield, Ohio.
Dept. C.

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Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Zinnia. Obtain from headquarters. Watkin & Simpsn, Ltd., 27-29 Drury Lane, London, W. C. England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet hint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and the highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seed. Cineraria. Consists of a mixture of the best English and French strains. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, hint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds.—Asparagus Plumosus Nanus. Per 1,000, \$1.75; for 10,000, \$15.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbenia in variety. Waldo Rohnert, Gilroy, Calif.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Brasian Seed Growers Co., San Jose, Calif.

Seeds. Lettuce Seed Specialists and general wholesale seed growers. C. C. MORSE & CO., San Francisco, California.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

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Seeds, garden, field and flower. The J. Boigiano Seed Co., Baltimore, Md.

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Greenhouse Boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

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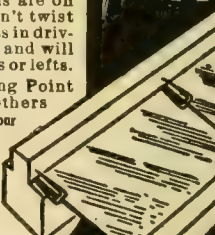
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Vol. LVIII.

CHICAGO AND NEW YORK, JUNE 24, 1922.

No. 1777

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Has a persistent way
Of letting folks know he's around
By his insistent bray.
The busy little bees they buzz,
Bulls bellow and cows moo,
The watchdogs bark, the ganders quack,
And doves and pigeons coo.
The peacock spreads his tail and squaks,
Pigs squeal and robins sing
And even serpents know enough
To hiss before they sting.
But man, the greatest masterpiece
That nature could devise,
Will often stop and hesitate,
Before he'll advertise.

AMERICAN ROSE SOCIETY.

Annual Meeting and Exhibition, Syracuse, N. Y., June 15.

A Memorable Meeting.

Because of the notable work done by
Dr. E. M. Mills in organizing a number
of rose societies across the state of
New York and because of the interest
among amateurs in central New York
state, the annual meeting of the Ameri-
can Rose Society was this year held in
Syracuse, N. Y., June 15.

The officers of the Syracuse Rose So-
ciety planned and carried out a series
of events which resulted in a day that
will long remain memorable to the offi-
cers of the national society and others
who were fortunate enough to enjoy
this privilege.

The day began with the judging of
the Syracuse rose show staged in the
auditorium of the Y. M. C. A., and ex-
cept for the reduced number of ex-
hibits, due to the ruinous rain storm of
four days previous, this show reflected
a standard highly creditable from the
viewpoint of quality as well as quantity.
The park department had an extensive
exhibit in the non-competitive class.
The judges were Frederick L. Atkins,
Rutherford, N. J., and John H. Dunlop,
Richmond Hill, Ontario.

At 12 o'clock the entire party of vis-
iting rosarians and others, accom-
panied by 25 or 30 rose lovers in hand-
some high-powered cars, were whisked
away over the hills and dales of this
wonderful scenic country to Lake Skan-
ateles, where luncheon was served at
Krebs, famous to tourists, a fame cer-
tainly well deserved, as we soon found
out from the luscious abundance of re-
past, followed by a feast of reason and
a flow of soul with Dr. Mills presiding.
H. P. Dennison, who said, if he had his
way all roses would be red, extended to
the invited guests a cordial welcome,
responded to, on behalf of the Ameri-
can Rose Society, by President Pyle,
Leonard Barron, editor of the Garden

Magazine; John T. Roberts, lawyer,
granger and farmer; A. L. Shepard,
secretary of the Rochester Rose Soci-
ety; F. L. Atkins, and Prof. E. A. White.
Each in turn regaled the guests with
wit and wisdom rosewise. Krebs will
ever remain famous along with central
New York state's hospitality in the
minds of visiting rosarians.

Another 20 miles run brought us to
the magnificent home of Mr. and Mrs.
Hiscock, the former presiding judge of
the court of appeals of the state of
New York. Here was found a rose
garden of luxurious appointment, ex-
quisite taste and excellent culture;
complete beds of twenty roses of a kind,
such as La Tosca, Willowmere and
others.

In this notable garden was held the
business meeting with the usual re-
ports showing the treasury in a more
healthy condition than for many years
past and resulting in the re-election of
the former officers, whose terms had
expired in 1922, for the ensuing year:
Robert Pyle, president; F. L. Atkins,
vice-president; John C. Wister, secre-
tary; Charles H. Totty, treasurer. The
following directors, whose terms ex-
pired in 1922, were re-elected for a
term of three years: James Boyd, Dr.
E. M. Mills, George H. Peterson.

The Evening Session.

The evening meeting was held in the
auditorium of the Y. M. C. A. and was
attended by probably three hundred
people and was in charge of the vis-
iting rosarians, with the floor of the
auditorium entirely devoted to rose ex-
hibits. The audience after inspecting
the roses arranged themselves in the
gallery, and after the opening address
by Dr. Mills, fifteen minute speeches
were made by President Pyle on "The
American Rose Society"; Samuel E. Hill-
ger, president of the Auburn Rose So-

ciety, on "The Building of a Local Rose Society"; F. L. Atkins, on "Use of Roses in Public Places"; Fred C. Wallace, of Canandaigua, N. Y., on "Help for the Amateur," and J. Horace McFarland, on "Climbing Roses and Climbing Memberships," in which he clearly pointed out that the success of a rose society either local or national, depends absolutely upon the activities of the members themselves. He cited, as an example of the world wide influence of the American Rose Society, that he had just received a letter from a Countess in Italy, who, by reason of affiliation with the American Rose Society, had enjoyed the opportunity of entertaining in her garden a rose lover from Norway who was also a member of the American Rose Society.

It is impossible to express in cold type the enthusiastic appreciation felt by the visiting rosarians for the kindly reception and abundant hospitality offered them on this memorable visit.

In Auburn June 16, 1922, we were met by Samuel E. Hillger, president of the Auburn Rose Society, Mr. Adams, secretary, and by David M. Dunning, patron of the rose, long an eminent rose grower of Auburn. The officers of the American Rose Society were taken on a tour of Auburn, beginning with the famous prison, in which have been developed separate rose gardens for the men and for the women, not to mention the greenhouses. Then to the gardens of the Auburn Theological Seminary, Dr. Stewart presiding. The appreciation for beauty at this institution is evidenced in part by the magnificent Tiffany stained glass window which adorns the chapel.

Local Gardens.

We visited also the gardens surrounding the residence of the famous General MacDougal, George Pierson and Mrs. C. W. Ross. This series of visits found their culmination in the garden of David M. Dunning, whose success in growing outdoor roses has for many years made his home a mecca for rose lovers. A specimen of Frau Karl Druschki in veritable billows of bloom with wrist size trunks 10 feet high was only one of the outstanding varieties which included among others most prominently, Mrs. Weymyss Quinn, Glorie Chedane Guineasau, Maman Turbat, Lady Pirrie, Gustav Grunerwald, G. Amade Hammond, Avoca, a plant in full bloom, six feet high. Cissie Easlea, one of the richest yellows, though not quite the favorite with Mr. Dunning as is Daily Mail.

A lion rose on a trellis 12 feet high was a perfect blaze of color. He preferred Willowmere to Los Angeles and Red Letter Day, while similar in color was much more vigorous than Kitchener of Kartoun. Mr. Dunning's choice among hybrid perpetuals, of which there were many, were Anna de Diesbach, Baron de Bonstetten and Ulrich Brunner.

Having looked in at the country club the party was welcomed at the home of a miracle worker, at least you would think so if you realized the transformation that had taken place since April, 1920, when Mr. Ferrin had begun with bare ground. Today he welcomed to his home some 75 guests who came, saw and were filled with delight upon seeing the display in full bloom, of some 300 rose plants, including not only climbers, the best of which was Paul's Scarlet Climber, polyanthas, among which Greta Kluiss, and Marie Parvie were outstanding sorts, the latter a most inveterate bloomer, but probably most distinguished among the roses in this new garden, where tree roses

planted only a year ago last autumn but with heads of generous spread with 12 to 18 blooms to a plant. After a delightful luncheon from the dining room overlooking the beautiful Lake Owasco, Mr. Ferrin explained that it did not require a million dollars or a large property to have roses, but he moderately presented this little example of how he had started with a swamp, and in less than two short years had demonstrated the possibility of a rose garden on a 30 by 100 foot lot, within easy reach of a modest purse. The demon-



Robt. Pyle, West Grove, Pa.
President American Rose Society.



Chas. H. Totty, Madison N. J.
Treasurer American Rose Society.

stration was indeed a delightful example. Mr. Ferrin called in turn upon the newly elected president of the American Rose Society, who gave a short address on "Popularizing the Rose."

J. Horace McFarland, who was introduced as editor of the Rose Annual, presented several groups of the best roses and those especially adapted for use as shrubs. F. L. Atkins was introduced as father of the tree roses that Mr. Ferrin had planted, and demonstrated to the audience how tree roses may be successfully grown.

At Auburn.

Returning through Auburn the party visited the scene of the rose show to be staged in the Chamber of Commerce the following day, and as they left town were impressed with the completeness of Auburn hospitality, by hearing the chimes from a neighboring church peal forth the "End of a Perfect Day."

In this little two day journey, the officers of the American Rose Society were fortunate in being able to visit the Rochester Rose Show. For more than one generation has Rochester been known as the "flower city," but it remained for the young blood of the present day of floral enterprises, to put Rochester on the map again rosewise. Through the capable career of this organization, started by a master hand within the last two years and stimulated into active service by the rose patron of these parts, Dr. E. M. Mills, they have grown until the rose show of this year marks a triumph for scope, extent and quality. Other people have much to learn and as do nearly all amateurs, but when you can get close to 1,000 people to come out of a night and study your roses, (to say nothing of the arduous labors of staging such shows on the part of many of the busy business men and hustling housewives), you have certainly made great progress, and so far as it appeared to some of the visitors, it would seem as though Rochester would soon be in the lead, indeed, if not already there.

John Dunbar, of the park department, with his assistant, Mr. Dukelow, used two entire tables to display climbers and species of bush roses in extensive varieties, clearly labeled. Outstanding among the exhibits by the amateurs was a huge bowl of Old Gold, a first prize winner, a stately display of Paul's Scarlet Climber, and a charming vase of Souv. de Claudius Pernet.

Very few nurserymen were in attendance at the hour of our visit. Charlie Malloy was there, an integral part of the former Ellwanger & Barry, and right in his element. Albert L. Shepard, secretary of the Rochester Rose society; Mr. Glenn now with the Vick Seed Co. and Mr. Baird, were all busy active boosters among the larger group, who are making the Rochester Rose Society the largest in the Empire State.

Carnation Sprays.

The custom is now in growing carnations for market to sacrifice all the flowers on a stem save one, so that the production, in order to get quality, is only about one-fourth of what it might be.

Charles P. Mueller, Wichita, Kans., reverses this plan when he desires to get a quantity of any particular variety or color, by removing the terminal or first bud when it is well along. The remaining from three to five buds, depending on the variety, will then come along quite evenly, opening at about the same time, making a fine spray that works up in clusters or baskets, or can be put into boxes of cut flowers. This treatment is particularly useful for the Mothers' Day trade, providing a much larger stock than under the old single flower method of culture.

Mr. Mueller has a neighbor who grows his Laddie this way all the season and finds it to be much more profitable than when he only got the terminal flower. While these sprays do not stand up like those on a single stem they are somewhat of a novelty and will be found useful in many kinds of floral arrangements.



WASHINGTON SOCIETY WEDDING DECORATIONS.

By the Louise Flower Shop, Washington, D. C.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Washington Society Wedding Decorations

The first cabinet wedding of the administration gave not only society but also the artist an opportunity to display its splendors. Candidum lilies and long trailing asparagus decorated the altar before which Miss Catherine Hughes became the bride of Chauncey Lockhart Waddell. The stately lilies and green arranged in the tall altar vases, were in keeping with the simplicity of the Bethlehem chapel of the cathedral of St. Peter and St. Paul, where the chosen few of the family and diplomatic circles were invited. The bride's simple gown of satin, relieved by pearls, was further enriched by her bouquet of lily of the valley which the society editor of the leading Washington paper, the Star, described as "a marvel of the florist's art, a fan-like background of white ostrich feathers and a shower of the lilies and gauze ribbon completing the dainty ensemble." The pastel shades of the gowns of the bride's attendants were further enhanced by their bouquets of Butterfly roses combined with that novelty which is an ever-increasing joy to the florist—blue lace flower. The finishing touches were added by delicately toned bows of brocaded ribbon matching the respective gowns.

But at the Pan American Union, where ample space welcomed both society and decorator, the Louise Flower Shop reigned supreme with pink ramblers. For the first time the massive

Washington Society Wedding Decorations.
The Bride's Bouquet.

white pillars of the hall of the Americas were decorated, with long trailing sprays of the rambler extending from the palm and fern banked bases to the very thirty-five foot tops. The north end was a bower of green, delicately relieved by pink rambler and candidum lilies, furnishing an admirable setting for the bridal couple and the secretary and Mrs. Hughes to receive the three

thousand guests. At either end of the background were vestal virgin stands of lilies and ramblers, sprays of the latter reaching the floor. Pink roses and blue delphinium were used in decorating the tea table in the Columbus room where the bridal party and the president and Mrs. Harding were served. The same decorations were used on the tea tables in the map room.

Next Week in the Flower Shop.

The coming week will be the last of the season, the first of July ushering in the new business year for the florist. Many other lines of trade close their books January 1, but the busy florist retailer is then in the middle of his best trade period, and while the books are kept up to date, the large stock is changing and being turned so frequently, with the working out of well planned campaigns, that no summing up will at this time give an accurate account of the results of the year's business. On July 1, however, when stock in all lines has been sold as close as possible, a balance can be struck that gives exactly the profit for the preceding twelve months.

In the all important matter of the inventory, be sure to mark off depreciation of delivery cars, decorative appliances, and other such stocks that show the season's wear. Any appreciation of real estate is to be added and the increased revenue it would bring if rented to other firms charged up so as to get as nearly as possible the overhead or cost of doing business. There is nothing more important than exactly the percentage of cost, in transacting a dollar's worth of business. The rent,

salaries, delivery, light, heat, waste, deterioration of stock, bad bills, stationery, paper, cut flower boxes, advertising, and many other incidentals are all nibbling at the dollar, and as long as they exist, you must stand aside until each is satisfied.

It is a good time to review the business of the past year, month by month, and see where, here and there, it could have been improved, more economically conducted and perhaps increased in volume. The greater the amount of business within the store's facilities the less the overhead and larger the profit. It is keeping busy all the time, making intensive use of the annual floral holiday opportunities and others that you create or bring about to fit in between, that makes the most use of the fixed expenses.

Begin right now along economic lines in keeping the store force busy, making up all kinds of stock in prepared foliage wreaths, these in regular sizes are used every day in the year, and especially at holiday seasons are sold in great quantities. The most valuable asset at a busy season, or in an emergency, is time, or the readiness of the employees to at once turn out work that this preparedness has enabled them to have in stock for instant delivery.

Good Easter lilies will be the standard stock from now on for sprays and other floral work, they do not deteriorate with hot weather as does other greenhouse stock and have exceptional good shipping qualities. They also keep longer than most other flowers out of water.

Rambler rose sprays should be made the most of while they last, they are very efficient in all decorative effects and arrange well with other flowers. Practical pruning has much to do in producing fine sprays, all the old flowering wood should be cut away as soon as the blooming period is past. The neglected plants soon get into a tangled mass of weak shoots from the old wood that is easily mildewed and production for next year greatly impaired.

Display cut flower boxes made of tin, in stock sizes, and painted to resemble the regular holders, can be used with good effect for displaying flowers in window or cut flower case. There should always be a box or two nicely arranged, the artistic placing of the flowers giving them a "take me" appeal that often makes the sale. The advantage of the metal box is that it does not sag, the flowers can be sprinkled frequently, and when sold the contents are transferred bodily into the folding box of the same size.

This is the time to go over and revise the mailing list, adding the names of those to whom plants or flowers have been sent by customers during the year and prospects obtained in the many ways open to those on the alert. Envelopes and special post cards can now be addressed in sets, sufficient for the entire season. Direct publicity is by this means available to the store's patrons and prospects on the shortest notice or as quickly as the matter can be gotten from the printer. If the addressing had to be done at a busy time it would most likely be delayed or perhaps postponed until the opportunity was lost. There is no question but great results accrue from keeping the entire list of customers and others, all flower buyers, constantly in close touch with the store by frequent notices relative to the plants and flowers in season and special and quantity sales as they occur. Special post cards that cost but one cent to mail will carry the

message and be sure of at least a once over glance, which if it arouses interest means a visit to the store, with most likely, purchases of the specials or other articles. When regularly sent out or as occasion demands these notices are a wonderful stimulant to business.

Hollyhocks with their gay shafts of color are splendidly decorative and can be displayed in window and store to good advantage at this time.

PLANT NOTES.

Office House Cleaning.

Nearly all growing establishments at the present day have what is termed the office, and during the busy season, in many places, but little attention is given to keep it in a tidy condition. Now is the time, after the carnations are housed and before the fall work commences, to have a thorough cleaning up of the office and workroom and get them in readiness for the coming season. Get all the papers filed away in proper shape and fix up all accounts as far as possible, and thereby get rid of much of the worry and trouble. Clean up the workroom and give it a good coat of paint, and straighten out the supplies. If the stock of baskets has grown dirty, get a little gold paint and give them a coat of this, which will certainly make them more attractive than the dingy supplies too often seen hanging on the walls or standing around. The florist who seldom appreciates how the customer likes to trade in a clean, up-to-date place, and often endeavors to excuse the dirty appearance by remarking: "It is impossible where so much dirt is handled to keep the place clean." Such a one is only fooling himself. The present-day customers, of whom many are ladies, know better; they see other places that are kept neat and clean, and they cannot

be imposed upon with such tales. Now is the time to get everything shipshape for the fall and winter trade.

Anemone Japonica.

One of the most useful perennials for the fall is the *Anemone japonica*. It blooms at a time when flowers are very scarce, and if planted where it can be protected from the early frosts, will produce quantities of bloom that can be made of use in all classes of floral work. The successful blooming of this plant depends much upon its summer culture. If the season is dry, it will require constant watering, in fact, a good soaking. It is a good plan to place the hose in a bed of this and let the water run until the ground is thoroughly wet, and do this as often as may be required. It will amply repay in the long strong shoots, full of blooms, that will be produced in the fall. The florist not possessing a good stock of this beautiful perennial should procure some of it and plant a bed for fall cutting.

Compost Pile.

The extra help that is so often employed during the spring trade can be utilized for a few days, before they are let go, in getting together a good compost pile, and there is no better time of the year than the present to do this. The sod can be taken off now after the mowing with no great amount of grass upon it, and if stacked at this time, the warm summer days will soon rot the sod and make the pile fine and mellow. So many growers will spend their money for coal and labor and skimp on that most necessary thing for good production, the soil upon which the plant depends for its culture, and again put the matter off until the fall, when the days are cold, the soil too often full of moisture, and the hauling poor, which makes the work more expensive, and in the end, not having as good an article for the succeeding year. It is not necessary to stack the manure



FLORAL PICTURES.

Vase Handle Basket of Sweet Peas. See Issue of June 17, Page 1068.

with the pile at this time, but if ground bone is to be used, it is better to sprinkle it into the pile now. Bone dissolves slowly and the earlier it is incorporated in the soil the better, and it also helps the rotting of the sod. Take advantage of the slack time with both the men and teams and get the compost pile up at once.

Pansies.

For winter blooming the seed of pansies should be sown early. Procure a strain of seed that will produce large flowers, and unless they are to be grown in considerable quantities mixed colors are to be preferred. To obtain plants enough for winter blooming it will be better to plant the seed in flats and place them in a cool, shady location in the house, where they are much more easily cared for than out in the open. If such a location is not to be had, they can be sown in a cold frame and a sash that is quite heavily shaded placed over them until the plants begin to grow. As soon as large enough they should be planted in a cold frame until the bench is made ready, about the middle of September, in the house. The soil for winter growing should be good, and of the richest, in order to obtain large flowers, and the house in which they are planted should be maintained at a cool temperature, about 45 degrees at night, after settled fall and winter weather commences. Pansies are not, as a rule, troubled much with insect pests, but sometimes in the fall, in the houses, they are attacked by green fly and they are quickly checked in their growth if the aphid gets a good hold upon them. A careful watch should be maintained, and if they are found to be infested with aphid, constant spraying with nicotine solution will keep the insects down.

Delphiniums.

This perennial has become quite a popular cut flower for summer use and is very decorative and showy. Those that have a stock can increase the plants of the better varieties by propagation at this time. When the plants bloom, those that produce the best spikes and are of the best colors should be marked. After the blooms are cut the small growths that break from the stem are very easily rooted. Prepare a bed in a shaded frame and insert the cuttings, watering heavily when first put in. They will need frequent syringing during the hot weather and will root in three or four weeks, when they can be either potted or planted in a frame where they can be given attention. As soon as well established they can be planted in their permanent location, but should be given a little protection during the first winter by throwing a little old straw or some such material over them.

Bougainvilleas.

The plants of bougainvillea that are through blooming should be cut back into shape and potted in preparation for the next season's growth. Much depends upon the summer care of all hard-wood stock if nice specimens are to be grown. They should be plunged outside in a frame or placed in full sun in a light airy house. Outside culture is far preferable for all this class of stock in order that a good strong growth, well furnished with foliage, may be assured. Be sure that they never get too dry. The great danger of all hard-wooded stock is letting it dry out, for it does not show it as quickly as the softer growing plants, but the check is more severe and the plants seldom fully



DELPHINIUMS IN VARIETY.

recover from it. The young stock rooted earlier should be placed in a similar location, and kept well pinched back into shape, until enough shoots have been obtained to insure a good shapely plant, when they can be allowed to grow freely, but any extra strong leaders are better cut back during the season. Any chance flowers that show should be picked off at once, that a good strong stocky plant may be obtained and the strength all retained for that purpose.

Carnation Plant Shipments.

PACKED IN BOX FOR EIGHT WEEKS.

That young carnation plants taken from pots, can be boxed, transported long distances and arrive in good condition, has been fully demonstrated as shown in the following article, taken from the May 31, issue of the "British Horticultural Trade Journal" describing one of the features of the recent Chelsea flower show:

C. Engelmann, Saffron Walden, does a large export trade in young carnation plants, and invariably consignments on their journeys to foreign parts are seven or eight weeks before reaching their destination, but testimonials usually come to hand regarding the packing and arrival in first-class condition. Mr. Engelmann said he had never seen one of his own consignments after being packed for eight weeks, so for his own edification and that of oth-

ers he had two boxes packed eight weeks before the show and two boxes four weeks before the show, sealed and signed by Lord Lambourne, president, and Mr. Dykes, secretary R. H. S., and placed in cold storage in London. The boxes were sent to Saffron Walden on May 22, returned to Chelsea on May 23 and opened in the presence of Lord Lambourne and Mr. Dykes. The plants had not turned a leaf, they looked as fresh and indeed were as fresh and as full of health and vigor as they were when packed, neither had any one plant moved a fraction of an inch from its original position, amply demonstrating the suitability of the method of packing adopted. To see the boxes opened, the carnations looking as fresh as if they had been packed eight minutes instead of eight weeks, made the export of carnations seem easy—but it all depends on knowing how to do it. Mr. Engelmann has certainly solved the problem, and can, with confidence, despatch plants to any part of the world. The boxes, after being opened, were on view in the Scientific Tent of the R. H. S.

SAN FRANCISCO, CALIF.—Gen. A. J. Gooch, who has been associated with his sister, Mrs. R. E. Darbee, in the florist business in this city for some time, has purchased the establishment. Mrs. Darbee plans to spend a year in European travel, and upon her return, will open one of the finest flower shops in this country.

THE S. A. F.

Trade Exhibition Aug. 15-17.

From reports received, it would seem that a few prospective exhibitors in the trade exhibition have the idea that all the space in the exhibition has been sold. This is not the case. The floor

ing final return limit, providing a train selected reaches the original starting point prior to midnight of the date limit. Certificates will be furnished on application to the secretary of the society. One certificate will suffice for each member, and includes the dependent members of his or her family. These certificates should be properly filled out before presentation to the ticket agent.

ladies at the convention. This folder is already prepared, and is in the hands of Mrs. A. M. Herr, the secretary of the organization, and, on completion, will be sent out from the Society of American Florists administration offices.

The Official Programme.

President S. S. Pennock has recently spent a day or two at the secretary's office, in conference as to the official program for the convention, with the result that the draft of the programme is nearly completed, and will be ready for press very shortly. In addition to the business which may be considered, more or less, as routine, subjects pertinent to the florists' industry, some suggested through our membership, are finding places on the program, and promise to be most interesting.

National Publicity Campaign.

The publicity committee are pleased to observe a little more than ordinary enthusiasm on the work of the campaign considering the time of year. As will be seen from the subscription returns herewith, the campaign is a live issue in the thorough acceptance of the term. These returns really may be considered as our "honor roll," and while, perhaps, none of the amounts records seem big, they are important as units in the fund's maintenance. Of the items recorded, mention might be made of the \$25 per month subscription of John Breitmeyer's Sons, Detroit, made direct to the campaign, and segregated from other subscriptions to publicity work made by this firm. A substantial subscription is also recorded as from J. C. Vaughan of Chicago.

In the past week the secretary's office has been busy sending out memorandums of subscriptions by a number of subscribers. It is earnestly hoped that these memorandums—one hates to call them "bills"—will receive immediate attention. It is a case of "money makes the mare go!" with the committee, and with money in hand they are prepared to carry out their plans for what they consider the best advertising to be obtained in the magazines—and it should always be remembered that the advertising pages of the best magazines are laid out many weeks in



TEXAS STATE FLORISTS' ASSOCIATION.

Fair Park Coliseum, Where the Dallas Convention will be Held July 5-7

of the exhibition building is so laid out that there is a large oval space in the center, with arcades at the east and west. The space in the oval is, as has been announced, all reserved, but there are several very good locations still to be had in the arcades, none of them at a disadvantage in comparison with the other locations. Prospective exhibitors, therefore, are urged to send in their applications for space without delay, and may rest assured that with promptness on their part they will be accommodated with reservations.

All exhibitors are advised that any decorative material, coverings, etc., used on their exhibits must be fire-proofed. This is not a regulation of the Society, but of the fire department of Kansas City. Indeed, it is a requirement in all cities of the first class. Exhibitors who carry such material with their exhibitions would find it advisable to have the fire-proofing done before shipment, thus avoiding much trouble and delay.

The following exhibitors are in addition to the list published last:

Robt. Craig Co., Norwood, Del. Co., Pa.
Joseph Heacock Co., Wyncote, Pa.
Lindley Box & Paper Co., Marlon, Ind.
Morehead Mfg. Co., Detroit, Mich.
Nebel Mfg. Co., Cleveland, Ohio.
Jos. G. Neidinger Co., Philadelphia, Pa.
Orchard Paper Co., St. Louis, Mo.
Pinehurst Floral Co., Pleasant Hill, Mo.
Poehlmann Bros. Co., Chicago.
The Skinner Irrigation Co., Troy, Ohio.
Stuppy Supply Co., Kansas City, Mo.
Wertheimer Bros., New York.
The George Wittbold Co., Chicago.
W. M. Woodruffs Son & Co., Lowgap, N. C.

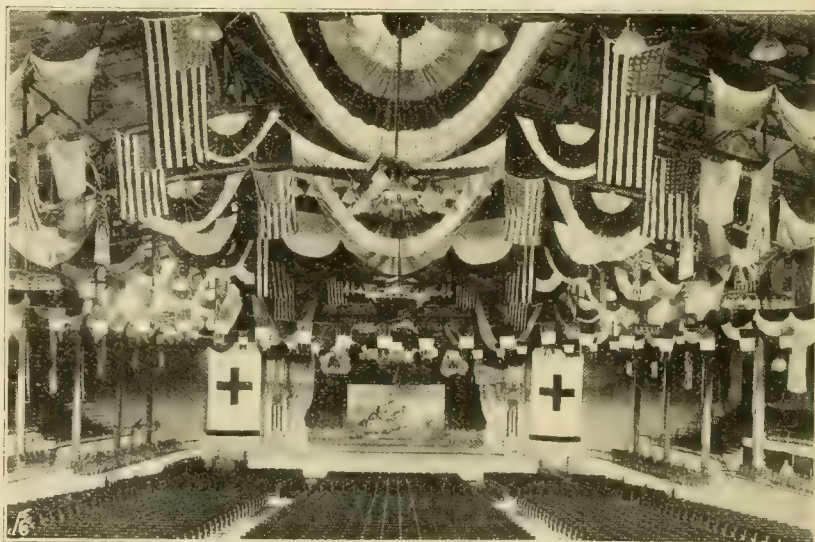
Railroad Rates.

Members and delegates, and dependent members of their families, journeying to Kansas City, will be able to purchase round trip tickets at the rate of one fare and one-half on the identification certificate plan, good via the same route in both directions only. Return tickets must be validated at Kansas City by ticket agents at the regular ticket offices of the lines for which they are issued, on any date to and includ-

Convention Business.

The state vice-presidents are urged to send in their reports early. These reports, under a new arrangement entered into by the executive board, will be printed in full in the new annual volume which will be a feature of the society's records in the coming year. State vice-presidents who attend the convention may bear in mind that the official programme will provide for a meeting or council especially set apart for them.

The Kansas City chamber of commerce has very kindly offered to publish a folder for the Ladies' Society of American Florists which shall set forth the inducements for the attendance of



TEXAS STATE FLORISTS' ASSOCIATION.

Fair Park Coliseum, Where the Dallas Convention will be Held July 5-7.



Peter Pearson, Chicago.
President Commercial Flower Growers' Ass'n.



George J. Ball, Glen Ellyn, Ill.
Vice-Pres. Commercial Flower Growers' Ass'n.



Otto H. Amling, Maywood, Ill.
Secretary Commercial Flower Growers' Ass'n.

advance of dates of publication, and the forms closed for a particular issue.

The following subscriptions have been paid in since last publication:

Fred L. Lainson, Council Bluffs, Ia...	\$ 15.00
F. E. Cremer, Hanover, Pa.....	10.00
Chas. H. Weiss Son, Portsmouth, Va.	5.00
Blind Floral Co., Pittsburgh, Pa....	40.00
L. J. Becker, Peoria, Ill.....	15.00
Max Schling, Inc., New York.....	74.10
Moraio Bros., Rye, N. Y.....	25.00
J. C. Vaughan, Chicago.....	100.00
Fred E. Hollard, Highland, Ill.....	3.00
El Paso Carn. Co., Inc., El Paso, Ill.	5.00
John H. Bath, Omaha, Neb.....	25.00
Kirkwood Floral Co., Des Moines, Ia.	25.00
H. C. Doescher, New Orleans, La....	5.00
B. J. Macklin, Cambridge, Mass....	5.00
C. A. Kuehn, St. Louis, Mo.....	50.00
Arthur J. Burley, Glens Falls, N. Y.	10.00
Abner Miller, Bravo, Mich.....	2.00
Atlantic Nurs. Co., Inc., Berlin, Md...	10.00
Ernest J. Bush, Wilmington, N. C....	5.00
U. C. Wanner, Pitman, N. J.....	10.00
Stuhldreher Bros., Mansfield, O.....	5.00
J. Van Lindley Nurs. Co., Pomona, N. C.	100.00
Rae & Jenkinson Co., New Kensington, Pa.	10.00
Baums Home of Flowers, Knoxville, Tenn.	50.00
Paul C. Schultz Co., Vincennes, Ind.	5.00
Butz Bros., New Castle, Pa.	30.00
Ralph Ward, Lawrence, Kans.....	10.00
Cleveland Cut Flower Co., Newton Falls, Ohio.....	100.00
The Posy Shop, Tremont, Ohio.....	5.00
F. I. Drake & Co., Pittsfield, Mass....	10.00
S. S. Pennock Co., Washington, D. C.	100.00
Gerlach The Florist, Piqua, Ohio.....	5.00
Fred C. Kolb, Bridgeport, Conn.....	5.00
Mrs. B. Paseler, W. Hoboken, N. J....	2.00
McArthur Floral Co., Salem, Ohio...	5.00
Tait Bros. Co., Brunswick, Ga.....	25.00
R. Witterstaetter, Cincinnati, Ohio...	25.00
A. M. Albrecht, Cleveland, Ohio.....	25.00
Hess & Swoboda, Omaha, Neb.....	100.00
John Nelson Co., Oshkosh, Wis.....	10.00
P. A. Chopin, New Orleans, La.....	25.00
York Floral Co., York, Neb.....	10.00
James Psenicka, Gross Point, Ill.....	25.00
H. Staeps Co., Elm Grove, Wis.....	10.00
Frank B. Smith & Son, Danville, Ill.	10.00
Wm. Didden, Philadelphia, Pa.....	10.00
Claude Wiseler, Murphysboro, Ill....	5.00
P. N. Obertin, Racine, Wis.....	10.00

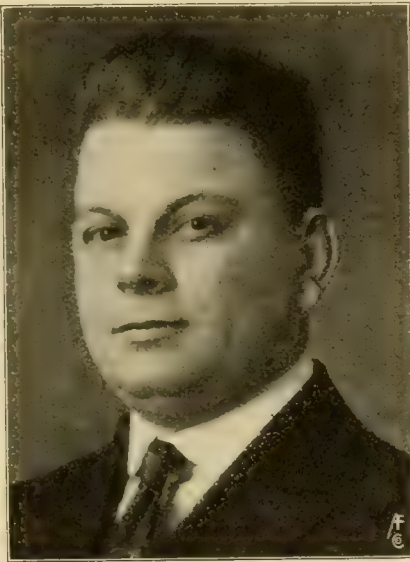
\$ 1,171.10

Previously published..... 23,053.74

\$24,224.84

The following have been received in response to the National Publicity Committee's special letter:

Kirkwood Floral Co., Des Moines, Ia.	\$ 25.00
Edward H. Bind, Pittsburgh, Pa....	40.00
Ernest Saunder, Lewiston, Me.....	10.00



Paul Amling, Maywood, Ill.
Treasurer Commercial Flower Growers' Ass'n.

Boston Flower Exchange, Inc., Bos- ton, Mass.	25.00
D. W. Babcock, Berlin, Md.....	10.00
Ernest J. Bush, Wilmington, N. C....	5.00
F. I. Drake & Co., Pittsfield, Mass....	10.00
Geo. Conklin, Allegan, Mich.....	5.00
Wichita Fl. Co., Wichita Falls, Tex.	15.00
Port Allegany Greenhouse, (1 yr.), Port Allegany, Pa.	5.00
Paul W. A. Grallert, (1 yr.), Oak- land, Calif.	10.00
John Breitmeyer Sons, Detroit, Mich. per month	25.00

Total 4 yr. subs.....	\$145.00
Total 1 yr. subs.....	15.00
Total 4 yr. subs, per month.....	25.00

The following are renewals:

John H. Bath, Omaha, Neb.....	\$ 25.00
Fred L. Lainson, Council Bluffs, Ia...	15.00
El Paso Carn. Co., Inc., El Paso, Ill.	10.00

The following subscription has been made by member making the subscription book canvas:

By A. L. Miller, Jamaica, N. Y.	
J. C. Vaughan, Chicago.....	\$100.00

JOHN YOUNG, Sec'y.

Commercial Flower Growers' Association

The annual meeting and banquet of the Commercial Flower Growers' Association of Chicago was held at the Hotel Randolph, June 15. The business meeting was called at six p. m. with an attendance of a good representation of this branch of the trade. President Peter Pearson presided. The feature and principal business was the election of officers which resulted as follows. Peter Pearson, President, George Ball, vice president, Otto Amling, secretary, Paul Amling, treasurer. Andrew Benson, trustee for three years, taking the place of Walter A. Amling. Peter Pearson was chosen to represent the association at the National Flower Growers' annual convention at Kansas City in August.

With the adjournment of the business meeting, the members met their ladies, who with a number of invited guests, enjoyed a very good dinner which was given in the same room. The tables were nicely decorated with flowers, a novelty being baskets of growing pink hyacinths, which were just as beautiful as those seen at Easter. This was a little surprise by President Pearson who demonstrated that other spring flowers can be retarded the same as lily of the valley.

At the close of the dinner President Pearson called attention to the local publicity campaign in which the growers were so deeply interested and asked H. E. Larson, who represented Hilmer V. Swenson & Co. to give some data relating to their handling of this advertising through the local papers. Mr. Larson stated that at the recent convention of the advertising men of America, a prominent English delegate had stated that America was 50 years ahead of any other nation in publicity work.

Local campaigns, he said, such as florists were carrying on in Chicago and other cities, were unique, as they were almost alone in this effort to create a demand for their products. There were several national campaigns such as those of the orange and raisin industries, paint and a few others, but all these were national. He said the interest in the local campaign was increasing very satisfactorily as shown by subscriptions, one wholesale house paying in May last year \$803.00, and raised it this year to \$1,100.00. He displayed

the advertising copy now being run in the local press for June, which in one insertion in six papers with a combined circulation of 1,800,000 cost \$700.00. This called attention to weddings and wedding anniversaries and how appropriate flowers were for these occasions.

C. H. Porter of the Kirkland-Porter Co. who had charge of reading and pictorial publicity gave an interesting account of this branch of the local work. They had found it difficult at first to get anything across about Mothers' Day on account of the profiteering propaganda engineered by Miss Jarvis. Only one paper was favorable, but they finally convinced the others that their viewpoint was wrong, and florists were not gougers. Photos were just as interesting as reading matter and they had succeeded in getting across a lot of pictures in which flowers were carried or used in various ways. From May 1 to June 15, in six local papers they had been able to have published 207 stories and pictures which occupied 34,112 agate lines which if paid for at the regular rates would have cost over \$20,000. The combined circulation in which these notices and pictures appeared, amounted to 74,550,000 copies all of which should help in making it the custom to wear and use flowers.

Carl A. Rock and Loren R. Miller officials of the Uptown Exposition Co. spoke of the very prominent part the florists had taken in their last successful show, particularly praising Peter Pearson's energetic efforts. Herman Schiller stated he would like to see a national flower show brought to Uptown Chicago, which, with the help of the florists of that section, who were a unit in matters pertaining to the general good of the trade, would he felt sure, be a grand success.

President Pearson then described the local advertising that had been used the past season, copies of which were shown on a large screen. He said that newspapers were by far the best medium for local publicity as in this way was built up interest, enthusiasm, desire, and then action. If it is kept up the trade is bound to prosper.

After several very good amusement features by vaudeville artists, dancing was enjoyed the balance of the evening.

Kansas City, Mo.

THE CONVENTION CITY, AUG. 15-17.

Kansas City, when it invited the members of the Society of American Florists and Ornamental Horticulturists to meet within its gates, did not do so merely for the meeting alone. Kansas City is an important component of the nation. Its importance, judged by its growth as outlined in the following paragraphs, is constantly increasing. Financially it exceeds more than a dozen cities larger in area and population. To keep itself in tune with the nation its advancement along industrial and all other lines of human endeavor must be equally as far reaching.

For this reason the visit of any organization whose object is trade, business, art, music, education, religion or in any other effort is the establishing and maintaining of higher ideals is doubly welcomed. As an important component part Kansas City welcomes the analysis to which it is subjected annually by thousands of visitors and convention delegates.

It might be well to emphasize at this point that few cities have the excellent convention facilities afforded by Kansas City. It is, in both a geographical and anatomical sense, the "Heart of America." Even as all roads led to Rome in

the days of the Empire, so all roads of this great nation lead to Kansas City.

Thirteen trunk lines of railroads with 32 subsidiary lines bring passengers by rail. For convention sessions it is the cheapest place for delegates to gather in the aggregate, for the average railroad fare and average traveling time from all points of the country to Kansas City are both lower than the average time or rate to any other city. All national trails of importance lead to Kansas City and recent improvements in road conditions has swelled the traffic to enormous proportions. Kansas City is the gateway to a huge industrial and agricultural region, the great southwest.

These facts alone assure the prospective visitor that accommodations here for his care and comfort are more than ample. In the downtown district can be found more than one hundred hotels, with unequalled scope of service. Restaurants, coffee shops, cafes, and cafeterias are numerous and efficient. Theatres are the latest in construction and show the latest in films, vaudeville and drama. In short, Kansas City is an ideal convention city, ranking with the largest in the east or extreme west. But, aside from the fact that it has the facilities for the material comfort of convention delegates, Kansas City has much to offer in the way of civic beauty. A short historical sketch at this point may serve to illustrate the accomplishments of this gateway to the west.

The State of Missouri, last year, celebrated its one hundredth birthday. In 1821 Kansas City was but a cluster of small villages, where caravans were outfitted for their long and perilous journey into the unknown west. The "Town of Kansas" as Kansas City originally was known, was incorporated in 1839. The name came from a tribe of Indians called by the French "Voyageurs," the Kahns or Kansas. It did not come, as many erroneously believe, from the name of the state of Kansas, as all the territory to the immediate west was then known as the Nebraska territory. The state was named later and from probably the same source.

Kansas City's historical setting may not be as bright as that of many older American cities but it has a deep interest to the student of American life and progress because of the rapid transition from the Indian to the civilization of the present day. In addition, the "City of Kansas," the name by which it was known during the days of the Civil war, was the greatest factor in the building of the great west. During the Civil war Kansas City was the key point to the west for which both Confederacy and the Union struggled. Here in the early days of the war was fought the battle of Westport, 29,000 men being engaged. At the end of the third day of fighting the northern forces sent the southern army down to defeat.

Then began an era of progress which has had few equals in the civic history of America. The trend of civilization moved rapidly towards the west and the passing pioneer halted, surveyed the difficulties and stayed to conquer. In 1880, however, there was but 85,000 people in the city and its environs. This was 40 years ago. Today, in greater Kansas City, there are more than a half million, with an increase recorded in the census just closed of more than 30 per cent in the last 10 years. Kansas City began work on its boulevards in time to insure their being established within the city rather than being forced written by Andrew Wright Crawford,

to build them around the outskirts, and great areas were preserved for residential purposes. Kansas City is America's most beautiful city. An article city planning expert of Philadelphia, says in part:

"Of all the actual accomplishments that American cities can boast, none surpasses the park and boulevard system of Kansas City. That system is making Kansas City famous. It is in its completeness, the pervasiveness, in the way that it reaches every quarter and section of the city, that it surpasses the park systems of other cities of the world. European authorities freely admit that in park system American cities lead the world. These foreigners point to Kansas City as the best example of this branch of city planning."

Kansas City will present to the Society of American Florists and Ornamental Horticulturists the making of a beautiful picture. Fifty years hence, the artist will find it unfinished but growing in beauty and splendor, for there is nothing to prevent the city adding to the beauty that is now within its borders. Cliff Drive, a small part of the system, is built in the sheer bluffs that line the Missouri river on the north. For three and one-half miles the visitor is carried along the smooth surface of this most beautiful drive in America, where scenes of majestic grandeur follow in rapid succession. Every foot of the drive is a delight to the visitor, both from the magnificent view afforded and because of the daring of its conception.

The reciting of the additional advantages of this system, such as the 32 large parks, including Swope Park, the third largest in America, the beautiful colonades, baths and monuments, the spacious flower gardens along the boulevards and in parks will have to come later. It is sufficient that Kansas City is judged the most beautiful. The natural corollary is that these things should be seen by the average American who is interested in national beauty and civic improvement. There are many other things about Kansas City that are well worth the attention of the visitor. Around the city are the most beautiful residence sections of the nation. Not a dozen palatial residences, but hundreds, set in broad open spaces with beautiful garden spots and well kept lawns. "More beautiful than Hollywood," say the Californians and "the best in the country," according to realtors from all over the nation.

Scattered throughout the city are beautiful churches and excellent schools. In 40 years Kansas City has leaped from last to first as an educational center and the new buildings are models of efficiency and adaption. Kansas City is the center of a region which has always been peculiarly responsive to broad religious and educational programs. Industrially, of course, it holds a high rank, being the gateway to the great southwest. Its energy and progressiveness has brought it to the attention of the whole world for purely financial lines of endeavor. It is, however, in its responsiveness to the things of the spirit that Kansas City has so well earned the title of the "Heart of America."

Kansas City hears the call of the north or the voice of the south. Here the east ends and the west begins. It blends the culture of the east, the vision of the west, the energy of the north and the hospitality of the south. Its citizens, the sons and daughters of pioneers, welcomes the Society of American Florists and Ornamental Horticulturists.

Roses at Chestnut Hill, Pa.

Wyndmoor, Chestnut Hill, Pa., a suburb of Philadelphia has long been noted for its rose specialists. Myers and Santman, and the Burtons, John Burton now retired, whose mantle has fallen on his two sons, George and Alfred, who have separate establishments. All three firms, while they also grow other roses, have specialized in American Beauty since its first introduction and nowhere is it better grown than as seen at these various greenhouses. It has been said time and time again by many that the American Beauty has seen its best days, was in fact running out, deteriorating and those growers who believed this, soon had their stock going that way. Where they know how to grow this rose and have faith in it, there is still to be found American Beauty equally as prolific and of as good quality as when first introduced.

When scientifically grown, they produce three good flowers to the plant which sell at from 50 cents to \$1.50 per flower wholesale through the winter and 50 cents during late spring and early fall. They must return more money, however, than other roses as there is much more labor attached to their culture. For the best results, young stock must be planted each season during May and early June in fresh sod soil. This changing the stock each season involves a lot of expense. The entire summer is spent in building up strong plants for the winter campaign, the young stock must receive no check but be in a thrifty growing condition ready to take hold of the soil immediately. When first planted each is in the center of a little basin of soil and watered separately as required, later when they have taken hold the soil is leveled and the watering is over all. If the whole bed was soaked at first before the plants were strong enough to take up the moisture, there is danger of the soil becoming sour.

The original main stem, or what might be called the mother plant has no value except as it nurses or brings along the bottom breaks, which come up strongly from the base after the first month. Only three of the best of these are allowed to grow. When the original mother stem attains a good height it is pinched and when the new shoot forms a bud, it is the first flower cut for sale, generally in August. A stem as long as possible is taken with this, as the ground breaks are then coming up strong with vigorous foliage and the old wood is no longer desirable.

The matter of cropping or having the flowers in quantity at periods of greatest demand is an important feature that has been fairly well solved as any one who has seen these houses just previous to Christmas can testify.

The matter of price has also been in a measure insured by the growers, who in scanty shipments, except on orders at stated prices, have been able to more or less establish values that are satisfactory. These growers claim that with all the competition of such varieties as Hadley, Premier, Columbia, Russell, Scott Key, and others the American Beauty is still today in the minds of the public, the standard of excellence and helps wholesalers in the sale of other varieties, when customers feel they must carry this old favorite in stock.

Myers and Santman have just finished planting 52,000 American Beauties, the first going in the middle of May and finished June 20. Temporary railroad tracks, lengthwise over the low benches on which run side dumping cars, carry new soil in and take away the old. The train consists of six cars which are hauled to the houses from the field on a continuation of the same tracks by a Ford tractor, which running on the road along side pulls them as mules do a canal boat. Hilda,

their light sport of Maryland, which has always paid well is going out this year to be replaced by Pilgrim. American Legion has done very well here, paying 25 cents per plant during May. A house of their pink sport of Premier looks very good, but is expected to go off like its parent during the summer. They still grow three house of Sunburst for the color.

George Burton's American Beauty houses are about all replanted, there are quite a few more than last year, when the crop was very satisfactory the season through. A house of 3,500 Butterflies had produced over 50,000 buds which in the returns loomed up big. Mrs. Russell was doing well but proved too inactive in midwinter. Columbia could be re-planted each year for the best flowers, but a house now in four years was still going strong.

American Beauty soil that is removed each year from the benches still contains a wonderful lot of energy. Corn when planted in this grew tremendously, so strong was it that the immense ears formed were not normal and not more than half set with grains. Again planted the second year there was still very vigorous growth with unusually large ears which were then well grained. The third year crop without any additional fertilizer was almost as good as the second. It is thought that with a winter's frost and cover crop or two ploughed in, soil would again be in good condition for most greenhouse plants.

Alfred Burton whose specialties are American Beauty and Mrs. Russell, both of which are grown with the best result, is still cutting American Beauties. A large bench from which all the wood was taken for cuttings, came back about the middle of May and then produced quite a crop of good flowers, but Mr. Burton said he would not advise this for the flowers alone. The Mrs. Russell looks very well and will produce a good summer crop.

Clods Crumbled by Lime.

Lime is a clod-killer. It helps crumble lumps of soil which have already formed, and it tends to prevent other clods from forming, according to the January issue of *Timely Soil Topics*, a monthly pamphlet issued by the department of soils, of the Ohio State university. Earl E. Barnes, soils and crops specialist, writes the current number.

Prof. Barnes cites experiments which show that the addition of one per cent of lime to a soil in bad physical condition reduced the hardness of the clods 72 per cent. Limestone, he says, acts to break soil up into smaller particles. Clods which have been limed will often crumble to pieces after they dry out. This assures a good mechanical condition in the seed-bed; one which, without lime, could be had only through repeated harrowing and dragging, if then.

Winter weather, too, is a great foe to clods, but attacks them most effectively only when the land lies bare. This, of course, requires fall or winter plowing. Professor Barnes remarks, and he strongly recommends such practice, except where the land is located in hilly sections, because of the danger of erosion. Soils containing organic matter and lime in abundance will not be likely to form clods. The effect of lime as a soil flocculator, apart from its many other virtues, is often sufficient to justify its use.

SALEM, ORE.—C. B. Clancy, florist, filed a petition in bankruptcy, May 31. Liabilities are given as \$14,117.08; assets, \$3,577.21. Schedule shows 155 creditors.

OBITUARY.

Mrs. Elizebeth Crosse Daly.

Mrs. Elizabeth Crosse Daly, 85 years old, widow of James Daly, long a Brooklyn, N. Y., florist, and mother of the men who now compose the firm of James Daly's Sons, 312 Prospect Park West, Brooklyn, died of old age at her residence, 320 Prospect Park West, Brooklyn, on June 13. She had been a member of the Church of the Holy Name of Jesus for many years, had been active in the work of its societies, and well known for her charities. She is survived by six children, twenty-seven grand children and fourteen great-grandchildren. The sons are Michael J., James J., and Patrick J. Daly, all well known. The daughters are Mrs. Mary Thompson, Mrs. Matthew Fullam, and Mrs. John J. Smith, all of Brooklyn. Michael J. Daly was a member of the New York State Constitutional Convention of 1915. The funeral of Mrs. Daly was held June 16 with a requiem mass at the Church of the Holy Name.

A. F. F.

Mrs. Margaretha Sinner.

Margaretha Sinner, wife of the late Theodore Sinner, died at her home, 6516 Ridge boulevard, Chicago, June 17, age 75 years. She was the mother of John, Catherine and the late John Peter Sinner and Mrs. Mary Wester and the fond sister of Mrs. John Winandy. The funeral was held June 20 at 9:30 a. m. at St. Henry's church, with burial at St. Henry's cemetery. The Sinner family has been engaged in the florist business for many years and has the sincere sympathy of the entire trade in the loss of a loving mother, the second visit of the grim reaper to this home within the month. The funeral was largely attended and the floral offerings were many and beautiful.

WEST PALM BEACH, FLA.—A recent fire at the establishment of the Palm Beach Floral Company caused damage estimated at approximately \$1,200.

STEVENS POINT, WIS.—The Macklin-Wilson Floral Co., is adding a new greenhouse 35 x 100 feet, and will build a concrete bulb house later.

KIRKSVILLE, MO.—M. E. Chadwick, of Fort Madison, Ia., who has had 25 years experience in the florist business, has purchased the Kirksville Floral Company, formerly conducted by S. A. Berglund.

SALT LAKE CITY, UTAH.—The creditors' committee of the Porter Walton Co., here, has directed the payment of a third dividend of 10 per cent, making a total of 30 per cent. After July 1 additional information will be given to creditors.

SEWICKLEY, PA.—The second annual dahlia exhibition of the Sewickley Horticultural Society and the Garden Club of Allegheny County will be held in this city September 27-29. The preliminary schedule is now ready and may be obtained from John Carman, secretary-treasurer of the Sewickley Horticultural Society.

LAKE FOREST, ILL.—The summer flower and vegetable show of the North Shore Horticultural Society and the Lake Forest Garden Club was held here June 17-18, at the Gorton school. Table decorations were featured in the school display, and the visitors were taken to the leading gardens of the neighborhood to inspect the growing crops of flowers, fruits and vegetables. The chief exhibitors were, Mrs. Watson Armour, Mrs. A. M. Day, and M. P. Cooney.

THE AMERICAN FLORIST

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Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER.

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PRESIDENT HARDING favors legislation which will return alien property amounting to \$10,000 or less.

SECRETARY JOHN YOUNG, of the Society of American Florists, announces elsewhere in this issue, that a rate of a fare and one-half has been made for the Kansas City convention, August 15-17.

Bulb Prices.

It is noted that recent California prices on anemones are from \$27.00 to \$35.00 per thousand, while the prices in Holland are from \$2.00 to \$7.00 per thousand. On ranunculus, the Holland prices are from \$1.50 to \$3.50 per thousand for named kinds, while the California prices are \$40.00 per thousand. In other words, anemones can be bought in Holland for about one-tenth of the California prices and the ranunculus for about one-fifteenth.

Hail.

One of the most severe and freakish hail storms ever experienced visited Omaha, Neb., June 18. A. Hooze lost 8,000 to 9,000 feet of glass, no insurance; L. Henderson, 4,000 feet, Louis Zadina, 350 lights, and the J. C. Robinson Seed Co., Waterloo, 400 lights.

At Joliet, Ill., June 17, the Chicago Carnation Co., lost 90 boxes of glass by hail, and the Davis Co., 20 boxes.

Portland Rose Show.

As we go to press reports from the annual rose show of the Portland Rose Society, held June 20-23, presage a very successful exhibition, the quality of the flowers exhibited being exceptionally fine. E. G. Hill Co., Richmond, Ind., and Howard & Smith, Los Angeles, Calif., have offered their latest introductions in roses as prizes in a number of the classes.

National Publicity.

Well written summer advertising is now being run by the publicity committee of the Society of American Florists in a number of the most popular magazines. It is single column, illustrated with cuts that fit in with the suggestions of the reading matter. Such appeals are bound to create new business which should be followed up by the trade in displaying clippings of the advertisements in their windows, and forwarding of good sized checks to assist the committee in keeping the campaign going at full speed.

Coal.

SUPPLIES AVAILABLE.

It has been estimated the stock of bituminous coal, in the hands of railroads, industrial consumers, public utilities, retailers, and unbilled coal, April 1, 1922, approximated 68,650,000 tons. Assuming a weekly consumption of 8,100,000 tons, the total consumption up to June 3 was 74,250,000 tons, of which 38,164,000 tons were received from the mines working, the balance being taken from stock. There is, therefore, estimated to be in storage, June 3, 1922, approximately 32,564,000. Of this tonnage, 12,564,000 can be safely used before there is danger of a coal "panic."

Stocks are not, however, evenly divided. It is, therefore probable some localities may already be below a safe figure, but with production continuing as during the eighth week of the strike, and assuming the coal now being produced can be evenly divided, it will be four to five weeks before a general shortage occurs.

Greenhouse Building.

In speaking of greenhouse additions, erected to further supply a market already apparently overstocked, a prominent grower reasoned it out as follows: "As long as I can remember, there has at times been periods of overproduction, when the red flag, 'stop building and let the demand catch up,' was waved most vigorously. Then again during a good part of the year, supply and demand balanced quite evenly with periods when shipments were very light and unsatisfactory. Now, if the careful, practical grower so manages his plant as to show a good profit, and desires to increase his glass area, it is nobody's business but his own. Why should he listen to or take heed of the improvident man who manages his place in a slipshod way, and whose idea of better times is to wait until they

come. If such growers would practice better cultural methods, and make more intensive use of their houses, their higher grade stock would soon bring them the prosperity they are now waiting for. Nothing is so common and easy to grow as ferns of the Boston type, but there are many growers with houses full of plants for which they find no demand, while others turning their stock twice as fast can scarcely satisfy their customers. The secret is quality and having the supply when it is in greatest demand. Such successful growers build more houses because they need them and so it will be to the end of time."

National Association of Gardeners.

1922 CONVENTION AT BOSTON.

The plans are now well under way for the annual convention of the National Association of Gardeners which will be held this year in Boston, September 12-15.

President Robert Cameron of Ipswich, Mass., has selected the following convention committees, of which W. N. Craig, ex-president of the association, of Brookline, Mass., is general chairman. Banquet and entertainment committee: Andrew Rogers, chairman, James Mothven, William Downs, Stewart A. Forbes, Henry Stewart, A. P. Dewar, L. B. Whyte, Gordon P. Stewart, John G. Duguid, William Till, Percival C. Veinot, James Donald. Programme committee: Patrick W. Burke, chairman, W. D. Nicholson, John Morris, W. D. Coutts, Thomas H. Westwood, Peter Arnott, Donald McKenzie. Ladies' reception committee: Mrs. Hammond B. Tracy, chairman, Mrs. W. N. Craig, Mrs. Wm. Anderson, Mrs. George Stewart, Mrs. Duncan Finlayson, Mrs. Andrew Rogers. Finance committee: William Kennedy, chairman, Frank Murray, Peter Miller, Wm. Anderson, George F. Stewart, Eric Witterlund, Herbert W. Clarke, Wm. R. Thornhill, John L. Russell. Transportation committee: Walter H. Golby, chairman, Julius Heurlin, Duncan Finlayson, Alfred E. Parsons, Wm. C. Rust, James Marlborough, B. Hammond Tracy, James Wheeler. Publicity committee: William N. Craig, chairman, Gustave Thommen, E. J. Farrington.

The members of the association in and around Boston are most enthusiastic to make the 1922 convention, which will be the second N. A. G. convention to be held in that city, a rousing success to show how the association has progressed since the first Boston convention was held there. Interesting and instructive trips to inspect the many fine estates and historic landmarks of that part of New England where the convention will be held are being arranged, as well as lively business sessions for the discussion of problems of vital interest to the members of the gardening profession.

The proposed course for training men in the gardening profession which is to be established at the Massachusetts Agricultural College, Amherst, Mass., under the supervision of a committee of the National Association of Gardeners and the college authorities, was adopted recently by the board of trustees and directors of the National Association of Gardeners. This decision was unanimous, as the board of trustees and directors believes the association is taking a step in the right direction in giving the men interested in making gardening their life profession, an opportunity to gain a theoretical and practical knowledge of gardening under proper supervision.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted to Buy—A retail florist's business in New York or vicinity; give full particulars. Address,

Key 842, care American Florist.

Situation Wanted—By young man with loop experience, as assistant florist. Very small salary desired. Address

Key 847, care American Florist.

Situation Wanted—By a first-class grower of cut flowers; general line of fancy potted plants and bedding stock; good man on cyclamen. Would prefer a well kept place in middle western states as a foreman or grower; steady position only. German; single man; middle aged. State full particulars in first letter. Address

Key 843, care American Florist.

Wanted—An established retail florist business. Give full particulars in first letter. Address

A. Shulhof, 212 E. 2nd St., New York.

Situation Wanted—With west side florist, by experienced young man. Small salary. Address

Key 848, care American Florist.

Situation Wanted

By grower of carnations, 'mums and pot plants, single, middle age. Address

Key 845, care American Florist.

Situation Wanted

GROWER

Single, 25 years' experience. Address

Key 827, care American Florist.

Situation Wanted

Experienced designer and salesman, capable of taking complete charge of store. Address

Key 844, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

Situation Wanted

Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.

Key 839, care American Florist.

FOR SALE

Set of store fixtures for small establishment, \$400 cash takes the outfit, now in use in Chicago store. Address

Key 846, care American Florist.

ATTENTION!

About four years ago a notice appeared in the Trade papers that the gardener Paul Albert Thiele, about 54 years old had been killed by some railroad in the middle west.

I appeal to any one who knows about this accident to inform MR. WM. KLEINHEINZ, OGONTZ, PA., when and where this occurred.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.

ELIZABETH, N. J.

UNSURPASSED OPPORTUNITY!

New GREENHOUSE, built right; set on iron posts, nearly 10,000 feet of glass, big propagating room, sixty horse boiler. Over one acre of the best of ground, excellent location, good streets on three sides, \$2,900 tomato crop now flowering. A new big double-constructed bungalow in connection; also big garage and a good automobile. Dandy boiler also at the bungalow, heats the residence and the propagating room. Everything in excellent shape. Must sell quickly on account of wife's health.

Everything as described goes for \$11,000, if taken immediately. About \$5,000 cash will handle; balance can run on good terms.

This is fully \$5,000 under value. Inquire of

CABLE REALTY CO.

5829 72nd St., S. E., Portland, Ore.

Phone 613-33.

Salesman Wanted

By large mail order seed house; experienced man to take full charge of flower, seed and bulb department, must be able to make up catalogue. State age, experience and salary. Address

P. O. Box 1296, Philadelphia, Pa.

Salesmen Wanted

We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also frize wreaths, funeral wreaths, florist fillers. Address

Key 388, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$6.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.

440 S. Dearborn Street
CHICAGO

Trade Directory

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— OF THE —

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Price: \$5.00, Postpaid.

PUBLISHED BY THE

AMERICAN FLORIST CO.

440 South Dearborn Street,

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Chicago, Illinois



Class of 1922, Davey Institute of Tree Surgery. Thorough scientific education, plus practical skill trained into them, makes these young athletes master Tree Surgeons

A Million Dollar Business in Saving Trees

By Martin L. Davey, General Manager

THE business of The Davey Tree Expert Company is now running at the rate of one million dollars for 1922. It has taken more than twenty years of steady building to reach this volume. The Davey Company sells nothing but service—the service of carefully selected, highly trained, scientifically educated Tree Surgeons, who save trees without guessing or experiment, when they can be saved. This service is available almost everywhere in the eastern half of the United States. Nearly fifteen thousand clients have been served up to this time, many of them regularly.

Lieut. Colonel Frank K. Hyatt, treasurer of the Pennsylvania Military Academy, in a letter written to The Davey Tree Expert Company, December 2, 1921, said:

"Three of your men are performing tree surgery at the college and while I had only engaged them for two days, their work was of such character that I was compelled to hold them longer. In fact, they will probably be with us four or five days.

"They seem to have thorough knowledge of their work and the foreman in charge is a very unusual man. It gives me pleasure to congratulate you on the character of work which your employees are doing."

This letter is typical of many hundreds of voluntary letters of commendation received by the Davey Company from its clients. They come regularly from every section served by Davey Tree Surgeons. It is significant that nearly every letter emphasizes the high-type men, their apparent skill and ability to do their work with accuracy and thoroughness and speed, but more particularly the fact that they are diligent and zealous workers.

The evolution of Davey Tree Surgery compared to the automobile

I do not presume to say that every last client is 100% satisfied. That would be too much to expect from a human organization. But more than 95% of the clients are fully pleased with both the work and the service. Nor would I claim that the Davey organization has always been as good as it is today, nor that the methods employed have always been as remarkably good and successful as they are now.

Davey Tree Surgery has been before the public nearly as long as the automobile, and its development has been almost parallel. You will easily recall the automobile of fifteen or twenty years ago. You recall how often it broke down, how many times it was laid up by the roadside? You remember its imperfect mechanism, its poor lighting, the hard job of cranking? Well, the fundamental

principles of the automobile were the same then as now. The wonderful advance has been made in the refinements and the mechanical improvements. Then think of the really marvelous piece of machinery that you buy in the modern automobile!

Just so with Davey Tree Surgery. The fundamental principles were the same fifteen or twenty years ago as today. It was then relatively crude and imperfect. But honest effort and a determined purpose have produced refinements and mechanical improvements and scientific accuracy that are both marvelous and inspiring.

Only two or three men out of a hundred applicants are finally accepted

However, it is the human element of the Davey organization that I wish to describe. The high-type men, their surprising efficiency, their zeal and skill and knowledge are the result of something back behind. That something is a policy that could produce no other result.

From time to time we need additional men. We run advertisements in the cities within a reasonable distance of our headquarters, giving our specifications. Many replies are received. An information blank is sent to each applicant, in which he must give his life history. If a hundred information blanks are returned, our experience has shown that not more than fifty seem to meet our requirements. The others are cast aside.

We then send our representatives to these cities and notify the fifty to report at a certain hotel for personal interviews. Out of the fifty men thus interviewed, we select not more than five who seem to be the right kind.

A regular training field where practical training is given to every man

These five are brought in to Kent (Ohio) for practical training, where we maintain a regular training field. These five are put through a thorough course of practical training for several weeks, at the end of which we select not more than two or three as qualified and made of the right stuff.

Thus, out of an original hundred definite applicants, we get not more than two or three. The process of selection, though it is severe, works wonders and gives us unusual men for the very important work which we do.

Those who finally pass are sent out into the field, always under the direction of master Tree Surgeons. They simply grow into the work and acquire almost intuitive skill.

A chief expert travels regularly from squad to squad

Then, we have a chief expert who spends all of his time traveling from squad to squad to check up on all the details of the work and the merit of

each individual—to see that our high standard is consistently maintained. Occasionally he tells us that a certain man is not our kind and should not be in the Davey organization. That man is promptly dismissed. Very often he tells us that certain men are doing especially fine work and recommends advancement. Such men are promptly advanced.

So the really good men remain with us—and they like their jobs mighty well. Naturally enough, they give superior service.

Constant supervision by local representatives

In addition to this, a number of squads are under the constant supervision of each local representative, of whom we have nearly thirty, whose highest self-interest requires watchful care of the interests of each client, to see that he gets the maximum service.

More than this, we require periodic reports on every man in our field force. Our local representatives give detailed monthly reports on the foremen under their supervision. Each foreman gives a monthly report in great detail concerning each man in his squad. Every bit of information from every source about each individual goes into his personal service record. And every one knows that his service record is complete and strives to keep it good.

The only place in the world where the science of Tree Surgery is taught

When a man in the field force has reached a proper state of development, he is brought in to Kent to attend our resident school. This course covers two years—four months each year. We maintain a regular school with complete library and laboratory equipment and a corps of instructors with fine scientific training from various colleges and universities, plus special training in the Davey organization. There is no other school in the world that teaches Tree Surgery, so we maintain the Davey Institute of Tree Surgery as a matter of practical necessity.

In this school we teach only those things required to make real Tree Surgeons—nothing superfluous or unnecessary. The course includes Botany and Dendrology, Pathology and Entomology, Soils and the Feeding of Trees, Spraying and Fruit-growing, and above all the Theory and Practice of Tree Surgery.

Every man in the Davey organization is a trained man—Davey trained

When a man has been with us long enough, has had the necessary amount of complete training, and has demonstrated to us his ability and qualifications, he is entrusted with the handling of operations—then and only then.



"Do it right or not at all.—JOHN DAVEY.

Every man in the Davey organization is a trained man—Davey trained. If a man should apply to us for employment and say that he is an expert and understands all phases of the work—recommends himself highly—we say to him, if we should happen to need men, "All right, you may start in at the bottom and show us." Very few of them ever come and we are just as well satisfied. Our experience has shown us that not more than one in ten of these so-called tree men from the outside is the right kind of man. None of them are real experts when they come to us. All of them have many things to unlearn.

The Davey Research Department does the experimenting—the client's trees are never experimented upon

In addition to all these other things, we maintain a Research Department in charge of scientists of practical experience. It is their duty to work out every scientific and practical problem of Tree Surgery, as fast as possible. They gather data from every available source, particularly from the experience of the Davey organization, in addition to original experiments. Every experiment is conducted in Kent by our Research Department and never on the trees of a client.

For instance, our Research Department has worked out a list of "forbidden trees," those which experience has demonstrated are not worth complete treatment or do not respond properly to treatment. On these trees our experts are permitted to do only first-aid work.

A national organization that carries with it an assured protection to tree owners

There is no other national organization in our field. There are, of course, many local imitators. It is an unfortunate fact that there are mighty few good ones among them. We would be happy if they were all good and well qualified. But who will supervise them? Who will train them? Who will provide the discipline that will hold them to high-quality service? Who will pass judgment on the results of their work?

There are quite a number, who have never had any contact with the Davey organization, who claim falsely that they are Davey men. There are some, unfortunately, whom we have been obliged to let go for obvious faults, who attempt to capitalize on the prestige of the Davey name, to our detriment and to that of the profession we have built up and have endeavored to honor.

The unseen things that make quality are only possible because of large volume

In the Davey organization it is the unseen things (rigid selection of men,

practical and thorough training, supervision of chief expert and local representatives, resident school, Research Department, standardization of methods and organization discipline) that make real quality and lasting merit. On a business of nearly three-quarters of a million dollars in 1920, we spent three times as much on these unseen things which make quality as we made in profit. In spite of the depression, we did a business of almost six hundred thousand in 1921 and spent four times as much on these hidden things that

make quality as our profit amounted to. The business of the Davey Company is now running at the rate of one million dollars for 1922.

Davey methods have been standardized. Davey work is the same in Boston as it is in Chicago, the same in New York as in Kansas City, the same in Montreal as in New Orleans. Davey experts are of uniformly high type, all thoroughly trained, all carefully selected and developed. And best of all is organization discipline that requires and maintains a constant high standard down to the smallest details of work and service.



JOHN DAVEY
Father of
Tree Surgery

John Davey gave to the world the science of Tree Surgery. Before the publication of his first book, the original "Tree Doctor," not even the idea of the scientific treatment of trees existed. John Davey created the term

"Tree Surgery." Every fundamental principle of it was the product of his genius and love. Every improvement and refinement has been worked out in the organization which he brought into being and inspired. But the greatest contribution which John Davey has made to the world, has been to translate into popular form the fact that the tree is a living, breathing organism.

MARTIN L. DAVEY

General Manager, who made of a father's dream a business reality and built the Davey organization.

"And yet the tree lives—it breathes. It has a real circulation. The tree digests its food and assimilates it. It has sexual processes that are just as real and beautiful as in any other form of life. It has the power to adapt itself to its environment. To be sure, it lacks intelligence and a nervous system and the power of locomotion. But in all the other elemental processes the tree functions just as truly as man himself.

"This question of reforestation is of monumental importance. America can not continue to exist as a virile, forward-moving nation unless we protect what we have and start to build up that which we have so ruthlessly destroyed. We can not afford to be a nation of vandals much longer. America must reforest, or America must drink the bitter dregs of national decline and impotency."—Excerpts from a speech in Congress, March 3, 1921, by Martin L. Davey, of Ohio.



A tree-man may fool the public but he cannot fool us

It has seemed to me that the greatest thing the Davey organization does for its clients, over and above all these other things, is that of relieving the client of all worry and responsibility in the selection of the men who are to treat his priceless trees. A tree-man may fool the public, most of whom know little about trees. But he cannot fool us. A man must be right in every sense of the word or he cannot go very far in the Davey organization.

We, who know Tree Surgery values, select the men to whom this work of very great importance is to be entrusted. We know they are right and worthy of your confidence and our confidence or we would not send them to you. They come to you with our seal of approval.

They carry with them the most priceless possession we have—our reputation. We are as jealous of that reputation as a good woman is of her good name. Business and professional successes are merely results. The causes are behind the scenes. And that is the reason for this little story of the Davey organization.

THE DAVEY TREE EXPERT CO., Inc.
2306 Elm Street, Kent, Ohio

Branch offices with telephone connections: New York, Astor Trust Bldg., Fifth Ave. and 42nd St.; Boston, Massachusetts Trust Bldg.; Philadelphia, Land Title Bldg.; Baltimore, American Bldg.; Pittsburgh, 331 Fourth Ave.; Buffalo, 110 Franklin St.; Cleveland, Hippodrome Bldg.; Detroit, General Motors Bldg.; Cincinnati, Mercantile Library Bldg.; Chicago, Westminster Bldg.; St. Louis, Central National Bank Bldg.; Kansas City, Scarritt Bldg.; Montreal, 252 LaGauchetière, West.

Davey Tree Surgeons are near you—if you live between Boston and Kansas City. They are easily available and handle operations of any size, large or small. Write or wire Kent, Ohio, or nearest office.

DAVEY TREE SURGEONS

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuineness. Protect yourself from impostors. If anyone solicits the care of your trees who is not directly in our employ, and claims to be a Davey man, write headquarters for his record. Save yourself from loss and your trees from harm

Good Summer Roses For Shipping Purposes

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at rate of.....	\$12.00
Choice long stems, all Russells.....	16.00
Good medium length, our selection.....	6.00
Good short in lots of 300 or more, our selection.....	\$3.00 to 4.00

When ordering please state what grade wanted.

Carnations, \$2.00 per 100.

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

NEW FANCY FERNS—\$2.00 per 1000.

ADIANTUM, \$1.00 to \$1.50.

All seasonable flowers we will buy for our customers at market prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

BUSINESS IS IMPROVING.

The weather was extremely hot all last week and the government thermometer registered 95, the highest mark for June 16, save one, in 50 years. The temperature in the greenhouses was about 120 to 130, according to the thermometer, consequently it affected stock considerably and business as well. Trade was dull all week and the averages as a whole were as disappointing, if not more so, than those of the previous one. The demand improved greatly, June 16 and 17 and there is more life to the business now than there has been all month. Peonies are in large supply and in good demand at advanced prices. Gladioli are good property and are cleaning up better than for some time. Roses are in good supply but receipts are not anywhere near as heavy as they have been. The new seedling rose, Golden Ophelia, is included in the shipments, and is a welcome addition to the other varieties. Milady are arriving in good condition and the quality of the roses throughout is really better than one would expect, following the hot weather. Carnations are about done, although some of the stock offered finds ready buyers. Lilies are to be had in fair sized quantities at a few of the stores. Iris, pond lilies, daisies, larkspur, feverfew, candytuft, delphiniums, pansies, statice, sweet peas, snapdragon, lupines, lily of the valley, orchids, gaillardia, cornflower, gypsophila and other miscellaneous indoor and outdoor stock is included in the shipments. Vacations are now in order and quite a number of familiar faces will be missed in the wholesale market for a couple of weeks, starting the first of next month. The biggest part of the trade is planning to spend their vacation at the Society of American Florists convention at Kan-

SPECIAL LOW PRICE FOR Sphagnum Moss

In burlap bales, of standard size, select quality Moss: for a short time only, we offer as follows:

5 bale lots or more.....	@ \$1.20 per bale
10 bale lots or more.....	@ 1.15 per bale
20 bale lots or more.....	@ 1.10 per bale
30 bale lots or more.....	@ 1.05 per bale
50 bale lots or more.....	@ 1.00 per bale
(Less than 5 bale lots).....	@ 1.30 per bale

We suggest that you order your needs for some time to come, as we can only offer you this special price for a short time.

(Get our complete list of other items—It's free.)

GEO. H. ANGERMUELLER CO.

Established 1905

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

sas City, Mo., in August, and it appears at present as if the delegation from this vicinity will be unusually large this year.

PETER REINBERG, INC., PICNIC.

The picnic given by the employees of Peter Reinberg, Inc., at Erhard's Grove, Park Ridge, last Sunday, June 18, was a most enjoyable affair and all their friends in the market who attended with their sweethearts or families are still talking about it. Louis Hoeckner, manager of the Reinberg firm, led the way to the grove, followed by several large trucks and autos, and it is estimated that there were close to 100 people present,

counting the children. After partaking of a hearty luncheon, the sporting events on the programme were started. The ball game, consisting of a team selected and captained by T. E. Waters crossed bats with another under the leadership of Fred Nicklas. Tim Water's team won by a score of 20 to 8 in five innings when the game was called to keep the Babe Ruths from making any more homers. Two more games were played and umpired by Baby Nicklas, whose decisions were so erratic that the only thing that saved him from receiving a beating was the fact that he was so small. The races were next in order with Tim Waters acting as master of

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

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COLUMBIA

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MILADY

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OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST

BUTTERFLY

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MONTROSE

NESBIT

A LARGE SUPPLY OF PEONIES

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Gladioli, Calendulas, Callas, Easter Lilies, Stocks, Pansies,
Lupines and all other Seasonable Cut Flowers.

A Nice Lot of Cornflower and Gypsophila

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

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Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

Quality
Speaks
Louder
Than
Prices.

Prices
As
Low
As
Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

ceremonies, and Fred Nicklas as official starter. There were events for the men, women and children with beautiful prizes for the victors. The fat man's race was an added attraction and was won by Louis Hoeckner, who ate up the prize long before the race started. The bald headed men's race was next

and was a comedy from the start. Fred Nicklas was the first to line up with his hair bobbed purposely for the occasion. John Enders was next and was given a handicap, owing to having the least hair of all. Tim Waters managed to squeeze in this event somehow, and so did Gus. Alles, who copped

the bunting by breaking all previous records. No one answered the call when the fat ladies' event was announced, but several entered the contest when Tim changed the fat to plump. The race was close and resulted in a tie because Tim and Freddie were so impressed with the beauty of the con-

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Mention the American Florist when writing

testants that none had the nerve to play favorites so prizes were awarded to them all. It was late when the happy party broke up and all you can hear in the wholesale market this week is "You missed the best time of your life last Sunday at Reinberg's picnic."

NOTES.

The Kroeschell Bros. Co., well known local manufacturers of greenhouse boilers and florists' refrigerating apparatus, has been consolidated with the Brunswick Refrigerating Co., of Brunswick, N. J., under the style of the Brunswick-Kroeschell Co., and will maintain manufacturing plants in both locations, capitalization, \$3,000,000. A new local factory is under way at Diversey boulevard and Keeler avenue, where it is said the administration building will occupy a frontage of 150 to 200 feet on the former thoroughfare.

The E. F. Winterson Co. is offering a good supply of the early flowering hardy phlox, Miss Lingard, which the proprietor is cutting in quantity at his Highland Park place. The local retailers use this variety quite extensively each season and keep the tables at this place well cleaned up on this item at all times.

Miss Lillian Hagen, only daughter of Mr. and Mrs. Frank Hagen, and Julian Scholtz, were married June 10. A large number in the trade attended the wedding celebration and joined in wishing the happy young couple a pleasant voyage down the sea of matrimony. Mr. Hagen is with the John Kruchten Co.

Mangel always has an artistic window display at his Palmer House store, consisting principally of beautifully arranged baskets of all the choicest offerings in cut flowers with an appropriate background and a refreshing touch with running water underneath. Where are the ducks this summer?

Frank Oechslein is rebuilding the boiler house and service buildings recently destroyed by fire, with many improvements. The original structure was of wood but the new one is of brick, and up-to-date in every respect. It is expected the work will be completed next month.

A. L. Vaughan & Co. report a great improvement in trade with a heavy out-of-town call for peonies and gladioli, which they are handling in quantity, in addition to their usual line.

Poehlmann Bros. Co., is cutting from a heavy crop of summer roses, especially Mrs. Chas. Russell, now arriving in exceptionally fine condition at this establishment.

Peter Hoefelder, with Kennicott Bros. Co., returned June 19 with a nice string of black bass from a few days fishing at Twin Lakes, Wis.

Mrs. Margaretha Sinner died at her home at 6516 Ridge boulevard, June 17, an account of which appears in the obituary column this week.

THE BOOK OF GLADIOLUS

BY

MATTHEW CRAWFORD

AND

DR. VAN FLEET

Second edition now ready with
valuable addenda.

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PRICE, POSTPAID \$1.50

American Florist Co.
440 S. Dearborn St., CHICAGO

Champ Weiland, superintendent of the Weiland-Risch Co.'s greenhouses at Evanston, is improving and an early recovery is hoped for.

Al. Lehman, of the E. C. Amling Co., will spend his vacation at Deep Lake, Wis., this year, leaving early next month.

Miss Gladys Rummell, of the Ove Gnatt Co., leaves the latter part of next week to enjoy a well-earned vacation.

The Chicago Flower Growers' Association is handling a large quantity of gladioli in addition to its regular line. H. N. Bruns has placed an order for a new White delivery truck to take care of the increasing business.

Joe Marks, of A. Henderson & Co., is the proud owner of a new Haynes touring car.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO

Long Distance
Phones

Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader
Ward

Sunburst
Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

PEONIES

DAISIES

PANSIES

LARKSPUR

GLADIOLI

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Peonies ^A_N_D Gladioli

Plenty for everyone, so place your regular orders with us.

ALL THE LEADING ROSES

Carnations, Valley, Orchids, Sweet Peas, Daisies, Snapdragons, Calendulas, Lilies, Pansies, Larkspur, Delphiniums, Lupines, Iris. All other seasonable Cut Flowers and complete line of Greens.

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCaULEY, Treasurer

PAUL R. KLINGSPORN, Manager

L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

**Large and Complete Supply
of Cut Flowers and Greens.**

Building permits taken out for the first 15 days of June totaled in round numbers, \$15,340,000, indicating that the month will smash the high value record established for this city in May by more than \$3,000,000. The May total of \$27,029,650 broke all monthly records in the city's building history.

Zech & Mann have had a number of callers this week from seedsmen who are also florists and who attended the annual convention of the American Seed Trade Association held at the Hotel Sherman, June 19-20.

Ben Ahrends, who broke a leg playing ball several weeks ago, is progressing favorably and his many friends

hope to find him back on the job at George Reinberg's store in the near future.

J. Swenson, of the Fleischman Floral Co., is traveling around in a new Dort and is planning on driving to Burlington, Ia., sometime next month with his wife for a couple of weeks' vacation.

Herman Franks of the Chicago Flower Growers' Association, is enjoying a vacation touring the surrounding country in his new car.

The Lord & Burnham Co. is building another house for Joseph Kohout at Libertyville to be an exact duplicate of the one just completed.

Fritz Bahr and family are making an auto trip through Wisconsin, including a visit to the famous Door County cherry orchards.

C. E. Roberts has the cut flower concession at the Municipal pier and looks for good business during the Pageant of Progress.

Charles Crumm, with H. N. Bruns and wife, will leave on an auto trip through Wisconsin about July 1.

C. L. Washburn returned from a business trip to California June 20 and is again on duty at the store.

Rudolph Kurowski, of the John C. Moninger Co., is in northern Wisconsin on a fishing trip.

Peonies and Gladioli

IN LARGE SUPPLY

Also Roses, Valley, Delphiniums, Daisies,
Larkspur, Carnations and other miscella-
neous seasonable stock including Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

A. I. Simmons, 242 West 63rd street, is planning on installing a new store front this summer along the old colonial lines. Joe Bieber, in charge at this establishment, will leave for Kansas City, Mo., about August 1, where he will assist John Young in the trade exhibits at the Society of American Florists' convention.

The Joseph Foerster Co's sales for June 16 compared most favorably with those of any other day so far this month, notwithstanding the record hot weather.

Morris Levine, of New York, called on the trade here this week. He will be at the Kansas City convention in August with his line of ribbons and chiffons.

Ronsley has had a good June, so far, at his South Wabash avenue store, with the demand heaviest for wedding flowers.

The Central Floral Co. makes good use of its State street windows for display purposes and is featuring the girl graduate this week.

The George Wittbold Co. is featuring made-up window boxes in its advertising in the dailies this month.

Visitors: Mrs. Ray Holt, Des Moines, Ia.; M. B. Lassen, Racine, Wis.; — Freyling, Grand Rapids, Mich.

Columbus, O.

A decided improvement in the demand for flowers and pot plants developed during the past week. Buying is on a better scale and orders are getting larger as a rule. One of the best features is the funeral demand which has been especially brisk. There has also been quite a few parties and weddings. Parties incidental to the commencement exercises at the various high schools and Ohio State University was a means of stimulating business to a marked degree. All of the retailers have been getting a portion of the business and have profited accordingly. Garden flowers are now in the market to a large extent. They consist of the cornflower, daisy, delphinium, and rambler roses. Pot plants are selling fairly well and there is also some demand for shrubbery and vines but the season is now about over. The staple varieties on the market are roses, carnations and daisies. Roses are mostly Columbia, Premier, Sunburst and Butterfly. They retail from \$3 to \$5 per dozen. Carnations are of excellent quality and find a ready sale around \$1.50 per dozen. Indications point to a good trade during the coming month or six weeks.

F. T. D. MEETING.

The Ohio section of the Florists' Telegraph Delivery Association held a meeting at the Chittenden Hotel, June 16, with about a score present. The principal business was a talk by J. F. Ammann of Edwardsville, Ill., on the plans and scope of the association. He told of the service being rendered, and gave statistics showing the growth of the telegraph movement. Steps are being taken to redistrict the country, and in that plan Ohio will likely comprise one district. Each district will have a man who will be in charge and look after the interests of the members. The bright prospects before the association were shown by the speaker. Those present from out of town were: C. E. Sharpe, Mt. Vernon; Charles Duerr, Newark; H. S. Inlay, Zanesville; C. L. Humphrey, Zanesville; J. M. Rogers and E. E. Edgecomb of Dayton.

NOTES.

A well attended flower show held at Arlington, Marble Cliff and Grandview Heights under the auspices of the community committee, June 17, was the occasion for the display of a number of varieties of roses and garden flowers. The three named villages are suburbs of Columbus and annually hold a community field day. C. G. Thornburg was first; C. E. Eckhart, second; Mrs. H. W. Phearson, third, and Frederick Nesbitt, fourth, in the display of roses. Mrs. King Thompson won the first prize for the best display of delphinium. Iris displays were won by Mrs. H. Penny, first; Mrs. Grace Miller, second. The best variety of garden flowers was won by Mrs. Charles Butterworth, first; Mrs. Ray Spencer, second, and Mrs. H. W. Phearson, third.

The principal speaker at a recent meeting of the Columbus Horticultural Society and the Columbus Iris Society at the State University was Edmund Secrest, Ohio state forester, who told of the formation of a Wild Life League, which will be similar to the one functioning in the state of West Virginia. He believed that the people of Ohio should be interested more and more in the flowers, trees and birds, and thus asked for support in the organization of the league. Mr. Secrest stated that additional appropriations would be forthcoming for reforestation. There has been a desire on the part of flower lovers to secure a wild flower preserve in Ohio, and a location near Sugar Grove was suggested by him.

The Columbus Iris Society has donated 2,000 iris roots and plants to

superintendent McClosky of the storage dam park for beautification purposes. Superintendent McClosky, is now planting the iris and announces that he will be glad to receive donations of climbing roses, shrubbery and vines of all kinds. He is not provided with funds for the purchase of flowers and shrubbery.

T. J. Ludwig has been having an excellent window display which is bedecked with roses, carnations, pot plants and garden flowers most artistically arranged. Mr. Ludwig reports a decided increase in business since Memorial Day.

The Wilson Seed & Floral Co. has been specializing in landscaping and outdoor work with considerable success, according to Henry F. Wilson, head of the company. The sale of grass seeds has also been a big feature at this establishment.

Carl W. Huber is cutting a large number of carnations which are finding a ready sale. Mr. Huber has been busy on getting the benches set up and planting flowers for the fall season.

The Fifth Avenue Floral Co. is cutting carnations, roses and sweet peas for the trade. The quality of the flowers is generally high and demand is good. According to the manager prospects for the remainder of the summer are excellent.

The Vanity Flower Shop has been having exceptionally good trade during the recent commencement exercises, furnishing bouquets and corsages.

J. W. L.

Brooklyn, N. Y.

Calling recently on Alfred L. Zeller, proprietor of the wholesale growing business, long known as Charles Zeller & Son, we talked of this proposed retirement from that line, which will occur July 1. The property has been sold and the greenhouses, on Leffort street near Flatbush avenue, will be torn down to make room for business and residence buildings. It is 44 years since the business was located there and since the death of his father in 1903, Alfred L. Zeller has conducted it as a grower of plants. He intends to re-enter business this fall as a retailer, and announces that he will be able to furnish anything required in the nursery or florist lines. Mr. Zeller, as was his father, is a capable and highly respected figure in the trade and we wish him continued success.

A. F. F.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

Bigger Than Ever Supply Of Cut Flowers

Exceptionally fine Roses, Carnations, Gladioli, Peonies, Sweet Peas, Daisies, Larkspur, Delphiniums, Calendulas, Valley, Lilies and Pansies together with all the other indoor and outdoor flowers in season not to mention Greens of every description.

Can supply a few more regular customers—Get in touch with us today.

Pittsburgh.

MARKET IS OVER SUPPLIED.

The past two weeks have been hard ones on the trade, especially the wholesaler, due to the fact that the extremely warm weather has brought everything in at one time and it has been difficult to find an outlet for it. Even the street merchants do not attempt to do business with the weather as warm as it has been here for some time. And then again, with the exception of a few large funerals and school commencements and several weddings, there is no demand for stock, as the box trade has about dropped out of sight, and who can blame them with every yard full of blooms of every description. For the past several years the people of this district have come to life and have planted their yards and beautified their property with hardy blooming plants and shrubs, and the landscape gardeners and firms dealing in that class of plants have reaped a harvest, until now those who are the real flower buyers have plenty of their own at this season and are not in the market for any cut flowers for the home. Another factor at this time of year is the farmer who has a small patch of coreopsis, sweet william, delphinium, and other garden flowers, who brings them to market with his fruits and vegetables and who does not know their value and figures that anything he gets for them is velvet, as several years ago he did not bother to bring them in, but just let them bloom themselves out on the place. American Beauties are over for this season and from what we understand, there will be more of them next season than for several years, as some growers are planning to increase their planting. Of the roses, the white is the most popular this month and the double White Killarney is the best that is handled in this market. Reds and yellows have also

been popular for commencements. Of the pinks, Columbia is proving the best warm weather rose. The supply of lily of the valley has fallen short of the demand at times, but there is usually enough to go around. Carnations are going out fast, but at that the quality is better than usual for so late in the season. Gladioli are more plentiful and it will not be long until they will be here in quantity. Delphinium is popular and is being used extensively in wedding decorations. The supply of Easter and calla lilies is small and the quality is not of the best. Garden flowers are seen in profusion and include coreopsis, gaillardia, larkspur, baby breath, achillia and sweet william, all of which help out, but as stated before the quantity is too large for the demand.

Geo. C. McCallum Co. is on a business trip to the firm's Detroit Branch, where they have moved into their new store, which gives them one of the finest wholesale rooms in the country.

E. C. T.

Frederickton, N. B.

FUNERAL TRADE BRISK.

Mother's Day was very good throughout New Brunswick. Funeral trade at present is increasing. Prices for all stock are higher than before the war (1914), although fuel and taxes have not declined to the previous levels.

John Bebbington, veteran plantsman, in this section for 50 years, is still hale and hearty and keeps in close touch with his work. He reports both flower and vegetable crops in good condition. He considers that a young man beginning in the florist business has better opportunities in the smaller town than the larger cities, such as New York, Chicago, etc.

J. B.

Boston.

A BETTER MARKET.

The market this week experienced a change. There was not much change in price but stock cleaned up better and very little had to be carried over from one day to another as the case had been for two weeks previous. Stock has also diminished somewhat in quantity though there is quite a volume of flowers arriving daily. This is not noticeable as trade is better and stock cleans up quite readily. The biggest call has been for white flowers for weddings and red for graduations. The prices obtained on these are quite as good as at any time. Peonies are nearly through and gladioli are arriving more abundantly, though the latter still bring a good price. Lilies of the valley and orchids are still selling well, the present demand extending since Easter. Lilies have been scarce and the call has been big this week both for callas and Easter lilies for church weddings. The business in general has improved a hundred per cent over a week ago.

NOTES.

The peony show of the Massachusetts Horticultural Society was held at Horticultural Hall, July 17-18 with a considerable number of fine exhibits. The leading prize winners were T. C. Thurlow's Sons, Inc., and Wilton B. Fay, the former receiving a silver medal for the most effective display.

Oak Ames, director of the Harvard Botanic Gardens has resigned. It is expected he will continue as assistant professor of botany, a position he has held at the Bussy Institution since 1915.

The Gardeners' and Florists' Club held their ladies' night on Tuesday, June 20 at Horticultural Hall. There was a buffet lunch and dancing.

E. F. S.

ERNE & COMPANY

—WHOLESALE FLORISTS—

0 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

Mention the American Florist when writing.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Mention the American Florist when writing.

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Mention the American Florist when writing.

Evansville, Ind.

Trade with the local dealers has been fairly good during the past week or 10 days, although funeral work has not been as active as it was a month or two ago. As a rule this is the best work the dealers have during the summer months. The commencement exercises of the Evansville College were held Thursday and Friday of last week and this added considerably to the volume of work for the florists. There were also a number of large weddings taking place and several more are scheduled for the next two or three weeks. There have been a great many calls for pot plants and shrubbery of various kinds. Peonies are now out of the market and the local growers report they had a much better season than last year.

The William Blackman Floral Co. moved into its new home at 410 Main street the first of this week, one of the best equipped flower houses in this end of the state. The new store consists of three departments, the salesroom, office and storage and workroom. The storage room has a carbonic gas machine and latest designs of storage boxes to keep flowers fresh. The salesroom is finished in ivory and is most attractive. The Blackman company is more than 60 years old and said to be one of the oldest concerns of its kind in the state. The company grows practically all of the stock that it sells and has one of the largest and best equipped greenhouse plants in the city, with over 122,000 square feet of glass. George H. Blackman, manager of the store, says that with the new equipment, the firm will be in better position than ever to give prompt and efficient service.

W. B. C.

Providence, R. I.

Prizes were awarded to the exhibitors in the June show of the Rhode Island Horticultural Society, which opened June 16, in the Narragansett Hotel ball room. The display includes cherries, strawberries, a few vegetables and many varieties of flowers, plants and shrubs. The feature exhibit was that of the Frederick Peck estate, of Barrington, whose exhibit of fruit, vegetables and plants was very unique. In the professional and commercial classes several of the downtown stores took



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by
LOWELL, MASS.,
U. S. A.
DEPT. XYZ

The John C. Meyer Thread Co.,

Mention the American Florist when writing.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

Mention the American Florist when writing.

prizes. The show was a great success, requiring a lot of hard work and effort on the part of the committee, which was duly appreciated.

Florists generally had a good business the past week with graduating classes and June weddings. The biggest call was for roses and carnations, the former having the best call. The past few days stock has shortened up and prices have advanced rapidly. The demand for peonies and gladioli is increasing, and they are selling well from \$2 to \$3 per dozen retail. Easter lilies, callas, daisies, and other small flowers sold well.

The Biltmore Flower Shop opens to-day, June 17, and is a picture of delight, finished in a dull white and gold, it is one of the finest in the city. Mr. Popkin, who is manager of the store, is also the hotel florist, and has had several large dinners and dance parties since the new hotel opened. He looks forward to a very promising future, and from the way business has started, there is no doubt of his success.

H. A. T.

TANNER



Mention the American Florist when writing.

NEW YORK.—Oscar H. Cohen is again with Markatos, florist, of 1174 Madison avenue, after a short absence. He says there is no place like home and friends.

SALEM, ORE.—C. B. Clancey, florist, has filed a petition of bankruptcy in the United States district court in Portland. Liabilities which he lists at \$14,117.08, consist largely of unsecured claims held by 155 creditors. His assets are listed at \$3,577.21 and consist almost entirely of stock in trade and store fixtures.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS CHICAGO, ILL.
L. D. Phone Central 8016-8017

Mention the American Florist when writing.

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Florist Supply House
of America.

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1129-1131 Arch St., Philadelphia, Pa.
146 West 18th St., New York.
Phone Chelsea 3739

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 NO. WABASH AVE., CHICAGO
Telephone Central 466

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago		CURRENT PRICE LIST	
		Dozen.	
Roses, Mrs. Chas. Russell	\$	6.00 @	\$ 20.00
" Butterfly		4.00 @	15.00
" Columbia		4.00 @	20.00
" Dunlop		4.00 @	20.00
" Premier		6.00 @	20.00
" Hoosier Beauty		6.00 @	20.00
" Killarney Brilliant		4.00 @	15.00
" White Killarney		4.00 @	15.00
" Mrs. Geo. Shawyer		4.00 @	15.00
" Milady		6.00 @	20.00
" Mrs. Aaron Ward		4.00 @	15.00
" Sunburst		4.00 @	15.00
" Ophelia		4.00 @	15.00
" Dbl. W. Killarney		6.00 @	20.00
" Cecile Bruner		2.00 @	3.00
Calendulas		3.00 @	4.00
Daisies		2.00 @	3.00
Cattleyas, per doz.		12.00 @	18.00
Valley		6.00 @	8.00
Carnations		3.00 @	5.00
Easter Lilies		1.00 @	25.00
Sweet Peas		1.00 @	2.00
Peonies		4.00 @	8.00
Gladioli, per dozen		1.00 @	2.00
Pansies, dozen bunches		1.00 @	1.50
Adiantum		.75 @	1.50
Ferns, per 1,000			4.00
Galax, per 1,000			2.00
Leucothoe			1.00
Sprengerii, Plumosus Sprays,			
per bunch		.50 @	.75
Mexican Ivy			1.00
Boxwood, 35c per lb., case			9.00
Huckleberry, per case			7.50

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye.

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60c. Cash with Order.

American Florist Co.
440 S. Dearborn St., Chicago

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Killarney
Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

No excuse for BAD CREDIT RISKS
when a member of the

Florists' Credit Association

NATIONAL SERVICE
General Office Federal Life Building
168 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing

EASTER LILIES

in any quantity
of the Best quality
in bud or open flowers
price very reasonable.

Wire your order for a
hundred or a thousand
and we can make imme-
diate shipment.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

WEDDINGS AND COMMENCEMENTS A FACTOR

The business of the past week shows the season to be fast waning and settling into the summer quiet. There have been quite a few weddings which helped, and about the regular demand for funerals on which so much depends. This has also been the height of the commencement season, and quite a good deal of stock has been used for these events. But with all this, there has been considerable surplus which had to be handled in one way and another, mostly through the street men. Rambler roses are now in, but much of the stock presents a scraggy, mildewy appearance, that is anything but inviting. Hydrangea arborescens alba has made its appearance and will take the place of peonies in decorative work. There are still quantities of Larkspur; far too much to make any kind of worthwhile returns. Other outside flowers are still plentiful, the spring or early summer crop of sweet peas being of very good quality. Russell, Premier, Columbia, Butterfly, Ophelia, and White Killarney roses are in full supply, all the growers seeming to try to fatten up their June averages. Quality is fast retrograding. Carnations are almost out for the season, although some growers send in very good stock which brings a fair price. A nickel to 10 cents a bunch prevails, however, in the Saturday cleanup for the general average. Easter lilies are strengthening, and will soon get on a good summer basis. Callas are almost over. Greenhouse gladioli were never finer. They are a splendid addition to any retail stock, being very effective in either window or store display. There is a fairly supply of cattleyas, but anything like 25 or more have to be ordered ahead to insure delivery. Lily of the Valley is sufficient for all de-

EDWARD REID

CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, June 21.		Per 100
Roses, American Beauty..	\$ 4.00@	\$ 50.00
" Russel	4.00@	12.00
" Dunlop	4.00@	8.00
" Pilgrim	4.00@	8.00
" Crusader	6.00@	16.00
" White Killarney..	8.00@	20.00
" Ward	4.00@	8.00
" Maryland	4.00@	8.00
" Hoosier Beauty..	6.00@	12.00
" Columbia	4.00@	8.00
" Hadley	6.00@	16.00
" Premier	4.00@	8.00
" Ophelia	4.00@	8.00
" Butterfly	4.00@	8.00
" Cecile Brunner..	3.00@	2.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz....		12.00
B. Buttons	1.00@	2.00
Carnations, fancy		6.00
Carnations, ordinary	2.00@	3.00
Cattleyas, per doz		12.00
Callas	1.00@	2.00
Lily of the Valley	8.00@	10.00
Smilax, per dozen		6.00
Cypripediums, dozen		4.00
Sweet Peas	1.50@	2.00
Myosotis, per bch		.50
Marguerites	2.00@	3.00
Snaphdragons	1.00@	2.00
Pansies		1.50
Delphinium	1.00@	1.50
Gladioli	2.00@	2.50

BUFFALO, June 21.		Per 100
Roses, Special Beauties..	\$35.00@	\$ 40.00
" Fancy Beauties ..	25.00@	35.00
" Extra Beauties ..	15.00@	20.00
" First Beauties ..	10.00@	12.00
" White Killarney..	6.00@	12.00
" Dbl. Wht. Killarney	6.00@	12.00
" Milady	6.00@	12.00
" Maryland	3.00@	6.00
" Sunburst	3.00@	10.00
" Columbia	3.00@	20.00
" Ophelia	3.00@	10.00
" Russell	8.00@	15.00
" Premier	4.00@	12.00
" Cecile Brunner ..	3.00@	4.00
Calendulas	2.00@	3.00
Carnations	.50@	3.00
Easter Lilies	15.00@	20.00
Mignonette	2.00@	3.00
Rubrum Lilies	8.00@	10.00
Snaphdragons	2.00@	4.00
Sweet Peas	1.00@	2.00
Daisies	1.00@	2.00
Calla Lilies	10.00@	20.00
Gladioli	8.00@	10.00
Peonies	3.00@	5.00
Delphinium	4.00@	6.00

PHILADELPHIA, June 21.		Per 100
Roses, Beauty, special..	\$40.00@	\$50.00
" Butterfly	4.00@	10.00
" Ophelia	4.00@	10.00
" Columbia	4.00@	15.00
" Mrs. Chas. Russell.	6.00@	20.00
" Dbl. Wt. Killarney.	2.00@	10.00
" Hadley	10.00@	20.00
" Sunburst	2.00@	10.00
" Wards	2.00@	4.00
" Premier	4.00@	10.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	1.00@	2.00
Carnations	1.00@	4.00
Cattleyas	100.00@	150.00
Easter Lilies	10.00@	15.00
Sweet Peas	.50@	1.50
Callas	10.00@	15.00
Snaphdragon, per doz	.50@	1.00
Smilax		.35
Lily of the Valley	5.00@	6.00
Gladiolus, doz	.75@	1.50
Peonies	3.00@	6.00

mand. Some southern asparagus when iced carries very well, but has to be used at once. The greenhouse grown is now the only kind for particular buyers.

GREENHOUSE BUILDING.

The greenhouse seed is at times very difficult to germinate. In spite of the best laid plans, it often remains dormant months and even years at a time and then again springs up almost over

Summer Flowers

This Week High Grade

**ROSES, EASTER LILIES
SWEET PEAS, LILY
OF THE VALLEY,
CATTLEYAS.**

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Cut Flower Market**

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CARNATIONS and SWEET PEAS.

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night. Two months ago Wm. Munro, Drexel Hill, uncovered one of these dormant sowings, which with the help of a constructive greenhouse specialist, sprouted so vigorously that there is now a house 40 x 200, finished, benched, and planted with Hadley roses. H. I. Faust, Merion, planted seed for a double structure 56 x 200 nearly two years ago, which only started into vigorous growth a month ago, and is now a finished plant that is a real ornament. One of the old houses that was removed to make room for this structure, built 25 years ago of cypress, was so well preserved that it was sold to be erected elsewhere. The large St. Leonard plant is to be doubled in size, with the construction of another house of equal capacity to be erected by the Lord & Burnham Co. Roses are then to be the specialty.

THE BEST ROSES.

While much of the necessary replanting of the rose houses has been done, growers have been in a quandary as to the choice of varieties. Columbia appears to be first selection as the best all-round-the-season kind. Premier, which runs it a hard race in winter, fails badly in hot weather. Ophelia replaced by many with Butterfly, is again gaining friends as it has been shown that with proper culture it is as good as ever. Pilgrim is gaining in popularity and in the additional plantings will be quite a factor the coming season. American Legion, while a bit sleepy in the dark days of winter, is very strong in the fall and also in spring and summer. Mrs. Russell has not been increased in quantity, being only grown by those who understand its peculiarities. John Burton has said that the best variety to grow was the one that would do the best for you, which is excellent advice. American Beauty specialists are slightly increasing their plantings this season. Hadley is a problem to many, but those

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who have solved it have held on to what they grow and some have planted more.

NOTES.

John Burton and wife motored to Summit, N. J., the past week visiting Mr. and Mrs. John N. May. Every florist's community has what is known as its "Old Guard" leading men who have grown up together in the trade and taken an active part in organization work for the betterment of the business. These two distinguished veteran florists, now retired, each an ex-president of the Society of American Florists, belong to the "Old Guard" of the Nation, as in their long active business life they were always foremost in all activities for placing the business on a higher plane. May they enjoy many more years of health and happiness.

The Leo Niessen Co. report that, considering the season, stock is moving fairly well, but they could handle a lot more business and still have good variety to choose from. Russell, Columbia and Double White Killarney are leading rose stocks. Easter lilies, Cattleyas, and lily of the valley are also features.

Edward Reid says it is hard work to move the various overstocks as they come in, but finds consolation in the fact that if there was no surplus in the spring and fall, there would not be enough stock to go around in the winter when he takes a pride in being able to serve his customers.

Easter lilies, roses, sweet peas and gladioli are features of the Berger Bros. stock, which they find quite sufficient to meet all demands. Plants, which were handled the past winter with success, proved such a convenience to customers

Wholesale Flower Markets

PITTSBURGH, June 21.			Per 100
Roses, Beauty, spl., doz...		\$	9.00
" " fcy., doz...			7.50
" " ex., doz...			6.00
" " No. 1, doz...			4.00
" American Legion...	\$ 8.00 @	\$	25.00
" Killarney	6.00 @		15.00
" Maryland	6.00 @		15.00
" Sunburst	6.00 @		15.00
" Mrs. Aaron Ward...	6.00 @		15.00
" Russell	10.00 @		30.00
" Columbia	8.00 @		25.00
" Ophelia	8.00 @		20.00
" Hilda	6.00 @		15.00
" Premier	8.00 @		30.00
" Madam Butterfly...	6.00 @		25.00
Carnations	5.00 @		6.00
Calendulas	2.00 @		3.00
Calla Lilies, per doz...	2.50 @		3.00
Daisies, Yellow	2.00 @		4.00
Lilies	15.00 @		20.00
Valley			6.00
Ferns, per 1,000			5.00
Galax, per 1,000			2.00
Plumosos, per bunch...			.50
Sprengerl, per bunch...			.80
Sweet Peas	1.00 @		3.00
Snappdragons, per doz...	.75 @		2.00
CINCINNATI, June 21.			Per 100
Roses, Premier	\$4.00 @	\$	20.00
" Russell	4.00 @		20.00
" Columbia	4.00 @		20.00
" Butterfly	4.00 @		20.00
" Pink Killarney	4.00 @		20.00
" White Killarney	4.00 @		20.00
" Sunburst	4.00 @		20.00
" Mrs. Aaron Ward	4.00 @		20.00
" Ophelia	4.00 @		20.00
" Baby Doll	3.00 @		4.00
Rubrum	4.00 @		8.00
Calla	12.50 @		15.00
Easter Lilies			15.00
Yellow Daisies	.50 @		.75
Ferns, per 1,000			3.00
Galax, per 1,000			1.50
Plumosos (south) per beh...			.25
Smilax, per string	.15 @		1.00
Mahonia Leaves			1.00
Stocks			4.00
Cornflowers			.50
Coreopsis			.50

that they will be a strong feature the coming season.

Henry A. Dreer, Inc., Riverton, have had a wonderfully good spring trade and are busy with their annual clean-up for July 1, when every department in and out of doors presents a finished appearance that is a pleasure to see.

Robert Craig, who was last week confined to the house with a bad cold, is now about again. He sees great

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Send list in for quotations.

St. Louis, June 21.			Per 100
Roses, Premier	\$2.00 @	\$	12.50
" White Killarney	2.00 @		10.00
" Columbia	2.00 @		12.50
" Crusader	3.00 @		10.00
" Orphelia	3.00 @		12.50
" Russell	3.00 @		15.00
" Ward	2.00 @		4.00
" Butterfly	2.00 @		4.00
" Sunburst	2.00 @		10.00
Carnations	1.50 @		5.00
Valley			6.00
Sweet Peas	3.00 @		4.00
Callas, per doz.	10.00 @		12.50
Lilies, per doz.			12.50
Ferns, per 1,000	2.50 @		4.00
MILWAUKEE, June 21.			Per 100
Roses, Killarney, W. K'fy...	\$6.00 @	\$	15.00
" Premier	6.00 @		20.00
" Ophelia	4.00 @		15.00
" Columbia	6.00 @		18.00
" Ward	4.00 @		12.00
" Butterfly	6.00 @		20.00
Carnations	3.00 @		4.00
Daisies	1.00 @		2.00
Sweet Peas	.75 @		1.50
Calendulas	4.00 @		6.00
Valley	4.00 @		6.00
Callas, per doz.	1.50 @		2.00
Snappdragons, ...	6.00 @		8.00
Fancy Ferns, per 1,000...			3.00
Asparagus, per bunch...	.50 @		.75
Larkspur, per bunch...	.50 @		1.50
Russian Statice	.75 @		1.00
Stocks			.75
Gypsophila			.35
Forget-me-not			.50
Gaillardia, per bunch...			.50
Lace Flowers, per bunch...			.50

possibilities in the future of the business and wishes he had the years before him to assist in carrying them out.

Martin Samtman, wife and daughter, sailed on Saturday from New York for Europe, to take a well earned vacation, most of which will be spent visiting old friends and relatives.

Columbia and Double White Killarney are features of the rose stock of the Philadelphia Growers' Cut Flower Market. Easter lilies and outdoor sweet peas are also features.

Paul Berkowitz spent several days the past week at the New York branch of H. Bayersdorfer & Co., where he finds the business very encouraging. K.

New York.

SLOW DEMAND AND HEAVY SUPPLY

Following the storm of June 11, that left so much death and destruction in its wake, the weather turned decidedly cool. It brought more comfort in living, and to some extent, stayed the deterioration of stock, but has had no appreciable effect on the condition of business. Summer dullness is here, and the trade is trying to make the best of it. There have been a number of wedding decorations, but they make little impression on the great volume of stock arriving. Aside from these, and funeral work, the minds of the people are on other pursuits than the enjoyment of flowers. There has been a tremendous exodus for Europe, 6,000 having sailed on June 10. Many had previously gone, and others will be going till at least mid-summer. Although roses are general spoken of as being poor, there is enough fairly good stock to supply all demands. In the limited output of American Beauties, there can be little choice, as almost all of them are of poor quality. In Columbia, Madame Butterfly, Premier and the limited supply of Francis Scott Key, fair stock can be found. The last week, ending June 10, left its mark on the bulk of the carnations, but they keep pouring into the market, some going to the stores at which a correspondent, who must have a sense of humor, has called, "attractive prices," others to the street vendors, and great numbers to the dead carts. The supply of peonies is not so heavy as at the first of the month, but counting what are in cold storage, there is a surplus. Some good gigas and other cactleyas are arriving, but the demand is light and prices have fallen below normal for the month of June. In sweet peas, the greenhouse stock is about down to rubbish, and nothing good has yet arrived from the outdoor cuts. America and other fine gladioli are arriving in quantity and are being effectively used by the retailers in window decorations. The supply of garden stock is out of all proportion to the demand, noteworthy in that respect, being gypsophila, which piles up in a number of the wholesale stores. It is pretty and useful, when any use can be made of it. Another nuisance is a great stock of cut rambler roses, with sweet williams, gaillardia, coreopsis, cornflowers and other stock that may be classed as "wild."

June 19.—A whole week of comfortably cool weather has put the market in a somewhat better condition. Better roses are arriving than during the hot spell and steamer business has increased the demand for such stock. There is yet much sacrifice and loss in common and inferior stock, but that is inevitable considering the quantity that arrives.

NOTES.

There is some complaint among retailers, that department stores are getting better bargains in the wholesale district than they are. We do not set up as arbiters, but in justice, must favor the retailers, as they buy heavily when there is a strong demand at high prices. So far as we have observed, when natural flowers are in limited supply, the

department stores fall back to and push their artificial stock. In times like the present, they bid for popular favor.

Alfred T. Bunyard, of Madison avenue and 48th street, is in the Post-Graduate hospital, having undergone an operation for appendicitis, June 14. He stood it well, and the latest report is that he is resting easily. Being a comparatively young man, and of previous regular habits, it is believed that he will have a rapid recovery.

Reed & Keller, 122 West 25th street, have reported good Memorial Day business. At their factory, at the above address, every working day is a busy one, and the inventive mind of William N. Reed is always devising something new. He has both the brain to design, and the hands to carry his designs into effect.

The Morning Telegraph, of June 15, had the following item: "Peter Brown, the 49th street florist, was the proudest man on the grounds (Belmont Park) after his namesake got home." It will be noted that Peter Brown, the florist, has a strong affection for Peter Brown, the horse that won the race.

We have recently noticed at Traendly & Schenck's, fine stock, for the season, of the Columbia, Madame Butterfly, Premier and Crusader roses, grown by Robert Simpson, Clifton, N. J. Mr. Traendly and family will go to their summer home, Rowaton, Conn., July 1.

J. W. Hauser, of Madison avenue and 56th street, has been doing jury duty. In the meantime, workmen have put a roof over the sidewalk in front of his store in preparation for two stories to be added to the building, but he intends to stay it through.

Stoumpas Brothers, Park avenue and 86th street, are keeping their store well stocked with all seasonable flowers. They have stated that there does not seem to be much difference in the condition of business from that of previous summers.

Frank Grumbach, of Jamaica, is having a new carnation house, 40 x 150 feet, erected in Baldwin, near the M. Matherson range. It is believed that Mr. Grumbach will start his son in business for himself.

Samuel Seligman's bankruptcy case is scheduled for hearing July 19, in the United States Court House and Post Office building, in the Borough of Manhattan, city and county of New York.

H. G. Perry, manager of the Charles A. Dards store, has gone, with his family, to North Scituate, Mass. Mr. Perry will make occasional return trips to the store during the summer.

At the store of David Clarke's Sons, Broadway and 75th street, we have recently noticed a fine collection of white and blue hydrangeas, grown at their Fordham Heights greenhouses.

Christatos & Koster have opened their summer store at West End, N. J., and Morris Christatos is in charge there. His brother, Robert, is looking after the Madison avenue store.

The best carnations, recently noticed, are Eureka, Ward, Cottage Maid and Matchless, that are being received by Herman Weiss from W. D. Howard, Milford, Mass.

A. Ehmann, who has been long in the business, and is now finely located at 136 West 72nd street, says that business is about the same as in the average summer.

G. E. M. Stumpp is spending most of his time at the Southampton, L. I., store. It was recently stated at the 5th Avenue store that steamer business was good.

Meyer, of Madison avenue and 58th street, says he is not worrying over the florist business. It is supposed that he has other sources of income.

The Nippon Florist, 265 Columbus avenue, is making an attractive display of goldfish globes and tanks, all well stocked with the fish.



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The Elektra Florist, 129 Columbus avenue, keeps up a good summer decoration with a fine collection of ferns and other foliage plants.

Hession, of Madison avenue and 76th street, has been having some wedding decorations to vary the monotony of summer dullness.

The Broadway Florist, 2094 Broadway, makes attractive window displays with delphinium, gaillardia and coreopsis.

Hans Plath and family of San Francisco are stopping at the Herald Square Hotel and will sail for Europe June 24.

Malandre Brothers, Broadway and 72nd street, are making fine displays of gladioli and lilies in variety.

Hitchings & Co. are erecting two large houses for the Springfield Floral Co., Springfield, N. J.

Boyle & Booth, 116 West 28th street, are receiving excellent stock of C. gigas and C. Mossie.

Mrs. B. E. Darbee of San Francisco is expected here this week en route for Europe.

Malandre Brothers, also the Dards store report good steamer business

A. F. F.

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Wholesale Flower Markets

NEW YORK, June 21. Per 100

Roses, Beauty	2.00@	\$ 50.00
" Premier	2.00@	10.00
" American Legion	1.00@	8.00
" Crusader	4.00@	35.00
" Golden Ophelia	1.00@	8.00
" Columbia	1.00@	8.00
" Pilgrim	1.00@	6.00
" Hadley	2.00@	10.00
" White Killarney	.20@	4.00
" Dbl. Wh. Killarney	2.00@	10.00
" Dunlop	1.00@	6.00
" Aaron Ward	2.00@	8.00
" Ophelia	1.00@	8.00
" Scott Key	2.00@	35.00
" Sunburst	1.00@	8.00
" Mdm. Butterfly	1.00@	8.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Carnations	1.00@	2.00
Cattleyas	35.00@	75.00
Daisies, Yellow	.50@	1.00
Gladiolus, per doz.	.75@	1.50
Leucothoe, per 1,000.	5.00@	7.00
Lilies, White	6.00@	12.50
Lily of the Valley	2.00@	6.00
Snapdragons, per doz.	.50@	1.00
Smilax, doz. strings	1.00@	2.00
Galax, green and bronze, per 1,000.	1.50@	2.50
Ferns, per 1,000.	2.00@	2.50
Sweet Peas	.30@	1.00
Asp. Plumosus, per bunch, southern	.50@	1.00
Peonies, per doz.	.50@	1.00
Larkspur, per doz.	.50@	.75

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part of Nevada and Idaho

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders
for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherine's St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

AUSTIN, TEX.

AUSTIN FLORAL CO.

(Inc.)

"FLOWERLAND"

722 CONGRESS AVENUE

9000 feet glass, 7 acres flowers. Largest
plant in city.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

CHICAGO.



Steamer Business.

Retail florists doing a steamship business will be interested in knowing that 27 ocean-going steamers, carrying 10,000 passengers, sailed June 10, making a new record in out-going summer traffic.

A. Lange, Chicago, reports having fourteen orders for the same steamer on one sailing date.

FROM NEW YORK EXCEPT AS NOTED.

June 27.

Niagara-French Line (Bordeaux-Havre).
FROM BALTIMORE, Missouri, I. M. M.
Lines (Hamburg). Mauretania, Cunard-
Anchor Line (Liverpool).

June 28

FROM BALTIMORE, Breedyk, Holland-
America Line (Rotterdam). France,
French Line (Havre).
FROM BOSTON, Samaria, Cunard-Anchor
Line (Liverpool). Minnekahda, I. M. M.
Lines (Hamburg).
FROM HAMPTON ROADS, Mississippi, I.
M. M. Lines (London).

June 29.

La Touraine, French Line (Havre).
FROM BALTIMORE, Ontario, French Line
(Havre-Bordeaux).

June 30.

FROM NORFOLK, Breedyk, Holland-Amer-
ica Line (Rotterdam).
Stavangerfjord, Norwegian - America Line
(Kristiania).
Slavic Prince, Prince Line (Yokohama-Kobe-
Dalren-Taku Bar-Shanghai).

July 1.

Roussillon, French Line (Havre).
Celtic, I. M. M. Lines (Liverpool).
Menominee, I. M. M. Lines (London).
Finland, I. M. M. Lines (Antwerp).
FROM MONTREAL, Canada, I. M. M. Lines
(Liverpool).
FROM PHILADELPHIA, Median, I. M. M.
Lines (Manchester).
Valaia, Cunard-Anchor Line (London).
Saxonia, Cunard-Anchor Line (Hamburg).

ENGLAND

You can "Say It
With Flowers"
to anyone in
the British Isles
through Bees'
Flower Service.



(Members
F. T. D.)

Steamers arriv-
ing at or leaving
any port can be
served at a few
hours' notice.

(Members
F. T. D.)

Bees Ltd
Bold Street
LIVERPOOL

Mention the American Florist when writing.

FT. WAYNE, IND.

Flick Floral Co.

Ft. Wayne's Largest Up-
to-date Cut Flower
Store.

Fresh Cut Flowers and Plants
From Our Own Greenhouses.

Personal Attention to all orders.

Mention the American Florist when writing.

LA CROSSE, WIS.

Send your orders for flowers for de-
livery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.



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J. W. ROSS
THE LEADING FLORIST

F. T. D. MEMBER

CENTRALIA, ILL.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

**KANSAS CITY,
MISSOURI.**

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

CLEVELAND, O., and Vicinity

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

Mention the American Florist when writing.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

OMAHA, NEB.

**Hess & Swoboda
FLORISTS**

1415 Farnum St.

PHONES
1501 and 115 32

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

A. ECKRICH

(Successor to Charles E. Grunewald)

FLORIST

924 Madison Ave., bet. 73rd and 74th Sts.

Phone: 9864 Rhineland. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists Filling Telegraph Orders.

Asheville, N. C.—Middlemount Gardens.
Austin, Texas—Austin Floral Co.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fellers Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Minneapolis, Minn.—Adams, Florist.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Mathewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

**SEATTLE, WASH.
HOLLYWOOD GARDENS**

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

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NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

FOR ST. LOUIS.

WIRE

Grimm & Gorly

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**LITTLEFIELD, Florist
WORCESTER, MASS.**

Mention the American Florist when writing.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

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BUNYARD, NEW YORK,

413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.

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Madison Ave. and 76th St.

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Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones:
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107-420-775

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Bronx, New York City

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Telephone: Fordham 3975

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NEW YORK Telephone Billings 2073

Established 1906

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(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G.E. McStumpff

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

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South Jefferson Street
Elks' Building DAYTON, O.

Telegraph orders for Dayton will receive
our immediate and careful attention.

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BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

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AUGUST R. BAUMER

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Largest Floral Establishment in America
Established 1874 Incorporated 1909

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Tel. L. D. 438

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416-418 Bloomfield Ave.
F.T.D. & NATIONAL FLORIST



Deliveries: Mont-
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Verona, Glen
Ridge, Bloom-
field and all of the
Oranges.



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Orders in or around Washington, D.C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

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NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
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The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.
Orders from other cities receive our per-
sonal attention.

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NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

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Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

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WASHINGTON, D. C.

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14th and H Streets, N. W.

Exceptional Service

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Missouri.

Up-to-date Service.
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Leading Florists

**JOHN BREITMEYER'S
SONS**

1314 Broadway

PHILIP BREITMEYER, President

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**Worcester's
Shop
of
Quality and
Service**

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

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Boston, Mass.

Penn. The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

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FLORIST

324 Fulton St., cor. Pierpont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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MICHIGAN.

Orders will be carefully cared for by

Henry Smith Floral Co., Inc.

Wholesale and Retail Florists of
Grand Rapids

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Name Index to Retail Florists Filling Telegraph Orders.

Adams, Florist, Minneapolis, Minn.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Apollo Flower Shop, The, Kansas City, Mo.
Austin Floral Co., Austin, Texas.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Battista, Matthew A., New York.
Baumer, August R., Louisville, Ky.
Bee's, Ltd., Liverpool, Eng.
Bramley & Son, Cleveland, O.
Blackstone, Inc., Washington, D. C.
Breitmeyer's Sons, John, Detroit, Mich.
Broadway Florist, New York.
Bunyard, A. T., Madison Ave., New York.
California Florist, Tacoma, Wash.
Clarke's Sons, David, New York.
Congress Flower Shop, Chicago.
Cooke, Geo. H., Conn. and L. Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Eckrich, A., 924 Madison Ave., New York.
Fallon Florist, Roanoke, Va.
Flick Floral Co., Ft. Wayne, Ind.
Fordham Florist, Bronx, New York City.
Fox's, Inc., Milwaukee, Wis.
Frey & Frey, 1338 O St., Lincoln, Neb.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hayes, Irene, New York.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Massman, F. W., Inc., Montclair, N. J.
Matthewson, J. E., Sheboygan, Wis.
McClunie, Geo. G., Hartford, Conn.
Metairie Ridge Nursery Co., New Orleans.
Middlemount Gardens, Asheville, N. C.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Olympia Florist, New York.
Park Floral Co., The, Cleveland, O.
Park Floral Co., The, Denver, Colo.
Penn, The Florist, Boston, Mass.
Phillips Bros., 938 Broad St., Newark, N. J.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosary Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Ross, J. W., Centralia, Ill.
Salzer Floral Gardens, La Crosse, Wis.
Schiller, The Florist, Chicago.
Sceery, Edward, Passaic, N. J.
Sceery, Edward, Paterson, N. J.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.

**Nashville,
Chattanooga
and Atlanta**

THREE
STORES

MEMBER
Florists'
Telegraph
Delivery



Mention the American Florist when writing.

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44 Carmine Street
Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

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Mail or telegraphic orders promptly and most carefully executed.

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CONGRESS HOTEL
520 South Michigan Ave.

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TERRE HAUTE, IND.

THINK OF HEINL'S

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Smith & Fettes Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith Fl. Co., Inc., Henry, Grand Rapids.
Stump, G. E. M., New York.
Weber, F. H., St. Louis, Mo.
Welch's Flower Shop, Hartford, Conn.
Weir, James, Inc., Brooklyn, N. Y.
Wittbold & Son, Henry, Chicago.
Wittbold & Son, Henry, Evanston, Ill.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wolf, John, Savannah, Ga.
Wolfskill Bros. & M. Go'densen, Los Angeles.

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Will be delivered for the tra In other cities by
the firms below, the Leading Retailers in the cities
indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park
Floral Co.

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F. P. NEUMAN, Secretary.

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KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.



WASHINGTON
D. C.
Gude's

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F H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on
Short Notice.

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GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL COALFRED HANNA & SONS will fill your
orders for Designs and Cut Flowers in
Michigan.

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El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Seattle-Rosaia Bros.

Finest floral studio
in Northwest.
Member F.T.D.

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EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

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ROANOKE, VA.**FALLON, Florist.**

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

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IN THE **HEART OF** **Newark, N. J.**
The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERSPrompt Deliveries to any town or city
within 150 miles of Newark.Telephone
Market 494

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN,WISCONSIN.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEWARK, N. J.**PHILIPS**
BROS.

938 BROAD STREET

Members of Florists'
Telegraph Delivery.

Mention the American Florist when writing.

ROCHESTER, N. Y.

J. B. KELLER SONS,
FLORISTS

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BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

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Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; F. W. Kellogg, Milwaukee, Wis., Vice-President; Clarence R. Jones, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

American Seed Trade Association.

CHICAGO CONVENTION, JUNE 21-23.

The fortieth annual convention of the American Seed Trade Association began at the Hotel Sherman, Chicago, at 10 a. m. Wednesday, June 21, with a gathering larger and more optimistic than a year ago at St. Louis. The crystal room where the meeting convened was well filled, and most of the prominent firms of the country were represented by members or others.

Lemuel F. Owen of the Chicago Building Exchange made the address of welcome, and President Olds' address was heard attentively. It struck a practical note in urging that the promotion and publicity campaign which the association had inaugurated with reference to home gardens, through the National Garden Bureau, be extended to the province of field seeds.

The tariff committee's report presented by J. C. Vaughan, chairman, and Curtis Nye Smith, attorney, was of particular interest to the members because of the pending revision of the tariff. Mr. Smith, in answer to a question, expressed the opinion that the tariff bill would be enacted by Sept. 15, though he said there was no certainty about this, nor about the rates which would be fixed.

G. F. Bradley of Cleveland, O., chairman of the committee on postal laws, delivered an unusually interesting report. He said a special ruling upon the mailability of insecticides had been obtained from the department, which held that they were unmailable in any quantity and subject to a heavy fine, therefore seedsmen should be warned of the danger of incurring this penalty. He called attention to a recent ruling, permitting the mailing of sealed fourth-class matter where its contents were certified to, and permission to open for examination was given, in a form prescribed by the department. He congratulated the members on the removal of the tax on parcel post shipments and submitted to the convention, the matters of protesting against the use of the government postal frank by county agents in soliciting orders for seeds; and advocating the issuance of postal certificates for 25 cents, 50 cents and 75 cents which would be used in mail order remittances.

Charles P. Guelf, of Cambridge, N. Y., read the report of the committee on necrology, giving the obituaries of the prominent members of the association who had died during the year.

Leonard H. Vaughan, of Chicago, announced that the entertainment committee had arranged a boat ride for Wednesday evening to give all attending the convention a view of Chicago's water front and an opportunity to visit and get acquainted.

The seed analysts, attending their convention coincident with the seedsmen, were invited to attend all the entertainment features provided for the seedsmen and their ladies, and to attend the seed trade banquet as the guests of the association.

The programme includes Report of Membership Committee, by Alex. Forbes, Newark, N. J., chairman; Report of Committee on Garden Bureau, Leonard H. Vaughan, Chicago, chairman; Report of Committee on Nomenclature and Registration, Francis C. Stokes, Moorestown, N. J., chairman; "The Growing of Vegetable Seed in California," Lester L. Morse, San Francisco; "Seed Borne Diseases," Dr. C. R. Orton, Secretary Crop

tion Between Seed Trade and Seed Analyst Associations," W. L. Oswald, Chicago; Report of Committee on Experiment Stations, H. H. Miller, Bloomington, Ill., chairman; Report of Committee on Seed Testing Apparatus and Publicity, C. C. Massie, Minneapolis, chairman; "The Farmer and the Seedsmen," James R. Howard, President, American Farm Bureau Federation.

The entertainment includes luncheon at the Drake hotel Thursday, for the visitors, after which they will be taken to the wonderful Chicago movie theatre, which is one of the finest places of amusement in this country. The association banquet takes place Thursday evening.

The first four days of convention week have been delightfully cool and enjoyable.

President Olds' Address.

When a year ago you elected me to the high office of president, I accepted the honor with some misgivings, not knowing whether I could fill the position acceptable or not. I have learned that the work the president is expected to do is by no means confined to the annual convention. It is an all-the-year-round job. I have found that almost every day of the year, one or more matters come to the president's office for consideration. I wish in this report to touch on a few of the questions that have come up during the year and to give my impressions and suggestions on the things that seem to me of most importance at this time.

First of all, however, let me extend a special word of greeting to the members of the Association of Official Seed Analysts, who will be with us more or less during our convention. At your meeting at Toronto last December it was found that a majority were in favor of the meetings of the seed trade associations. Our counsel, Curtis Nye, who was representing us there, took occasion therefore to extend to you a cordial welcome to participate in our open meetings. I am glad that he did this and that we are to have you with us. I wish to give the analysts at this time an earnest invitation to join in our discussions and mingle with us socially. We want to get acquainted. We are learning that the objects and purposes of seedsmen and analysts are so nearly the same that the best results can only



L. L. Olds, Madison, Wis.
President American Seed Trade Association.

Protection Institute and Professor of Plant Pathology, Pennsylvania State College, Pa.; Report of Legislative Committee, Chas. D. Boyles, Chicago, chairman; Report of Counsel, Curtis Nye Smith, Boston, Mass.; "Research and Seed Testing," Dr. E. H. Toole, U. S. Department of Agriculture, Washington, D. C.; "Problems of a Commercial Seed Analyst," W. C. Pfaender, Chicago; "Safeguards in the Seed Business," Leonard H. Vaughan, Chicago; "Some of the Difficulties Field Seedsmen Encounter in Securing Clean Seed," George S. Green, Chicago; "Practical Co-opera-

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.

GROWERS OF

Peas and Beans

Grand Rapids, Mich.

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Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish
Wholesale Seed Grower
Carpinteria, California
QUALITY—SERVICE
SPECIALTY
Seed Beans

Mention the American Florist when writing

LANDRETH
Seeds Which Succeed
Bloomsdale Farm
BRISTOL, PA.

Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 73 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City

Mention the American Florist when writing

be obtained in legislation and in other matters by mutual acquaintance and understanding.

NECROLOGY.

We mourn today the loss of six members who have been taken from us during the past year, including a former president, J. M. Lupton, and a much revered honorary member, Dr. W. W. Tracy. The complete list of those who have passed away is as follows: Hiram W. Buckbee, of H. W. Buckbee, Rockford, Ill.; J. M. Lupton of J. M. Lupton & Son, Mattituck, N. Y.; Harrie B. McCullough of J. M. McCullough's Sons Co., Cincinnati, O.; M. S. Griffith of Griffith & Turner Co., Baltimore, Md.; Walter D. Ross of Ross Bros. Co., Worcester, Mass., and Dr. W. W. Tracy of Washington, D. C. Later on, our committee on necrology will present proper memorials, but let us at this time stand for a moment in silent tribute to these, our fellow members, who have passed on, purposing in our hearts that the courage and fidelity we have seen in their lives, shall inspire us to more noble living and greater achievements.

SEED LEGISLATION

A great amount of work has been done during the year by our Legislative Committee, Mr. Chas. D. Boyles, chairman, and Kirby E. White, vice-chairman. We were indeed fortunate in having two such men in our most important committee. They have not only given generously of their time, but have made long trips at their own expense. I wish also to heartily commend the work of our counsel, Curtis Nye Smith. He has been largely the guiding spirit in all our work, especially in legislative matters. He has carried on a large amount of correspondence with state representatives and committee members

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

THE ALBERT DICKINSON COMPANY
35th St. at California Ave., CHICAGO, ILL.
HEADQUARTERS FOR
Lawn Seed to the Trade

C. C. MORSE & CO.
WHOLESALE SEED GROWERS
SAN FRANCISCO, CALIFORNIA
CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

**Return Envelopes
Catalogue Envelopes
Seed Packets**
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

and also with individual members, giving legal advice and help on many subjects. He has been prompt in meeting critical situations, and aggressive in following up the different bills introduced in state and national legislatures, winning our confidence as a trustworthy advisor and legal authority. I recommend that he be retained as counsel for the coming year.

TRANSPORTATION.

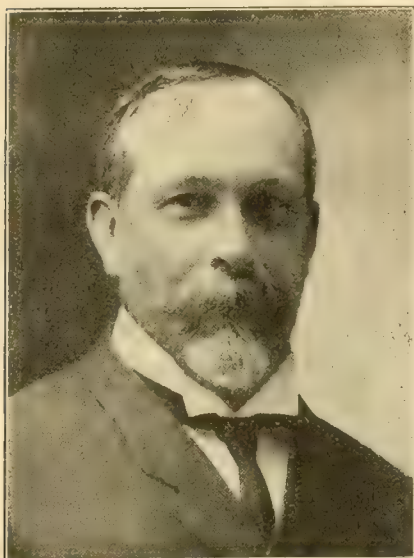
We all rejoice in the recent 10 per cent reduction in freight rates, ordered by the Inter State Commerce Commission to take effect July first, and we hope for a still further reduction in the

—THE—
J.C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
VALLEY, Douglas County, NEB.

EDGAR F. HURFF
SWEDESBORO, N. J.
Growers of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

**FLOWER AND GARDEN
SEEDS**
Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

near future. We have been working on this matter of lower freight rates along with many other organizations and business firms all the year and the agitation has no doubt had its effect. Mr.



Alexander Forbes, Newark, N. J.
Vice-President American Seed Trade Ass'n.

Boyles, of our Legislative Committee has done a lot of work along this line. At one time he was assured by the railway executives that the ten per cent reduction of last fall on "Farm Products" would include all agricultural seeds, but later the railroads decided that the list was likely to be too long and ruled out seeds. Then a series of joint petitions to the railway executives was prepared by Mr. Boyles, and signed by the presidents of the American Seed Trade Association, the Wholesale Grass Seed Dealers Association, and the American Farm Bureau Federation. These seemed to have no effect at the time.

At the national agricultural conference at Washington last January, which I attended as representing the seed trade, the matter of high freight rates received large attention, and to my mind was the most important single item the conference had to consider. Just recently the joint congressional commission of agricultural inquiry, has completed its report on "Transportation" and congressman Sydney Anderson, chairman of the commission, who was also chairman of the agricultural conference, says "The largest single industrial endeavor is represented by transportation; it is the thing closest to our public welfare, yet its problems and relations seem but little understood." Mr. Anderson recommends in his report the establishment of a national transportation institute on broad lines to continue the study of the subject. We may be called upon as an association to have some part in this movement.

FREE SEED DISTRIBUTION.

It is perhaps a waste of time to talk about doing away with congressional free seed distribution. My predecessor however, H. G. Hastings, was quite hopeful a year ago that something might be done about it, and it did look at one time during the past year as if congress might be converted. Certain it is that the farmers do not care for free seeds. All the agricultural papers are with us and doing perhaps all they can. I found it comparatively easy to have a resolution condemning free seed distribution introduced at the

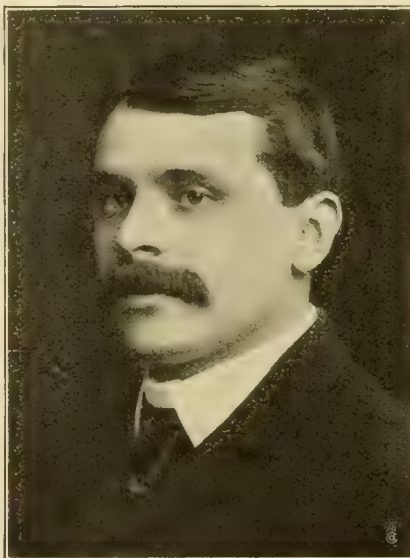
national agricultural conference at Washington, and it was passed unanimously and with applause. The farmers do not want free seeds. But congress, convinced against its will, is of the same opinion still.

SEED LAW SUPPLEMENT.

Our counsel informs me that he has about finished the work of preparing a supplement to the seed laws of the United States, and the separate states, containing the new laws of 1921 and 1922. This is to be offered the original subscribers at cost, the same as before, and I recommend that our secretary be authorized to purchase a copy for the association.

UNITED ADVERTISING.

I want to commend most heartily the work of the garden bureau as carried on by Leonard Vaughan and his committee. From a purely business standpoint this appeals to me as very effective advertising, and I believe that every dollar put into it by our members during the past three years has been money well invested. A year ago I raised the question whether or not



C. E. Kendel, Cleveland, O.
Sec'y-Treas. American Seed Trade Association

somewhat the same plan could not be applied to field seed advertising. Mr. Burdett, our very efficient director of the garden bureau, says that it can. To quote from his report of last year, he said, "I want to say that the propaganda can be applied very successfully to the promotion of farm and field seeds." Then he called attention to the campaign put on by the fertilizer manufacturers, through their self developing committee, with headquarters at Washington, stating they were spending a large amount of money each year in that department, with very satisfactory results. I want to suggest that for the coming year we make a start in this direction, either adding it to the work of the present garden bureau committee, perhaps changing the name of the committee, or else creating a new committee for this new line of work.

TRUTH IN ADVERTISING.

Along in April last one of our Illinois members called my attention to an

advertisement of a certain Kansas firm which he said had been running in many of the leading farm papers, particularly in Illinois, Iowa, Missouri and the South. The advertisement was headed "Red Clover, \$11.00 Bushel" and went on to quote ridiculously low prices on a number of staple field seed items. It was of the same stripe as the advertisements that have been put out by certain Iowa and Illinois firms of rather unsavory reputation during the past few years, and I am sorry to say these advertisements have been accepted by some of the best agricultural journals. These people try to make the farmers think that they can buy first class seed at prices which are below the market, and many of the farmers either believe it or else seem to be perfectly willing to be fooled once.

Along this same line, a leading seed analyst has written me as follows: "During the past season of seed analysis work, I have found instances where seed advertised for sale in farm papers and also weekly papers, have been very largely misleading, and on account of the low prices quoted, no doubt many were induced to buy. I found some of the seed, which was offered in connection with these advertisements, to be of very poor quality. I believe that 'Truth' in advertising is very essential in the seed business, and I further believe that something should be done to bring this matter to the attention of the seed trade association in such a way that action will result, and that the evils now existing can be corrected. I think you will agree with me when I say your firm and other firms in the wholesale business are obliged to meet the competition of the advertising referred to above, and consequently are placed at a very great disadvantage."

My suggestion in connection with this subject is that a resolution be adopted by this convention to the effect that agricultural papers be asked to use the utmost caution in accepting seed advertisements from unknown firms, or from firms not in good standing as members of this association and that before using an advertisement from a firm not holding a membership with us, they insist that such firm be vouched for by



Louis B. Reuter, New Orleans, La.
Second Vice-Pres. American Seed Trade Ass'n.

Burpee's Sweet Peas

THE Burpee Early Flowering Sweet Peas are recognized as leaders in their various colors and they are grown extensively by all florists who demand the very best.

The careful hybridization work carried on at Burpee's Fordhook Farms in Pennsylvania, the growing of the seed crops on Burpee's Floradale Farms in California, and our extensive indoor and outdoor trials give us a unique opportunity to supply the florists with the very best that can be had in Sweet Peas. Everything possible is done to insure the quality of Burpee's Sweet Peas.

NOVELTIES.

Burpee's Orange. In every way a beautiful variety of true glowing orange self with standard and wings of immense size. Awarded Certificate of Merit at the International Flower Show, New York, March, 1921. Tr. pkt. \$1.00; oz. \$5.00; ¼ lb. \$15.00; lb. \$50.00.

Cheerful. The large pinkish cerise flowers are an entirely new shade in the Early or Winter Flowering Sweet Peas. The flowers are of enormous size and excellent form. Awarded Certificate of Merit at the International Flower Show, New York, March, 1921. Tr. pkt. \$1.00; oz. \$5.00; ¼ lb. \$15.00; lb. \$50.00.

Sunburst Improved. The color is a pleasing and attractive shade of rich salmon-pink. The large flowers which are borne on long stems grow vigorously and bloom freely. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

Mrs. Warren G. Harding, "The Harding Blue." A deep shade of silvery blue, pure throughout with no suspicion of mauve or rose. The flowers are immense in size with a broad and much frilled standard. Tr. pkt. 50 cts.; oz. \$2.50; ¼ lb. \$7.50; lb. \$25.00.

Mrs. Kerr, "The Best Early Flowering Salmon." Mrs. Kerr has created a sensation whenever exhibited as it is a flower of wonderful size in a most popular shade of clear and rich salmon. Tr. pkt. 50 cts.; oz. \$2.00; ¼ lb. \$6.00; lb. \$18.00.

White Star. A first-class black-seeded white without any suspicion of pink or other coloring. Beautiful, large flowers borne in fours on long stems. Tr. pkt. 50 cts.; oz. \$2.00; ¼ lb. \$6.00; lb. \$18.00.

WHITE.

Improved Snowstorm. The flowers are very large, of excellent form, and pure white in color. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Early Sankey. A black-seeded white which was awarded a Special Silver Medal. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

CREAM.

Lemon Beauty. A pale lemon-colored variety with standard and wings softly tinted amber. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

Primrose Beauty. Deep primrose flushed with rose. Grown under glass this variety attains a height of only 5 or 6 feet. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Canary Bird. A splendid rich deep cream with flowers of great size beautifully waved and borne 3 or 4 on a stem. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

PICOTEE.

Daintiness. A strong grower with flowers of largest size. Pure white edged with rose. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Exquisite. The ground color is a soft shade of primrose picoteed with deep rose-pink. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

CREAM PINK.

Daybreak. A pleasing shade of rich rose-pink on cream ground, slightly suffused with salmon. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Rising Sun. Rose-pink on cream. A bright and most attractive flower. Grown under glass the plants attain a height of only 5 to 6 feet. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

CRIMSON.

Early King. The finest early flowering crimson with flowers of great size and perfect form averaging fully 2 inches in diameter. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Rosy Morn. A pleasing shade of rose with crimson-scarlet standard. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

LIGHT PINK.

Loveliness. The large flowers have a white ground, suffused soft pink and distinctly picoteed with rose-pink. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Peach Blossom. A new and distinct shade of pale amaranth-pink deepening toward the edges of the wings. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

Sweet Briar. Color a lovely shade of pink throughout, with a soft suffusion of salmon or amber. Grown under glass, this variety attains a height of only 5 to 6 feet. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

DEEP PINK.

Cheerful. The very finest pink we have. Fully described under "Novelties." Tr. pkt. \$1.00; oz. \$5.00; ¼ lb. \$15.00; lb. \$50.00.

Enchantress. A bright rose-pink, becoming deeper toward the edges of standard and wings. Large, well-waved flowers growing in fours on strong stems. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Pink Beauty. The color is a soft rose-pink on white ground, deepening toward the edges. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Rose Queen. A pleasing shade of rich pink with a suffusion of rose. Blooms early and profusely. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

ROSE.

Fordhook Rose Improved. A charming shade of rosy carmine with flowers of largest size borne in fours on long stiff stems. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Rosebud. Beautiful large flowers of a bright shining rose with a suffusion of bronze throughout the standard. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Zvolanek's Rose. This is a widely known variety with large flowers and bold stems. Color a rich rose. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Splendor. A magnificent deep rose self with a distinct white blotch at the base of standard and wings. Very large flowers of excellent form. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

ORANGE-SCARLET.

Glitters. No variety we know of approaches Glitters in richness, brightness and live-fire effect. The large, bold flowers are a rich orange-scarlet. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

ORANGE.

Burpee's Orange. A glistering pure orange. Fully described under "Novelties." Tr. pkt. \$1.00; oz. \$5.00; ¼ lb. \$15.00; lb. \$50.00.

Orange Beauty. Glowing orange, suffused scarlet in the standard and softer colored wings. A free and early bloomer. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Flamingo. A particularly attractive and pleasing shade of light orange with a suffusion of bright salmon and orange-pink wings. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

SALMON.

Mrs. Kerr, "The Best Early Flowering Salmon." Fully described under "Novelties." Tr. pkt. 50 cts.; oz. \$2.00; ¼ lb. \$6.00; lb. \$18.00.

Apricot. Glowing deep salmon self with a faint suffusion of orange. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

LAVENDER.

Lavender King. A rich, true deep lavender of large size and beautiful form. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Princess. A vigorous grower of a lovely shade of soft lavender suffused with mauve. Oz. 70 cts.; ¼ lb. \$2.10; lb. \$7.00.

Zephyr. This is a delightful shade of soft lavender. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

CERISE.

Fire King. Scorching cerise-scarlet of very largest size. Oz. 70 cts.; ¼ lb. \$2.10; lb. \$7.00.

Gorgeous. A charming soft salmon-cerise self of very good size. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Illumination. Glowing salmon-cerise with a suspicion of orange. Vigorous and strong. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Cherry Ripe. A particularly bright and charming cherry or salmon-cerise. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

BLUE.

Mrs. Warren G. Harding, "The Harding Blue." Fully described under "Novelties." Tr. pkt. 50 cts.; oz. \$2.50; ¼ lb. \$7.50; lb. \$25.00.

Blue Bird. A true self blue of large size carried on long stems. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

True Blue. A charming shade of true blue. Strong and vigorous. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

DARK BLUE.

Blue Jacket. A rich navy-blue self with flowers borne on long stems. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

MAUVE.

Mauve Beauty. The color is a pleasing shade of rosy mauve. Flowers large and well waved. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

PURPLE.

Glorious. An early-flowering Royal Purple. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

MAROON.

Maroon Prince. Rich, glowing reddish maroon. The flowers are very large and beautifully shaped. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

ART SHADES.

Fairy Queen. A most pleasing pastel or art shade. Blush pink with pale salmon suffusion and dark veining of rose. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

BICOLOR.

Fairy. Rich cream, the standard being suffused pinkish apricot. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Yarrowa. Bright rose-pink with clear cream base. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Favorite. Rosy pink standard and blush wings. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Fordhook Pink and White. Bright rosy pink standard; creamy white wings suffused rose. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Columbia. The flowers have a bright rose-pink standard. The wings are a soft shade of rose on a cream ground. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

STRIPED.

Aurora. Rich orange-scarlet flakes on a white ground. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Columbine. Rich rose flakes on a white ground. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Fantasy. Striped and marbled with rich rose-pink on a creamy white ground. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Harlequin. Light heliotrope ground, striped and flaked, deep chocolate and claret. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

MIXED.

Sunrise Mixture. A carefully composed blend of the finest Early Flowering Spencers. Oz. 40 cts.; ¼ lb. \$1.20; lb. \$4.00.

Special Mixture of Light Shades. This contains only the light and delicate shades. Oz. 45 cts.; ¼ lb. \$1.35; lb. \$4.50.

All the Burpee Sweet Peas will be sent POSTPAID at the prices listed above.

W. ATLEE BURPEE CO., Seed Growers
PHILADELPHIA

the chief seed analyst of the state where it is located.

BUSINESS INTEGRITY.

On January first I sent out cards to all our members as a New Year's greeting, bearing a quotation from Article II of the Constitution. These cards read as follows: "Our Purpose - To improve and perfect a standard of business integrity, which shall include purity of stocks, honesty of representation, carefulness of obligations and promptness in execution."

The phrase "Business Integrity" might have been needed years ago when our constitution was first written, but at this time it seems to me it is much more needed. As a result of the war, we all know there was a letting down of moral standards. Business men generally have realized this during the past year or so, and have been taking steps to improve the situation. Considerable has been accomplished but much remains to be done, and we of the seed trade, because of the very nature of our business and because of our peculiar temptations, need to give the matter special consideration.

Let us realize what it means to hold a membership in the American Seed Trade Association, an organization which stands for the highest honor and for absolute fair dealing in every transaction. I know we have had much to contend with during the past two seasons. With the business depression and the lack of orders on the one hand, and unfair competition both from the government and from unscrupulous seed firms on the other; it has surely been discouraging. Most of us know what it is to have financial troubles. Many have been dangerously near actual failure, while some have had to give up entirely.

But let us be encouraged. Conditions have improved and are still improving. Ours is a great vocation. Seeds are fundamental. Very much depends on the sort of seeds we furnish and the way we furnish them. We have had some great men in our association. Their lives should inspire us. Let us resolve that we will give real service and that we will be true to the ideals set forth in our constitution.

Considerable attention has been given by rotary clubs throughout the country the past year, to the importance of having a written code of ethics or business methods in every organization such as ours. I think this is a good idea and recommend that a special committee be appointed by the incoming president to prepare a code of ethics, and submit for our consideration at our next annual convention. We could not of course expect to cover every matter of difference likely to come up, as between growers and wholesalers or between wholesalers and retailers by a hard and fast set of rules, or to say just exactly what our conduct should be at all times in our dealings with the public, but broad principles could be laid down that would help very much. Article II of the constitution furnishes a beginning for the work of this committee, but I think the whole question should be further developed.

To sum up, my recommendations are: First, that Curtis Nye Smith be retained as our counsel for the coming year. Second, that the secretary be instructed to procure a copy of the new supplement to the seed law. Third,

that united field seed advertising be taken up for the coming year as well as united garden seed advertising. Fourth, that a resolution be adopted asking the agricultural papers of the country to exclude from their columns all seed advertising of firms not members of the American Seed Trade Association, unless endorsed by the seed analysts of their respective states. Fifth, that a special committee be appointed to prepare a code of ethics.

Secretary Kendel's Report.

Secretary and treasurer, C. E. Kendel's report was as follows: Total membership reported last year, active 247, honorary 2, additions 9, total 258. Losses during the past year by failure 6, dropped from the rolls 5, sold out 2, resigned 7, died 1, total 21. Leaving, active 236, honorary 1, total 237. Finances made a slightly better showing than last year. Balance in bank last year \$329.12, receipts from all sources, \$8,342.74, total expenditures \$8,247.15, leaving a balance in bank of \$424.71.



Wm. G. Scarlett, Baltimore, Md.
President Wholesale Grass Seed Dealers' Ass'n.

The Exhibits.

Farx Chemical Co., Chicago, solidified coal tar and disinfectant.

Earp-Thomas Cultures Corp., New York, fertilizers, insecticides and fungicides.

Premier Poultry Manure Co., Chicago, pulverized poultry manure.

A. T. DeLaMare Co., New York, seed and nursery catalogues.

A. B. Morse Co., St. Joseph, Mich., nursery and seed catalogues.

XL Mfg. Co., Chicago, sprinklers.

T. Sakata & Co., Chicago, garden seeds.

Torsion Balance Co., Chicago, seed testing scales.

Pulverized Manure Co., Chicago, sheep manure.

Printing Products Corp., Chicago, advertising literature.

Clark Bros., New York, grape protecting bags.

Gypsum Industries Assn., Chicago, "How and Why of Agricultural Gypsum?"

Nitrogen Co., Inc., Milwaukee, Wis., nitrogen.

Savo Mfg. Co., Chicago, flower boxes.
Pacific Manure & Fertilizer Co., Chicago, sheep manure.

Motor Macultivator Co., Toledo, O., power cultivating.

Multitool Sales Co., Lansing, Mich., tools.

International Consolidated Record Assn., Inc., Elmira, N. Y., seeds and grains.

R. C. McGill & Co., San Francisco, Calif., seeds.

Burch Plow Works Co., Crestline, O., standard grain, seed and bean cleaners.

Wholesale Grass Seed Dealers' Ass'n.

The annual convention of the Wholesale Grass Seed Dealers' Association was held at the Hotel La Salle, Chicago, June 19-20, with a large attendance, all members being represented except three. The important subject of discussion at this meeting outside of routine business, was the county agent, and the association adopted resolutions strongly in opposition to him and many of his ways. The discussions occupied the greater part of the two days, closing with the election of officers as follows: W. G. Scarlett, Baltimore, Md., president; F. W. Kellogg, Milwaukee, Wis., vice-president; Clarence R. Jones, Baltimore, Md., secretary and treasurer; John A. Smith, Toledo, O., A. E. Reynolds, Crawfordsville, Ind., and Marshall H. Duryea, New York, directors.

Arbitration committee: F. W. Kellogg, Milwaukee, Wis., Marshall H. Duryea, New York, E. F. Stanford, Buffalo, N. Y., C. C. Massie, Minneapolis, Minn., G. S. Green, Chicago.

E. F. Spears & Son, Paris, Ky., was elected to membership, and the following resigned from membership: W. H. Moorehouse & Co., Churchill Grass Seed Co., and M. W. Jacot.

Golfers were entertained at various links Tuesday afternoon.

FIRMS REPRESENTED.

Barteldes Seed Co., Lawrence, Kans.
Brent & Co., Inc., Paris, Ky.
John J. Buffington & Co., Baltimore, Md.
D. I. Bushnell & Co., St. Louis, Mo.
Canada Seed Co., Toronto, Ont.
Caughy-Jossman Co., Detroit, Mich.
E. W. Conklin & Son, Binghamton, N. Y.
Courteen Seed Co., Milwaukee, Wis.
Crabbs, Reynolds, Taylor, Crawfordsville, Crawfordsville Seed Co., Crawfordsville, Craver-Dickinson Seed Co., Buffalo, N. Y.
The Albert Dickinson Co., Chicago.
Flower & Co., Toledo, O.
Hardin, Hamilton & Lewman, Louisville, Illinois Seed Co., Chicago.
S. M. Isbell & Co., Jackson, Mich.
Kellogg Seed Co., Milwaukee, Wis.
Louisville Seed Co., Louisville, Ky.
J. Chas. McCullough Seed Co., Cincinnati.
J. M. McCullough & Sons Co., Cincinnati.
Ed. F. Mangelsdorf & Bros., St. Louis, Mo.
Mangelsdorf Seed Co., Atchison, Kans.
Minneapolis Seed Co., Minneapolis, Minn.
Robert Nicholson Seed Co., Dallas, Tex.
Northern Field Seed Co., Winona, Minn.
Northrup, King & Co., Minneapolis, Minn.
Nungesser-Dickinson Seed Co., New York.
Pacific Seed House, Salt Lake City, Utah.
J. G. Peppard Seed Co., Kansas City, Mo.
Philadelphia Seed Co., Philadelphia.
Plant Seed Co., St. Louis, Mo.
Chas. E. Prunty, St. Louis, Mo.
Ross Seed Co., Louisville, Ky.
Rudy-Patrick Seed Co., Kansas City, Mo.
Schisler-Cornell Seed Co., St. Louis, Mo.
W. A. Simpson Co., Baltimore, Md.
The Stanford Seed Co., Buffalo, N. Y.
The Steele-Briggs Seed Co., Toronto, Ont.
L. Teweles Seed Co., Milwaukee, Wis.
Toledo Field Seed Co., Toledo, O.
The Whitney-Noyes Seed Co., Buffalo, N. Y.
T. W. Wood & Sons, Richmond, Va.



CINERARIA

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest English and French strains and cannot be excelled in variety of colors, size, shape and substance of flowers and perfect habit of plant. Trade pkt., (500 seeds) 50c, 3 trade pkts. for \$1.40.

Trade pkt. (500 seeds)

Large Flowering White	\$0.35
Crimson	.35
Blue	.35
Blood-Red	.35
Flesh (soft pink)	.35
Matador, brilliant scarlet	.50
Old Rose, pink to rich coppery red	.50
Grandiflora, extra choice mixed, 1-32 oz., \$2.00	.50
James' Giant, a famous English strain	.50
Star Cineraria. (Cineraria Hybrida Stellata), fine small flowering varieties for cutting and decorative purposes	.50
Polyantha Blue Tints	.50

COVENT GARDEN STRAIN.

The flowers of this new strain are much smaller than those of our Columbian Mixture, but the plants produce a large head of bloom when grown in small pots. There are many beautiful shades of color. We recommend these for a trial. Trade Pkt. (1000 seeds), \$1.00.

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When you install a Clipper Seed Cleaner of the latest improved type you have a machine that stands for the last word in seed cleaning efficiency, insures the most satisfactory results, enables you to improve your grades and puts new life into your seed business.

Onion Set Cleaners a Specialty

Picking and Sorting Tables
suitable for hand-picking Bulbs, etc.

A. T. FERRELL & CO., Saginaw, W. S., Mich.

John Lewis Childs Estate.

In the final report filed June 14 of the appraisement of the estate of the late John Lewis Childs, Floral Park, N. Y., who died March 5, 1921, the total value is \$630,706.48. The personal property amounted to \$582,469.74, and his realty holdings \$48,238.74. Deductions total \$188,884.84, leaving a net estate of \$441,821.64. The entire estate is willed to his widow, Mary Caroline Childs, of Floral Park.

The chief items in the personal assets consist of 1,950 shares preferred in John L. Childs, Inc., valued at \$195,000; 1,800 shares of common stock in the same firm valued at \$173,970, and 310 shares of the Preferred Accident Insurance Co., valued at \$154,860. Cash in banks aggregated \$20,608.01.

Mr. Childs had an equity of \$25,859.38 in an 84-acre farm near Franklin Square, and an equity of \$8,354.86 in a 16-acre farm at Little Neck. His collection of mounted birds, which was regarded as one of the choicest in this country, is valued at \$7,391.40. A collection of minerals and precious stones is appraised at \$2,500, while his collection of mounted mammals has a valuation of \$275. A portrait of John Burroughs, naturalist, is valued at \$500.

Mr. Childs owned a large library of works on minerals, birds, fruits, mammals, etc., which is valued at \$11,500.

The Flowerfield establishment at Northport consists of 819 acres and was deeded to the company in consideration of \$125,610.

Government Inspection of Onion Sets.

The United States department of agriculture, bureau of markets, under date of June 14, has sent out the following letter to the trade:

"Fruit and vegetable shippers will undoubtedly be interested to know that, effective July 1, 1922, the food products inspection service, maintained by this bureau, will have authority to make inspection at shipping point. If you ship onion sets, or other perishable products, on which you wish a government certificate, setting forth all the facts regarding the quality and condition of the shipment at time of inspection, this service will be available upon request. A small fee is charged for each inspection. This fee is \$4 for carloads and \$2.50 for any quantity not more than half an ordinary carload.

"If you desire to use this service, we would appreciate a letter from you, stating the number of cars you expect to ship and the date of shipment, in order that we may be in position to arrange for handling the work."

This seems to be a new move by the department.

California Vegetable Seed.

The general growing condition of vegetable-seed crops in California is better than at this time last year, according to reports received during the week ending June 10. The rainfall has been more nearly normal in all sections and it is anticipated that less irrigation will be required than for the past two years.

Many of the crops, however, are two to three weeks late and some replanting of lettuce and radish has been necessary. The planting of garden pole beans has been completed and the season has been ideal for germination of the seed and development of the young-er plants.

There is an increased acreage of most kinds of vegetable seed in California over that of last year, although dealers have been slow to place contracts, and growers, some of whom still have a surplus on hand, have been reluctant to plant a speculative acreage.—Government Report.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

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WATKINS & SIMPSON

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are issuing their catalogue of

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FOR SUMMER SOWING

and will be pleased to send a copy on application to

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Contract Growers of

Seed Beans**R. A. VANDERSCHOOT**

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HILLEGOM, - - HOLLAND

Write for prices.

c/o J. W. HAMPTON, JR. CO.

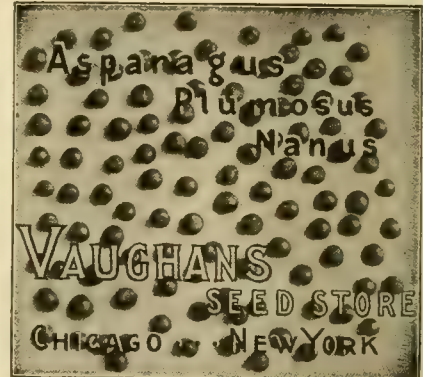
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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion,
Turnip, Radish, Beet, Carrot,
Spinach, Etc.Branches: Wisconsin, Colorado, Milford, Conn.
Montana, Idaho, Washington.**National Garden Bureau Radio Service.**

On June 15, James H. Burdett, director of the National Garden Bureau, broadcasted a talk on perennials, from radio broadcasting station KYW, Chicago. This being the season for sowing seeds of many perennials for garden use, he described briefly the desirability of a flower garden, the peculiar merits of perennials, some precautions which should be taken in sowing and transplanting them, and gave a brief list of the sorts most popular and easiest for amateurs to grow. Several gardening talks have been broadcasted from Chicago by representatives of the National Garden Bureau this season, and the bureau hopes, in another year to establish a regular service to broadcasting stations.

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GIANT PANSY SEED
 Kenilworth Mixture, 1000 *
 seeds, 35c; 1/4 oz., 90c; 1/2
 oz., \$1.85; 1 oz., \$6.00.
 All colors, separate or mixed, 1000
 seeds, 30c; any 4 pkts., \$1.00;
 1/4 oz., \$1.30; 1 oz., \$5.00.

Mention the American Florist when writing

A. J. BROWN has missed only one convention in thirty years.

ADOLPH CORNELI is making preparations for a California trip.

JACK BODGER: "Honest, judge, I never knew the speedometer was dead."

FRENCH exchange continues erratic, moving as many as 20 points in a day.

TRIMBLE McCULLOUGH and wife leave for the Adirondacks after the convention.

BLOOMINGTON, ILL.—Eugene Funk is a soil farmer candidate for the federal reserve board.

Not talking about flower seeds good or bad, Dr. Franklin says a mixture of rags and finery is a most disgusting sight.

PETER HOLLENBACH, Chicago, who sailed May 30 with Mrs. Hollenbach for Europe on the S.S. Resolute, sends greetings written near the English coast.

ONION SETS in the Chicago district need weeding and rain. Weeders are very scarce and some acreage may be plowed under if relief in this respect does not come soon.

LESTER L. MORSE's address on "The Growing of Vegetable Seeds in California," at the Chicago convention of the American Seed Trade Association, June 21, was one of the most enlightening ever given before this organization.

NEW YORK.—The New York Produce Exchange, according to a recent communication from the Nungesser-Dickinson Seed Co., has announced that its committee on seeds for the coming year will consist of William Jacot, Marshall Duryea, Ernst Wehncke, Charles Wimmer and O. W. F. Randolph.

KENTUCKY BLUE GRASS, according to the government report, will yield over a million bushels of rough cured seed this year. On the other hand, not since 1911 have the stocks of seed carried over been so small. It is stated 200,000 bushels of the new crop have been pooled to secure \$2.00 or more per bushel.

F. RYNVELD & SONS **SUPERIOR BULBS**
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LILIUM GIGANTEUM, 7-9 inch, from cold storage.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

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MANETTI STOCKS, suitable for greenhouse grafting.

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DOMESTIC BULBS, Freesias, Callas, Gloxinias, Begonias, Iris Tingitana and Spanish, etc.

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The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June 28-30, 1932.

BURLAPS are easier, with lightweights from 6.05 to 6.20 cents per yard, heavies 9.05 to 9.20.

OKLAHOMA CITY, OKLA.—The orchard and nursery department of the state board of agriculture in a recent letter to nurserymen requests that applications for inspection to be made by the state be filed in writing with Thomas B. Gordon of the above department.

WE are in receipt of Parks and Recreation, official publication of the American Institute of Park Executives, for May and June, an unusually attractive number. The secretary of the institute is Emmett P. Griffin, Superintendent of Parks, East St. Louis, Ill.

"PLAN to Plant Another Tree" has interesting notes on "Raspberries," "Shasta Daisies," "Cultivate Now," "Mildew on Roses," and "Trim Trees Now," in its June 12 bulletin. The movement, which originated in Illinois recently, under the auspices of the Illinois State Nurserymen's Association, continues to gain in popularity throughout the country.

HOLLAND, MICH.—The Weller Nurseries Company, which consolidated with the Standard Bulb Company, of Benton Harbor, July 1, 1921, reports a splendid business during the year. Nearly 1,000,000 gladioli and 400,000 perennials were handled, the company employing from 25 to 30 men during the shipping and planting season.

WASHINGTON, D. C.—So many trees have been required for park purposes and new streets at the capital, that the government nurseries at Fort Dupont have been unable to meet the demand and it is proposed to establish a new tree nursery of 30 acres in Anacostia River Park, sanction for which is asked in a bill now before congress.

FOUR hundred trees, which will be planted next fall in New York parks and along some of the principal thoroughfares, were recently purchased in Chicago and other cities by Francis D. Gallatin, New York's commissioner of Parks. Included in the Chicago selection were 110 celtis, which have proved especially hardy in the parks in that city.

American Association of Nurserymen.

DETROIT CONVENTION, JUNE 28-30.

The programme includes many instructive addresses, as follows: "The Establishment and Progress of the Nursery Training Course at the Massachusetts College of Agriculture, Amherst, by Richard M. Wyman, Framingham, Mass.; "Are We Fooling Ourselves," by A. F. Lake, Shenandoah, Ia.; "State, Sectional and National Associations," by Paul C. Lindley, Pomona, N. C.; "Advertising," by Major P. F. O'Keefe, of Boston, Mass.; "Organizing Sectional Florists' Associations and Their Relation to the National Publicity Campaign," J. F. Ammann, Edwardsville, Ill.; "Publicity," by Philip Breitmeyer, of Detroit; "Progress in Propagating American

Fruit Seedlings by the Bureau of Plant Industry," by Prof. L. B. Scott, of the United States Department of Agriculture; "The Development of the Horticultural and Pomological Work of the Department of Agriculture," by Dr. L. C. Corbett, Washington, D. C.; "Federal Control Restrictions—Their Application and Effect—Present and Future," by Dr. C. L. Marlatt, of the Federal Horticultural Board; "Standardization," by E. S. Welch, Shenandoah, Ia.; "What's Around the Corner," by Henry B. Chase, Chase, Ala., and "The Nurserymen's Mission in the Landscape Field," by Walter E. Campbell, New Haven, Conn.

Norway Maple.

Following the native white and red maples and the box elder (Acer Negundo), the Norway maple (Acer platanoides) is now covered with its clusters of yellow flowers; and of the trees of large size which grow in New England only the red maple and some of the willows are more conspicuous in early spring. The Norway Maple, which in spite of its common name in this country is not exclusively a Scandinavian tree but is widely distributed over Europe and reaches the Caucasus, is one of the few European trees which grows well and attains old age in our northeastern states. There are, however, a few other European trees which have grown to a large size here, and the horsechestnut, the white and the fragile willows, some of the poplars, three or four of the lindens, the elms, the beech and the birches often are as much at home as they are in western Europe, but not other European tree has been more generally planted in the eastern states during the last fifty years than the Norway maple which flourishes from southern New England to the Potomac. It is a round-topped tree with wide-spreading branches, sometimes a hundred feet high, with a trunk three or four feet in diameter, although trees of such size have not yet been produced in America; it has comparatively smooth light brown bark, smooth pale branches and dark green lustrous leaves with pointed lobes, which turn yellow in the autumn. The flowers, which open before the leaves appear, are arranged in compact round clusters. The fruit is clustered and smooth with large spreading wings. The Norway maple is able to bear without injury the conditions of American city



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Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

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All sizes, standard shapes.
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Choice American grown Pyramids and Balls. Good color, well formed specimens. This stock supplied balled and burlapped, carefully packed.
BOXWOOD Each
Ball Shaped, 18 x 18 inches, B.&B. \$5.50
Ball Shaped, 22 x 22 inches, B.&B. 6.50
Pyramid Shaped, 30 inches, B.&B. 4.50
Pyramid Shaped, 34 inches, B.&B. 6.50
B&B signifies balled and burlapped.
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life, but its branches naturally spread so wide that it cannot wisely be used except to shade exceptionally wide sidewalks. Few of our native trees grow so well in the immediate neighborhood of the seacoast. The seedlings of few trees have shown a greater tendency to variation, and many of the varieties of the Norway maple have been largely propagated by European nurserymen. There are a dozen or more of the most distinct of these varieties in the Arboretum collection, and among them are some handsome plants. The variety columnare is one of the best of the trees with fastigate branches although it is broader and less columnar than the form of the sugar maple with erect growing branches Acer saccharum (var. monumentale), or the fastigate red maple (var. columnare). One of the handsomest of dwarf trees is the variety globosum, a round-topped bush branching from the ground. The large and symmetrical specimen of this plant which had been growing since 1888 in the Arboretum was badly injured by the heavy snow and high winds of the severe winter of 1919-20. It has now made new branches and will soon be as handsome as ever. Forms of this tree with deeply divided leaves are var. dissectum and var. cucullatum, the eagle claw maple. These are small trees which are more curious than beautiful. The most popular of the varieties of the Norway maple is the var. Schwedleri. Early in the season this tree has bright red leaves which before summer turn dark dull green. The color of the spring leaves attracts nurserymen, and this tree has been planted largely in the neighborhood of eastern cities. The dull unnatural color of the mature leaves makes this, however, an undesirable tree for general planting. More attractive is the variety Stollii with large three-lobed leaves, purple as they unfold but later dark green. This is one of the most distinct of all the forms of the Norway maple in the Arboretum collection.—Arnold Arboretum Bulletin, May 5, 1922.

Robert Craig Co.

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COLEUS, a very fine assortment of choice kinds from 2 in. pots, \$3.00 per 100.

PETUNIAS, Dreer's Superb Single Fringed and Rosy Morn, from 2 in. pots, \$3.00 per 100.

PEPPERS NEAPOLITAIN, \$3.00 per 1000.

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FERNS

Runners from our new Boston Nep. Schubert! Compacta, at \$80.00 per 1000.

Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

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4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerli, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

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C. H. Nisley, New Brunswick, N. J., Sec-
retary; H. J. Cheney, Grand Rapids, Mich.
Treasurer.

COACHELLA VALLEY, CALIF., expects to harvest 100 tons of dates.

GRAND RAPIDS, MICH.—A state potato and apple show will be held here during the week of December 4-9. It will be held in conjunction with the annual meeting of the Michigan State Horticultural Society.

THE acreage of onions in 20 states is estimated at 43,325 acres, as compared with 42,370 acres in 1921. New York has 7,620 acres this year; California 7,300 acres. The acreage in Texas has increased from 800 acres last year to 2,000 acres this year, a record.

A FOKKER airplane will carry 1,000 pounds of fancy asparagus, freshly cut, from farms in Gloucester county, New Jersey. By the air schedule, it is expected to have the asparagus on the dinner tables of New Englanders within five hours after it leaves the farm.

Prices of Indoor Fruits and Vegetables.

Chicago, June 20.—Cucumbers, per two dozen, \$2.50; lettuce, leaf, 3-lb. box, 18 cents; mushrooms, per pound, \$1.00-\$1.10; tomatoes, per pound, 15 cents; radishes, doz. bunches, 75 cents.

New York, June 17.—Cucumbers, \$1 to \$2 per dozen; mushrooms, \$4.00 to \$6.00 per three-pound basket; tomatoes, per pound, 15 to 30 cents.

Vegetable Movement.

The total carlot movement of 13 leading lines of fruits and vegetables for the week ending June 17, was 16,223 cars, an increase of more than 4,000 cars over last week's shipments. This increase is due to heavier movement of cantaloupes, watermelons, new potatoes, peaches, onions, tomatoes and early apples. Cabbage, celery, lettuce, old potatoes and strawberries moved in lighter volume. Prices for potatoes, cantaloupes, tomatoes and watermelons are lower. Good peaches held steady to firm.

Early Irish Potato Production.

Production of 20,672 cars of 200 barrels each of early Irish potatoes in the states that produce and ship after the early southern crop has gone to market is forecast from the condition of the crop on June 1 by the United States department of agriculture. This is an increase over 1921 of about 1,700 cars. The indicated yield per acre is the same as the reported yield last year and the acreage planted is greater.

Production in New Jersey is forecast at 10,951 cars, or a little less than the 11,125 cars of 1921. Production in Kansas is forecast at 2,816 cars as compared with 2,923 cars in 1921. Increased production is indicated in all of the other five states comprising the group. Maryland will have 3,375 cars as compared with 2,722 cars last year; Kentucky, 1,635 cars as compared with 1,225; Oklahoma, 1,089 cars as compared with 472; Missouri, 542 cars as compared with 338; and Arkansas, 264 cars as compared with 160.

Tomatoes for Canning.

Acreage planted to tomatoes for canning purposes this year is estimated at 205,900 acres by the United States department of agriculture, as reported by canners May 1. In 1921, the area of canning tomatoes was 87,900 acres, with a production of 430,631 tons. In 1920, the acreage totaled 230,600.

Estimates of the acreage in New Jersey, Delaware, and Maryland are somewhat uncertain, as only a part of the crop has been set out, but conditions indicate a total of about 64,400 acres in these three states. California will have 30,000 acres; Indiana, 47,500; Missouri, 10,800; New York, 9,000; Virginia, 8,300; Ohio, 7,700; and Utah, 5,100 acres. About 68 per cent of the total acreage will be in New Jersey, Delaware, Maryland, Indiana, and California.

Recent rains on the eastern shore of Maryland and in Delaware and New Jersey have furnished an abundance of moisture for tomatoes, and the crop is being transplanted as rapidly as possible.

Commercial Truck Crops.

The condition of the early Irish potato crop June 1 was 78 per cent of normal, according to the United States department of agriculture. This was an improvement of one point since May 1, but it was two points below the average for the preceding seven years.

The commercial crop of watermelons had a condition of 83 per cent on June 1, which was the same as on May 1. The June 1 condition was five points above the seven-year average. Cantaloupes had a condition of 84 per cent June 1, or one point less than on May 1, and three points above the seven-year average.

Among other truck crops, tomatoes had a condition of 85 per cent June 1; asparagus, lettuce, and onions, 89 per cent; snap beans and cucumbers, 80 per cent; cabbage, 86 per cent; and strawberries, 88 per cent.

For the entire cabbage crop, which includes the farm crop as well as the commercial crop, a condition of 91.2 per cent on June 1 is reported. The entire onion crop condition was 90.4 per cent; watermelons, 82.6 per cent; cantaloupes, 86.5 per cent; and blackberries and raspberries, 92.6 per cent.

Lancaster County Florists' Association.

The 116th regular meeting of the club was held at the home of A. F. Strickler of Engleside on Thursday, June 15, with almost 100 per cent attendance. Mr. Strickler is a market gardener with flowers as two-thirds of his output, and a collection of outdoor flowers such as found only in places like Dreer's or Michell's. In addition to these he grows some vegetables and everything that he has is given the best cultivation, one of the party who visits his grounds frequently made the remark that they never saw a weed on the place. The home is on the banks of the Conestoga and a delightful old country mansion, presided over by Mrs. Strickler with the same care that is given to the out of doors, perhaps some of the credit for the conditions outside might be given to her.

President H. K. Rohrer called the meeting together on the lawn. Mrs. L. K. Vondersmith and Miss E. Strachan who are establishing a business in hardy stock, and Edgar Herr were proposed and elected to membership in the club. E. F. Barr in behalf of the State Nursery Association asked the

club to make a contribution to the work they are carrying on to discover a method of checking or exterminating the Japanese beetle. After some discussion the club voted \$25.00 toward this purpose.

Charles B. Herr reported on the trip to Stafford and Elmer Weaver on the Dreer establishment at Riverton. Mrs. Chas. Newbold of the F. & I. Tobacco Products Co. gave a short talk on their industry and its relation to the florists business.

Picnics were the next point of discussion and we are fortunate in having two for them to look forward to, the first at Reading next month and the second at the home of B. F. Barr in August. The Reading trip will be for seniors, with the Barr trip for families and a few of our friends.

After the meeting refreshments were served in the shape of home grown strawberries, ice cream and as much of Mrs. Stricklers' famous sponge cake as one could eat with coffee as a final. The host and hostess were given a vote of thanks for the delightful evening and a rousing three cheers, after which there was an automobile parade back to Lancaster.

ALBERT M. HERR.

Nassau County Horticultural Society.

The annual rose show of the Nassau County Horticultural Society was held in the Nassau County Club, at Glen Cove, N. Y., June 13. Besides roses there were entries of outdoor flowers, fruit and vegetables. Fine roses were exhibited. Mrs. Herbert L. Pratt led in the number of prizes taken in all classes, capturing 14 first and three second prizes. Other first prize winners were: Arthur V. Davis, for 12 sprays rambler roses; Mrs. A. C. Bedford, for best 25 sprays sweet peas; Mrs. Andrew Fletcher, for best vase, 12 spikes antirrhinum; Mrs. A. C. Bedford, for best table decoration of outdoor flowers and best basket of roses, arranged for effect.

Mrs. Harold I. Pratt, sister-in-law to Mrs. Herbert L., took first for best vase of flowering shrubbery and several first prizes for vegetables.

A. F. F.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co.

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Hardy English Ivy. For sizes and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

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Valley pips. From cold storage. \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

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Poinsettias, 2½-in., per 100, \$10.00; per 1,000, \$90.00. A. N. Pierson, Inc., Cromwell, Conn.

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Primula Obconica Gigantea. Mile High Strain. This strain cannot be surpassed. Flowers will average over the size of a Dollar, 2½-in., per 100, \$7.00.

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Primula obconica, 2½-inch, good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-inch, \$5.00 per 100.
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Primula, Obconica, Gigantea, Kermesina and Rosea, plenty of red, fine strong transplanted plants, as good as 2½-in., \$4.00 per 100, prepaid. Cash. Immediate delivery.
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Seeds.—Asparagus Plumosus Nanus. Per 1,000, \$1.75; for 10,000, \$15.00. Vaughan's Seed Store, Chicago and New York.

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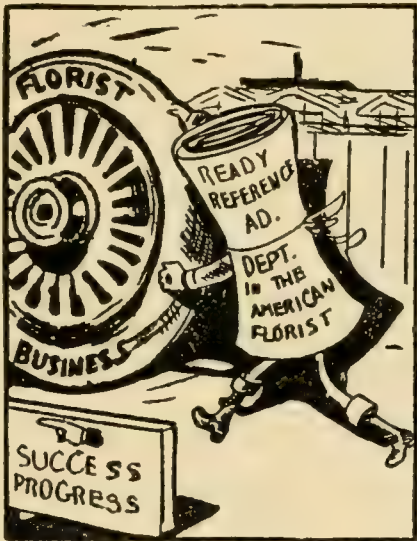
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The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, \$2.50.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price \$3.25.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.

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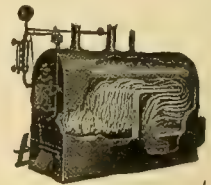
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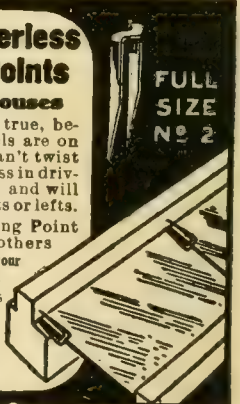
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Vol. LVIII.

CHICAGO AND NEW YORK, JULY 1, 1922.

No. 1778

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ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—S. S. PENNOCK, Philadelphia, Pa.
President; SAMUEL MURRAY, Kansas City
Mo., Vice-President; JOHN YOUNG, New York,
Secretary; J. J. HESS, Omaha, Neb., Treasurer.
The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922
OFFICERS: PHILIP BREITMEYER, Detroit, Mich.
President; CHAS. F. FEAST, Baltimore, Md., Vice
President; ALBERT POCHOLON, Detroit, Mich.
Secretary; WM. L. ROCK, Kansas City, Mo.
Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next annual convention and exhibition will be
held at St. Louis, Mo., November, 1922. **OFFICERS**:
EARL MANN, Richmond, Ind., Pres.; W. A. ROWE
Kirkwood, Mo., Vice-President; C. W. JOHNSON,
141 Summit Street, Rockford, Ill., Secretary;
CHAS. H. TOTTY, Madison, N. J., Treasurer.

AMERICAN GLADIOLUS SOCIETY.

Next annual convention and exhibition will be
held at Kalamazoo, Mich., August 16-17, 1922.
OFFICERS: C. R. HINTON, St. Joseph, Mich.,
President; DR. F. E. BENNETT, St. Thomas, Ont.,
Vice-President; D. TYNDALL, Brockton, Mass.,
Sec'y; MADISON COOPER, Calcium, N.Y., Treas.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel
Pennsylvania, New York, September 26-29, 1922:
OFFICERS: RICHARD VINCENT, Jr., White Marsh,
Md., President; WM. J. RATHGEBER, 198 Norton
St., New Haven, Conn., Secretary-Treasurer.

FLORISTS' HAIL ASSOCIATION.

Next annual meeting will be held at Kansas
City, Mo. Aug., 1922. **OFFICERS**: J. F. AMMANN,
Edwardsville, Ill., President; JOHN G. ESLER,
Saddle River, N. J., Secretary; JAMES HEACOCK,
Wyncote, Pa., Treasurer.

American Sweet Pea Society.

Annual Meeting and Exhibition, Boston, Mass., June 24-25.

Weather Conditions Unfavorable.

Through no fault of the officers and
members of the American Sweet Pea
Society, their annual meeting and ex-
hibition came near being a failure.
There were but few exhibitors and only a
limited amount of stock was staged. It
is but just to state that under past
weather conditions the exhibits were
creditable.

The ancients had a god—we think
they called him Jupiter Pluvius—who,
to drop into Wall Street parlance, they
believed to be a "bear" on weather, so
if the weather was bad they blamed
him, but had to put up with it. We
have no superstitious beliefs about the
weather, but when it is bad we too have
to grin and bear it. Briefly stated, for
five days previous to June 21 there was
almost continuous rain throughout
Massachusetts, which for the time be-
ing ruined the sweet peas to the extent
that the greater part of them were unfit
to exhibit.

Edwin Jenkins, gardener for Girard
Foster, Lenox, Mass., was the only ex-
hibitor that mustered enough stock to
compete for the Hutchings Memorial
cup, which called for the finest 12 dis-
tinct varieties, 20 sprays to a vase, cor-
rectly named, in addition to which the
W. Atlee Burpee Co.'s prizes were
awarded. In this exhibit the following
named varieties were noted: Daisy K.
Elliott, Ravenswing, Cecily, Floradale
Purple, Hebe, R. F. Felton, Felton's
Cream, Rose Elliott, Constance Hinton,
Alex. Malcolm, Mrs. Tom Jones, Masett's
Ingomar.

The Hutchins Memorial cup, to
be held for one year only, for the finest
12 distinct varieties, 20 sprays to a vase,
was won by Edwin Jenkins, gardener to
Girard Foster, Lenox, Mass. This ex-
hibit was also awarded the Burpee
trophy cup, and a first prize.

Six vases, six varieties, 15 sprays to
a vase—Mrs. P. G. Forbes, Worcester,
Mass., 1st.

Three varieties, 15 sprays to a vase—
Wm. G. Taylor, Newport, R. I., 1st;
Mrs. P. G. Forbes, 2nd.

Three sprays of any white variety—
Wm. G. Taylor, 1st; Mrs. P. G. Forbes,
2nd.

Fifteen sprays any pink variety—Wm.
G. Taylor, 1st; Mrs. P. G. Forbes, 2nd.

Fifteen sprays of any lavender vari-
ety—Wm. G. Taylor, 1st; Mrs. P. G.
Forbes, 2nd.

Fifteen sprays of any other variety—
Wm. G. Taylor, 1st; Mrs. P. G. Forbes,
2nd.

Fifteen sprays of any novelty of 1922
—Wm. G. Taylor, 1st.

Annual Meeting.

The annual meeting was held in
Horticultural hall on the afternoon of
June 24, with a small attendance. Presi-
dent Sperling opened the meeting with
a brief but pleasing address. He, like
all present, deeply regretted that weath-
er conditions had been so unfavorable.
The secretary's report showed the soci-
ety to be in a flourishing condition.
Treasurer William Sim reported all
bills paid and a balance of \$446.34 on
hand.

All the officers were re-elected: W. A.
Sperling, New York, president; David
Burpee, Philadelphia, Pa., vice-president;
William Gray, Newport, R. I., sec-
retary; William Sim, Cliftondale, Mass.,
treasurer. It was voted to hold the
meeting and exhibition of 1923 in Bos-
ton. After a brief general discussion
the meeting adjourned.

Massachusetts Hort. Society Exhibits.

The old reliable Massachusetts Horti-
cultural Society can always be depended
upon to provide some good stock for an
exhibition. It did so on this occasion
and its assistance turned what would

have been a failure into a success.

The main exhibition was held in the large lower hall, under the supervision of James Wheeler. A bountiful supply of late blooming peonies from the nursery of T. C. Thurlow & Sons, Inc., West Newbury, Mass., was arranged around the walls on a background of cedars with fine effect. The Thurlows also exhibited other groups and a table of peonies. On the table fine seedlings were noticed, and such named varieties as Alfred De Musset, Jules Calot, Constant Devered, Madame Mancher, Eugene Verdier, Venus, and La Landresce. There was a creditable exhibit of cut hybrid perpetual and climbing roses. In all the collections we thought Dr. Van Fleet the most attractive rose.

A particularly interesting exhibit consisted of 14 pots of seedling shower tuberous begonias, by Mrs. Lester Leland, Manchester, Mass. (Eric H. Waterlow, gardener). All were finely flowered in a variety of pink and yellow shades. This was the most novel exhibit in the hall.

General Awards.

John C. Chaffin Fund: Roses—hybrid perpetual, best three blooms, white: 1st, Robert Seaver; 2nd, Irithorpe. Best three blooms, pink: 1st, Robert Seaver; 2nd, Robert Seaver. Best three blooms, red: 1st, Irithorpe; 2nd, David Tyndall. Basket of hybrid perpetual roses: 1st, Irithorpe. Twelve named varieties, three of each: 1st, David Tyndall.

Prizes offered by Mrs. Bayard Thayer: Sweet Williams—twelve vases, not less than six varieties: 1st, Mrs. P. B. Weld; 2nd, Henry Stewart. Perennial larkspurs—twelve vases, three spikes each: 1st, Hillcrest Gardens. Irises—Kaempferi, collection, not less than six varieties: 1st, Irithorpe. Basket of flowers, tastefully arranged: 1st, Irithorpe. Roses—general display: 1st, A. J. Fish; 2nd, Henry Stewart. Wild flowers—collection named: 1st, Mrs. F. C. Upham; 2nd, Henry L. F. Naber; 3rd, James Donald, Jr.

The Chestnut Hill Garden Society prize: For the most artistic exhibit of sweet peas—Irithorpe, silver trophy.

Gratuities—William Gray, display of hybrid perpetual rose, Pharisaeer; Henry Stewart, display of roses; W. G. Taylor, display of sweet peas.

Bronze medal—T. C. Thurlow & Sons, Inc., display of late-blooming peonies.

First class certificate of merit—Walter Hunnewell, Astilbe Koreana; Walter Hunnewell estate, Clematis recta, var. mandschurica; Eric H. Wetterlow, seedling tuberous begonia, No. 7, 1922.

Honorable mention—A. J. Fish, rambler rose, Gruss an Freundorf; Mrs. Lester Leland, collection of tuberous begonias.

Vote of thanks—C. F. Dwyer & Son, display of poppies; Hillcrest Gardens, display of roses; Mrs. Charles Friday, display of roses; Walter Hunnewell estate, display of Rose Dr. Van Fleet.

Prizes offered by Mrs. Bayard Thayer: Awards for fruits—Marshall strawberries: 1st, George V. Fletcher. Cherries, any variety: 1st, George V. Fletcher. Black Tartarian; 2nd, Mrs. M. J. Merrill, Royal Ann.

Benjamin V. French Fund, No. 2. Awards for vegetables: Beets, twelve—1st, James Donald, Jr. Lettuce—Cos or Romaine, four heads: 1st, Mrs. Lester Leland. Peas—Any other variety, 50 pods: 1st, James Donald, Jr. Acquisition. Tomatoes—twelve: 1st, James Donald, Jr. Collection of vegetables—eight varieties: 1st, James Donald, Jr.

On the afternoon of June 24, Dr. Robert Huey of Philadelphia, Pa., de-

livered a lecture on "The Culture of Outdoor Roses," beautifully illustrated with stereopticon views of blooms of many kinds.

Notes of the Exhibition.

The Hillcrest Gardens, Weston, Mass., made a good display of garden roses, attractively arranged on a background of tall delphiniums. In the small side hall there was quite a collection of wild flowers.

George Kerr, the sweet pea expert for the W. Atlee Burpee Co., attended the show and meeting, but brought no exhibits. He thought Mars was too near the earth.

Among the cut ramblers, Silver Moon, Gardenia, Prof. C. S. Sargent, American Pillar, Philadelphia Rambler and White Tausendschon were noticed.

A. J. Fish, New Bedford, Mass., makes a specialty of climbing roses and his exhibit contained a number of well known names.



Wm. Gray, Newport, R. I.
Secretary American Sweet Pea Society.

When John H. Stalford could come all the way from Maine, more local men might have attended.

Among the interesting rose exhibits were the hybrid teas by David Tyndall, Brockton, Mass.

A. F. F.

Sweet Peas at Floradale.

Sweet peas in California are reported to be making a splendid growth this season the accompanying illustration from a photo taken first week in May at the Floradale farms of the W. Atlee Burpee Co., Lompoc, Calif., shows their early flowering varieties to have been well advanced at that time. They are now ripening and the promise of a good crop of healthy plump seed is assured.

Three novelties, Burpee's Orange, Cheerful and Sunburst Improved, will be offered in quantity in 1923. Each of these varieties have been awarded certificates of merit. Mrs. Warren G. Harding, sent out last year, is also a quantity production. Over 150 acres are devoted to the culture of sweet peas for seed, the greatest care being taken in roguing and keeping the various varieties true to name and color.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

It is now vacation time, and while some are away and others looking forward to pleasant outings and trips they have been planning for a long time, there must still be careful supervision of the business, which at this season is at its lowest ebb. At times, however, generally on account of the demand for funerals, the diminished store force is taxed to the utmost to meet the requirements of a busy day. It is very important to keep in close touch with the market at this time in order to be able to locate scarce stocks, such as lily of the valley, cattleyas, choice roses, Easter lilies and other items that when the demand is light appear to be plentiful, but when the big orders commence to come in, shorten up and the limited supply is soon exhausted.

While large stocks of standard supplies are not desirable at this time, there should be sufficient palm leaves, ribbons, chiffons, letters, script, and other accessories on hand ready for instant use. It is not only annoying but adds considerably to the expense to have to hold an order up until something is obtained to complete it.

Next week will usher the glorious "Fourth," the nation's holiday. While the store will be closed all day, arrange a good showing of flags together with red, white and blue flowers. Such a window if given a good setting with the necessary foliage as a background, will be sure to attract attention and be talked about, which is the best kind of publicity.

A good window decoration for a few days at a time in summer, can be used to feature the "Florist's Telegraph Delivery" service. Tie up a dozen assorted-sized cut-flower boxes, and address these with tags received from florists in distant cities, who will be found very willing to exchange tags with you for a similar purpose. An open box of nicely arranged flowers gives the impression that the others are also full. The window cards and literature of the F. T. D. are to be conspicuously used, all of which with a background of plants will make a very showy window, and sure to result in increased out-of-town business.

CIBOTIUM SCHIEDEI.

The lace-like fronds of the cibotium, the most beautiful of decorative ferns, while delicate in appearance are quite sturdy. The plant if given ordinary care will last a long time and if damaged, will come back in fine condition after a summer term in the greenhouse. It is most effective as a decorative plant for store or window. In many florist's windows they have grown until they became too large for the limited space. They make a fine background for a summer display when medium sized plants, arranged growing on a mossy bank, extend their fronds over a miniature pond filled with water lilies.

Keep the firm name to the front and associate it at all times with quality flowers. In addition to outside signs a narrow beveled glass strip with the firm name in gilt letters will find a conspicuous place on the floor of the window next the glass. This should have a flush wooden backing with small blocks keeping it at an angle of 45 degrees. Frequently there is but one sign



BURPEE'S EARLY FLOWERING SWEET PEAS, FLORADALE FARMS, LOMPOC, CALIF.

W. Atlee Burpee, Jr. and Farm Manager Harry Buckman on Inspection Tour.

above the cornice and this cannot readily be observed except from across the street. Even the name on the glass is not easily seen by one close up, as it is generally placed above the line of vision so as not to interfere with the display.

Many florists carry on their business under the name of the building they are in, or the street or block in which the store is situated, while others simply hang out the sign, "Florist." This is not good business, as a man's name is personal and should be his most cherished possession. Personality is a great asset in a well conducted business. Building and street names, if they have attained any prestige, lose this when, as is often the case, the business has to be moved to other locations.

Boys and girls, young men and women, will if observing and they stay around long enough, pick up considerable knowledge about the business, but they would get along much faster if they are given a little instruction. Most proprietors and others are so well up in preparatory work and all the succeeding steps to finished floral arrangements, gained from long experience, that it becomes second nature to them. A little time taken to impart some of this knowledge to those anxious to learn will be well invested, and greatly increase their efficiency.

Asters will soon be on the market and become one of the summer staples. Their soft bottom foliage should always be removed, as in the jars of water it becomes foul almost over night. A little formaldehyde in the water will prevent fermentation and keep the stems and

foliage intact. About three drops to a two-quart or gallon jar will be sufficient. An ordinary dash bottle such as is used for condiments, filled with one part formaldehyde to nine parts water is a quick method to apply, as a dash or two is sufficient.

Have you seen the very effective advertisements now being run by the national publicity in the popular magazines, to increase the demand for flowers. Tie up with this work by displaying clippings of these ad's in your windows. They will bring you business, and in return, send in your check to show that you appreciate the work of this energetic committee.

"On National Advertising."

Reply to a criticism of G. E. M. Stumpp, New York, by P. F. O'Keefe, of the P. F. O'Keefe Advertising Agency, Inc., Boston, Mass.

In the June issue of another publication is an article, purporting to have been written by C. E. M. Stumpp. The article is headed, "On National Advertising: A Florist's Opinion Rendered Without Varnish." Mr. Stumpp is a florist of New York, and the national advertising he refers to, is the "Say it with Flowers" campaign from which he has received benefit, together with thousands of other florists from coast to coast.

Mr. Stumpp's reason for writing the article—if indeed he did write it—is hard to imagine, but what he has accomplished, is a lengthy tirade of abuse of the efforts of the committee of publicity of the Society of American Florists, which is extremely unfair, un-

founded and wilfully misleading. It would be unnecessary and unprofitable to answer Mr. Stumpp's article, were it not for the fact, that what looks like a deliberate effort to thwart the unselfish work of the publicity committee, if allowed to go unchallenged, might result in unsettling the minds of those florists not in close touch with the publicity work, and who might wrongly construe Mr. Stumpp's real motive.

It is strange indeed, then, at this late date, after the publicity committee entrusted with the advertising have attained the result they set out for, that he should now come forward and strew it with ashes, in the hope of spoiling a success beyond anything he dreamed of.

The reason why so many people succumb to the temptation to criticize advertising, is because it requires no constructive ability to do so. There is no constructive ability shown in Mr. Stumpp's article, a fact which escaped Mr. Stumpp as clearly as everything else regarding the florist advertising escaped him, for he ends up by stating that he considers his offering, "constructive criticism."

Let's look for it.

Paragraph No. 1 is a story about "a nigger, who rode a mile on a merry-go-round, and got no where." Very constructive.

Paragraph No. 2 seems to give the key to the "joke," which is to the effect, that the advertising of the Washburn-Crosby Co., for Gold Medal flour—"Eventually, Why not now?" is no good, because "Very few people know what kind of flour it is." We venture the remark here, that, Mr. Stumpp couldn't

name any other flour than this to save his soul, unless he got help from some one. And for his information, no brand of flour can show within a tenth of the sales of Gold Medal. They should worry whether Mr. Stumpp likes their advertising. He is eating their flour.

Paragraph No. 3: "A man said to me the other day: 'You florists certainly put over the greatest slogan ever put over, and then you died. What happened to you?' Here evidently is a slogan greater than 'Eventually, Why not now,' because no one has any doubt as to what it wants you to do, or what it refers to. How many millions of dollars have been spent to advertise Gold Medal flour we do not know, but there have been millions, and yet the florists did, for less than \$100,000, a better job. Mr. Stumpp, however, is unaware of even having made this point himself for he says in paragraph No. 4: 'I have thought it over, and not only that, talked it over. Everybody is looking for national advertising, clamoring for it, but none of us seem to want to put any money into the publicity fund.' Then he asks, 'Why,' and we wonder if he calls this constructive criticism. You can't build without material, you know, Mr. Stumpp, even though you can criticise without constructive ability.

Paragraph No. 5 is a story of an Irishman and a gambler going to church, ending with a pointless remark about the publicity committee getting "sore." if they read Mr. Stumpp's article. Here is Mr. Stumpp's big idea, we believe, for he says he wants to make them "sore," so they will do some advertising to help Mr. Stumpp's business, even though he says he won't help himself.

Paragraph No. 6 concerns the buying of a suit of clothes. You take it, if you like it. Paragraph No. 7 says: "You can't do that with the florist advertising. You take it," he says, "like it or not." This is not so, as you know, Mr. Stumpp, for you received an advance proof of every advertisement sent out, and wrote not one single word about it to the committee or anyone else. You forget, Mr. Stumpp, that the publicity committee, consisting of five leading florists and men of standing and ability, pass on all advertising of every kind, and either reject it or approve it before it is issued. If this publicity committee is not capable, write and say so, and ask that they be removed, giving your reasons, Mr. Stumpp.

Paragraph No. 8: "Say it With Flowers is ancient history." Nice constructive criticism here, men.

Paragraph No. 9: "The florists' business is better adapted for advertising than anything else." Verily, here is a broad statement from a man who confesses he knows nothing about advertising. Why is it, Mr. Stumpp? Do people have to have flowers? If they love them to the extent that they place them above all other desires of life, why advertise them. You mistake the purpose of advertising, which is not to make pictures that please, but messages that prompt action. It is easy to make a picture on paper which makes people exclaim—"What a beautiful advertisement." It is another thing to make an advertisement that makes people say—"That must be worth having—worth doing—worth seeing."

Also in Paragraph No. 9 we find that the man who sees no merit in the advertising of "Eventually, Why not now," or "Say it with Flowers," makes this statement: "If an advertising man can take a pile of bricks and make you long for them—what should he be able to do with an armful of flowers?" We join

with Mr. Stumpp in asking, "what indeed"? We long for a pile of bricks at this moment and for a purpose which even Mr. Stumpp may guess—unaided at that—but no advertising man made us long for it, and no advertising man ever made anyone else long for a pile of bricks, by intention or accident.

Someone must have told Mr. Stumpp that a campaign of advertising to create favorable public opinion to use bricks, for more permanence and beauty in building, has been launched. We venture the opinion that Mr. Stumpp has not the slightest conception of this campaign, nor could quote one single word from it, unless it be the word "brick," let alone giving one example of anyone who ever longed for bricks because of the advertising.

Paragraph No. 10: This is beyond us. It sounds like a man repeating a formula for enticing sleep. Listen to it. "All an advertising man can do, is



Sweet Peas Outdoors.
Single Plant in Four-Inch Pot, Ready to Set Out.

to go by what has been done, and the essence of advertising is in doing something different. Knowing these facts, we know that we know very little." Say it over a few times, and see if we are not right. It certainly makes no sense. What does that word essence mean there, and what facts does he refer to? But wait, here is the constructive criticism coming at last.

Paragraph No. 11: "But we can tell the effect of advertising, and the best test is on the little bell on your cash register, and a dumb bell can hear that." You are right, Mr. Stumpp, as every fair-minded florist will attest. Since the "Say it with Flowers" campaign was started four years ago, the business of florists, generally, has been going so strong all over the country, that the cash register bell has rung loud enough for a dumb bell to hear it.

Paragraph No. 12: "Is there any reason why the florists should not have what they are clamoring for, and are willing to pay for?" No reason, Sir, unless you are able to succeed in hurling a monkey wrench into the machine and stopping the contributions for a national campaign of a size worthy of the cause. Are you paying your share, Mr. Stumpp, and getting others to pay theirs?

Paragraph No. 13: About other people advertising to sell more than people need.

Paragraph No. 14: Thousands of features could be advertised.

Paragraph No. 15: "In my opinion," and then listen to what Mr. Stumpp believes the best feature of the thousands he says exist. Get men to wear a "boutonniere bouquet." A single flower bouquet! There at last is a constructive idea. Is it not sublime? He wants the florists to get enough money together to change over the habits of thought of men, so that each will wear a boutonniere every day. Could this be done? It might, but no advertising man in his senses would attempt it with an appropriation less than a million dollars. And after it had been done, what then? What profit in selling a single flower? For just as surely as the single flower idea was popularized for men, women would follow suit, bless them, and then how about the dumb bell hearing the cash register jingle!



SWEET PEAS OUTDOORS.
Row Grown for Cut Blooms. Photo Taken in Windy Weather.

There are three more paragraphs to this, but that effort of the flower in the buttonhole was Mr. Stumpp's swan song, as it was his entire repertoire, so far as constructive criticism was concerned.

Now, we would humbly suggest—because we have the florists' interests vitally at heart as their advertising counsellors—that Mr. Stumpp, instead of spreading himself in florists' magazines to secure some free publicity for himself, write a frank letter to the mem-

THE S. A. F.

The Kansas City Convention.

Arrangements for the 1922 convention of the society, to be held in Kansas City, August 15, 16, and 17, are rapidly approaching completion, and a most successful gathering is looked for. The convention is to be housed in one of the finest buildings in the country adapted for such purposes. Convention

further to conveniences in this direction the secretary has arranged with the trunk line associations for the privilege of sending certificates in advance to every member of the society, so that personal applications for them need not be made. These certificates are all numbered and recorded so as to render them traceable in the event that they are used by others than members of the society, the reduced fares applying only to bona fide members of the society.

The Trade Exhibition.

Already about 55 exhibitors have made reservations of space in the trade exhibition, and many prospective exhibitors are in correspondence with the secretary's office in regard to space. It looks as though every foot of available space will be taken up. The Kansas City brethren are well organized, and have about 18 committees working upon local details of arrangements, and the resulting plans for the comfort and convenience of visitors will shortly be announced. Without doubt, the attendance will be of record character.

Membership Dues.

Recently, from the secretary's office, bills were mailed to all members in arrears for dues, and these members are urged to make prompt remittances. The society is in need of these funds, as they are applied wholly to the expenses of the society, which, necessarily, are quite large. Immediately upon receipt of checks for dues, membership cards are issued to those sending them, which must be presented by all in attendance at the convention.

National Publicity Campaign.

It is pleasing to record that quite a number of subscribers to the campaign fund have, in the last week or so, responded with checks covering the memorandums of subscription indebtedness recently sent out from the secretary's office. Still, very many have not yet responded to the appeal for immediate payment of pledges. It should not be necessary to further remind delinquents that the publicity committee needs the money pledged to them for the carrying on of the campaign. Progress is made only in proportion to the funds available, and unless sufficient money is in hand to cover advertising contracts at



SWEET PEAS OUTDOORS.

Plants on Square Frames Six Feet High. Photo Taken June 10.

bers of the publicity committee, cutting out the jokes—they read the Sunday papers for themselves—and get right down to brass tacks, and say what he thinks would better the advertising of the florists. He knows well enough, as we all know, that what the florists need, are contributions to make up a real advertising appropriation.

Mr. Stumpp need not fear that the publicity committee will let advertising go out that wont ring the cash register bell. But don't criticise, Mr. Stumpp, if the bell doesn't ring when you do your best to stop others from contributing towards a fund that will pay for advertising on a broad enough scale to make it ring right merrily.

Sweet Peas Outdoors.

Charles Elliott, Park Ridge, a suburb of Chicago, has for some time made a specialty of out door sweet peas with which flowers he has been very successful. He has also succeeded in crossing and has raised a number of new varieties of considerable merit. Vases of fine flowers of six of his new sorts were exhibited at the June meeting of the Chicago Florists Club, each of which received the club's certificate. They were Highland Mary, rose pink; Miss Winifred Jones, cream pink; Miss Myra Valentine, light blue; June Bride, white; Mrs. David Lloyd George, oleander pink; and Mrs. Charles Elliott, blush.

These plants were raised from seed sown in pots last November in cold frames, and transplanted into the open on April 15. The accompanying photos taken on May 30, and June 10, give an idea of the methods of training, and show by the profusion of bloom, the strength and vigor of the vines.

hall is located at the corner of 13th street and Central avenue. The building is replete with all conveniences, and will provide for both meeting and trade exhibition.

Railroad Arrangements.

As previously announced, all members will be able to travel to Kansas City with the advantage of a rate of one fare and a half for the round trip on the certificate plan. To add still



SWEET PEAS OUTDOORS.

Showing Plants Three Feet High. Grown on Cordon System. Photo Taken May 30, 1919.

the time they should be made, the committee is sadly handicapped, and much of their work goes for nothing.

Among the subscriptions recorded at this time, it is pleasing to note one of \$500 from Bassett & Washburn, Chicago, who have the success of the campaign very much at heart; another of \$200 from J. F. Wilcox & Sons, Council Bluffs, Ia.; and still others of \$100 each from A. Washburn & Sons, Bloomington, Ill., and Jackson & Perkins Co., Newark, N. Y.

The following subscriptions have been paid in since last publication:

Pulverized Manure Co., Chicago	\$ 50.00
John Berger, Philadelphia	10.00
Lohr & Fritze, Baltimore, Md.	10.00
Thomas Salvesson, Petersburg, Ill.	1.00
A. F. Strickler, Lancaster, Pa.	5.00
E. D. Barlow, Greenville, Tex.	15.00
J. Grulich & Son, Hoboken, N. J.	5.00
Hallo Greenhouse, Clyde, O.	10.00
Cain & Dugan, Winfield, Kan.	5.00
John C. Minton, Terre Haute, Ind.	5.00
C. B. Whitnall, Milwaukee, Wis.	5.00
K. Pedersen, Ltd., St. John, N. B.	15.00
Harry I. Randall, Worcester, Mass.	60.00
Walker Co., Louisville, Ky.	5.00
C. J. Ohmer, West Palm Beach, Fla.	5.00
Frank Swanson, Omaha, Neb.	10.00
Stertzling Floral Co., St. Louis, Mo.	5.00
Hans Tobler, Three Rivers, Mich.	5.00
Isaac A. Passmore, West Chester, Pa.	10.00
F. J. Olsan & Sons, Ames, Ia.	25.00
F. G. Carek, Lorain, O.	5.00
Andrew Bros., Bristol, Conn.	5.00
Avenue Floral Co., New Orleans, La.	25.00
Humm & Jones, Oberlin, O.	10.00
Jos. A. Greenbacker, Meriden, Conn.	10.00
Jos. Rafferteder, Teoneck, N. J.	5.00
Truett F. & N. Co., Franklin, Tenn.	5.00
John T. Rhodes, Leechburg, Fla.	10.00
W. E. Kirchhoff, Jr., Albion, N. Y.	5.00
Jos. F. Cirvenka, E. Islip, N. Y.	5.00
Aphine Mfg. Co., Madison, N. J.	25.00
Chas. A. Schaefer, York, Pa.	5.00
F. H. Lemon & Co., Richmond, Ind.	20.00
J. G. Botkin, Urbana, O.	10.00
L. Turner Sons, Kenosha, Wis.	25.00
Washburn & Sons, Bloomington, Ill.	100.00
Mrs. Christine Metcalf, Brooklyn, N. Y.	10.00
L. E. Wagner, Sandusky, O.	15.00
Theo. F. Kienahs, La Crosse, Wis.	5.00
Geny Bros., Nashville, Tenn.	25.00
Jackson & Perkins Co., Newark, N. Y.	100.00
Bassett & Washburn, Chicago	500.00
John A. Koelker, Toledo, O.	5.00
Wm. F. Hennig, Blue Island, Ill.	20.00
Herman Schallhorn, Kalamazoo, Mich.	5.00
Wm. DeBree, Scotch Plains, N. J.	10.00
W. J. Thoms, Egg Harbor City, N. J.	5.00
H. R. Mueller, Wellington, Kan.	5.00
J. F. Wilcox & Sons, Council Bluffs, Ia.	200.00
	\$ 1,441.00

Previously published 24,224.84

Total \$25,665.84

The following have been received in response to the national publicity committee's special letter:

4 Yr. Subs	
H. R. Mueller, Wellington, Kan.	\$ 5.00
W. J. Thoms, Egg Harbor City, N. J.	5.00
Theo. F. Kienahs, La Crosse, Wis.	5.00
Chas. A. Schaefer, York, Pa.	5.00
J. F. Botkin & Sons, Urbana, O.	10.00
Jos. F. Cirvenka, East Islip, N. Y.	5.00
Isaac A. Passmore, West Chester, Pa.	10.00
	\$45.00

The following are renewals:

Wm. F. Hennig, Blue Island, Ill.	\$20.00
Aphine Mfg. Co., Madison, N. J.	25.00
Stertzling Floral Co., St. Louis, Mo.	5.00
JOHN YOUNG, Sec'y.	

Where Mexico Is.

It's where the condor spreads its sails,
The hot tamale rears its crest,
The banderillo spares the quails,
And señoritas do the rest.

I wish some man like Burbank wise
Would fill the world with glad surprise.
And grow, could he but have the zeal,
An anti-skid banana peel.

The mule, it has two legs behind
And two we find before.
We stand behind before we find
What the two behind be for.

All flowers of spring are not May's own;
The crocus cannot often kiss her;
The snowdrop ere she comes, has flown—
The earliest violets always miss her.

—Lucy Larcom.

A Prospector.

He found a well of elbow grease,
He found a streak of golden grit.
Yet people said of his success
That luck had been the cause of it.

—N. Y. Herald.

American Peony Society.

NINETEENTH ANNUAL MEETING.

The American Peony Society held its nineteenth annual meeting and exhibition at London, Ont., June 16-17, in co-operation with the Ontario Peony Society and the London Horticultural Society, with headquarters at the Hotel Tecumseh.

The exhibition was held at the armory which proved to be the largest and best exhibition hall ever provided the society as a place for the exhibition of peony blooms.

This is the first time the society has met in a Canadian city and the attending members have nothing but praise for the efficient management and accommodations provided by the local committee.

The number of blooms shown was large and the quality averaged high, while the large number of varieties represented made the exhibition a very instructive one.



A. H. Fewkes, Newton, Mass.
President American Peony Society.

The business meeting was held at the Hotel Tecumseh on the evening of June 16, preceded by a banquet.

ELECTION OF OFFICERS.

The officers elected for the following year were A. H. Fewkes, Newton Highlands, Mass., president; Winthrop H. Thurlow, West Newbury, Mass., vice-president; W. F. Christman, Minneapolis, Minn., corresponding secretary; A. P. Saunders, Clinton, N. Y., recording secretary; Dr. W. E. Upjohn, Kalamazoo, Mich., treasurer; James Boyd, Haverford, Pa., director for three years.

In the absence of Prof. Saunders, who will be in Europe during the next year, W. E. Saunders of London, Ont., will act as recording secretary.

At the meeting, nearly 90 were added to the membership roll, this being the largest number admitted in any one year.

The next annual meeting and exhibition will be at St. Paul, Minn.

THE PRIZE WINNERS.

The principal prize, the society's gold medal and \$50.00 was awarded to Thos. Thurlow & Sons, West Newbury, Mass., for collection of not more than 100 named varieties, double, one bloom of each. Other prize winners were F. L. Green, Greenwood, Mass.; T. H. Hill,

London, Ont.; M. E. Blacklock, Meadowvale, Ont.; Henry S. Cooper, Kenosha, Wis.; A. P. Saunders, Clinton, N. Y.; J. C. Fairley, London, Ont.; Lee R. Bonnewitz, Van Wert, O.; H. Bartley, London, Ont.; A. M. Brand, Faribault, Minn.; H. M. Rolf, Markham, Ont.; S. F. Wood, London, Ont.; T. F. Donohue, Newton Lower Falls, Mass.; Dr. Brethour, Toronto, Ont., and Dr. Schnarr, Kitchener, Ont.

IN ATTENDANCE.

H. Paul Bonnewitz, Van Wert, O.
James Boyd, Haverford, Pa.
A. M. Brand, Faribault, Minn.
Philip Breitmeyer, Detroit, Mich.
Dr. F. G. Brethour, Toronto, Ont.
E. M. Buechly, Greenville, O.
F. W. Campbell, Detroit, Mich.
J. F. Campbell, New York.
J. I. Coghmore, Sheffield, Pa.
H. H. Connerv, Windsor, Ont.
Henry S. Cooper, Kenosha, Wis.
R. S. Crawford, Cleveland, O.
J. W. Crowe, Guelph, Ont.
J. De Young, Augusta, Mich.
T. F. Donahue, Newton Falls, Mass.
William Fairley, Norwich, Ont.
B. H. Farr, Wyomissing, Pa.
A. H. Fewkes, Newton Highl., Mass.
W. L. Gunn, Remington, Ind.
J. H. Howarth, Toronto, Ont.
Eugene Howe, Pennington, N. J.
W. P. Howe, Pennington, N. J.
B. Johnson, Hamilton, Ont.
Harry F. Little, Goodland, Ind.
C. E. Lozier, Elyria, O.
Prof. McLennan, Guelph, Ont.
C. F. Menninger, Topeka, Kans.
F. L. Mulford, Washington, D. C.
H. A. Norton, Ayers Cliff, Que.
J. H. Nulury, Paulding, O.
W. Ormiston, Montreal.
John Peachy, Brantford, Ont.
W. A. Peterson, Chicago.
C. E. S. Rasay, Little Falls, N. Y.
F. A. Reiman, Vincennes, Ind.
J. S. Snook, Paulding, O.
W. F. Stranger, West Newbury, Mass.
Aubrey Tealdi, Ann Arbor, Mich.
H. G. Thurlow, West Newbury, Mass.
W. H. Thurlow, West Newbury, Mass.
W. E. Upjohn, Kalamazoo, Mich.
J. S. Wallace, Toronto, Ont.
S. F. Wood, London, Ont.

THE LADIES.

Mrs. M. E. Blacklock, Meadowvale, Ont.
Mrs. E. Conn, Manchester, Eng.
Mrs. H. H. Connerv, Windsor, Ont.
Mrs. Harry S. Cooper, Kenosha, Wis.
Mrs. W. Crawford, La Porte, Ind.
Mrs. C. Haight, Canton, Ill.
Mrs. W. J. Hardy, Belmont, N. Y.
Mrs. J. Kirkpatrick, Penticon, B. C.

Texas State Florists' Association.

CONVENTION PROGRAMME.

All indications point to a banner attendance at the eighth annual convention of the Texas State Florists' Association, which will be held at Dallas, July 5-7. An excellent programme has been arranged for the occasion, among the features being papers and addresses by men well known in the industry and numerous hospitalities provided for entertainment of the visitors.

The convention will be called to order at 2:30 p. m., July 5, by Vice-President Henry Greve, of Dallas, followed by the invocation by Dr. William M. Anderson, Jr., and an address of welcome by Mayor Sawnie Aldredge, responded to, on behalf of the association, by James Begbie, of Shreveport, La. Verner J. Davis, of Fort Worth, president of the association, will deliver his address at this session, after which there will be an introduction of guests, and

the session will close following the reading of the reports of Secretary-Treasurer L. J. Tackett, of Fort Worth, and the appointment of committees. In the evening, there will be a reception and ball on the roof garden of the Jefferson hotel.

When the convention reconvenes at 9:30 the following morning, the standing committees will make their reports. The addresses announced for this session include: "How May a Florist Establish Better Credit as a Borrower?", by Roscoe Smith, manager of the Fort Worth Clearing House; "The Florists' Telegraph Delivery," by Otto Lang, Dallas, district representative of the Florists' Telegraph Delivery Association; also an address, topic to be announced later, by Walter Armacost, Los Angeles, Calif. At the afternoon session, John Furrow, of Oklahoma City, will speak on "Carnations and Carnation Diseases"; J. C. Vaughan, of Vaughan's Seed Store, Chicago and New York, will deliver an address, and A. S. Gray, president of the Oklahoma State Florists' Association, will take for his topic, "How I Rolled Up 80 Members for the Society of American Florists in Oklahoma." In the evening, the convention will be entertained at the Jefferson hotel by the representatives of the allied trades.

Robert C. Kerr, of Houston, will open the morning session of the third day with an address: "What is Texas Doing Toward the Society of American Florists and Its Allied Societies," followed by an address by J. F. Amman, of Edwardsville, Ill., and Charles Heacock, of Austin, will speak on "My Observations of Growing Under Lath and Cheese Cloth in California; To What Extent can Texas Use This Method." The principal address of the afternoon will be that of T. J. Noll, president of the Kansas City Florists' Club, whose talk will be on "The Society of American Florists' Convention."

The convention will close with the election of officers and the banquet which will follow in the evening at the Jefferson hotel.

Kansas State Florists' Association.

SECOND ANNUAL CONVENTION, AUG. 3-4.

The second annual convention of the Kansas State Florists' Association, to be held in Fredonia, August 3-4 has every prospect of a very successful meeting. Practically all the original space allotted to trade exhibits has been taken by representative firms. This feature alone should justify a good attendance because of the opportunity for comparison and seeing the latest in the various lines.

The accommodations for meeting and exhibition rooms are adequate and very convenient. The programme promises to be very interesting, and at the same time ample opportunity for social features are provided.

The florists of Fredonia are anxious to be of service in helping to make the visitors enjoy their stay with them and do all in their power to make the convention a success. It is hoped there will be a representative attendance of the florists of the state and members of the association which is a vital point in all such gatherings.

W. H. CULP.

Wisconsin State Florists' Association.

SUMMER MEETING, OSHKOSH, JULY 25-26.

Elaborate preparations are under way to make the summer meeting of the Wisconsin State Florists' Association at Oshkosh this year, a huge success. Indications point to a record attendance and hotel reservations should be sent in early to Jas. E. Taylor, 76 Frankfort street, Oshkosh.

HENRY R. WELKE, Sec'y.

Boston Notes.

BUSINESS GOOD WITH LIMITED SUPPLY.

Business was good during the past week. The supply of stock was not heavy and it is not expected to be particularly good at this time of year, but some fair roses came in and wholesaled at good prices considering their quality. There has been a fair demand for cattleyas at 75 cents to \$1.25 each, wholesale rates. Not much can be said for carnations, as they are small and poor, but quantities of them have been selling. Reliable citizens state that for five days previous to June 21 there was almost continuous rain. It seems to have almost drowned the sweet peas as no good stock has been seen in the markets or retail stores. A moderate supply of sweet william, gypsophila and other outdoor stock has been arriving. As a matter of course the retailers must have been doing something and we find that weddings, commencements and the inevitable funeral work have all been a part of their week's business.

June 26.—The market is fairly active and roses move freely.

NOTES.

Edward J. Welch, son of the late Patrick Welch, opens a new wholesale florist and supply house July 1 at 288 Devonshire street, this city, under the firm name of Welch's, Inc. He is well known in the trade, having in the past traveled for Welch Bros. in New England and Canada. He is also well known on the Pacific coast, where he worked for a time for MacRorie & MacLaren. After leaving college in 1911 Mr. Welch received early training in greenhouse work at the Lakeview Rose Gardens, Jamestown, N. Y., under the supervision of the late Lawrence Cotter. He is a member of a number of florists' clubs and associations throughout the country.

Penn, 124 Tremont street, reports June business in wedding decorations and commencement bouquets up to the average for that month in the past. He is keeping up a fine stock of cut flowers, flowering and foliage plants and making attractive window displays with gladioli. Mr. and Mrs. Penn and two friends will start August 1 for a month's vacation in Maine.

The Rosary, James J. Casey's shop, 685 Boylston street, is always up to date and attractive. The interior has many interesting decorative effects. Along the front of the building a row of long boxes was noticed, filled with blue spruce of the uniform height of about three feet, and, so to speak, they form an attractive border.

Wm. E. Glidden, manager of the sales department of the Budlong Rose Co., 260 Devonshire street, has reported good business for the past week and since the hot wave passed. They are receiving a fair supply of good roses from their Auburn, R. I., range.

Caplan, who has been located at 144 Massachusetts avenue, has taken two nearby stores, 138 and 140, that are being connected, and Hitchings & Co., of Elizabeth, N. J., are erecting for him a neat conservatory in the rear.

In the Co-Operative market, Joseph E. O'Donnell, salesman for Thomas Roland, is handling good stock of the roses Columbia, Premier, Pilgrim, Crusader, Aaron Ward, Ophelia and Butterfly.

Although elsewhere, on June 24, peonies were gone, T. C. Thurlow's Sons, Inc., West Newbury, Mass., were sending in good stock. Some other growers and dealers wonder how they do it.

The business of Welch Bros. Co., 262 Devonshire street, is going on prosperously. Harold Welch, younger son of the late Patrick Welch, is now active in the business.

The Symphony Flower Shop, 240 Huntington, avenue, reports good business in wedding decorations and com-

mencement bouquets, during the month of June.

The veteran, William Nicholson of Framingham, was a visitor to the flower show in Horticultural hall on June 24 and was as spry as the young fellows.

The John T. Cooke Co., 360 Commonwealth avenue, have an attractive store, opened a short time ago. Mr. Cooke feels much encouraged with his venture.

The Dolansky-McDonald Co., 5 Winthrop Square, reported good cleanups last week on their roses, orchids and carnations.

Sidney Hoffman, Commonwealth and Massachusetts avenues, reports good business in wedding and commencement work.

A. F. F.

OBITUARY.

Dr. J. C. Whitten.

Dr. J. C. Whitten, for 26 years instructor in horticulture at the University of Missouri, died recently at Washington, D. C., from a complication of diseases resulting from an attack of influenza. Dr. Whitten was called from his home at Berkeley, Calif., about two weeks previous to his death to attend to some important matters at the United States department of agriculture at the capital and was taken ill shortly after his arrival in that city.

Dr. Whitten was 56 years old, and was a native of Augusta, Me. He was recognized as an authority in horticulture and his services were in demand. During the time that he lived in Columbia, he had calls from Cornell, Illinois and other universities, finally accepting the call to California.

The news of the death of Dr. Whitten will be received with the greatest sorrow by all who knew him, for he had many friends all over Missouri. During the time that he lived in Columbia, he not only proved himself to be a most faithful and energetic teacher, but also a man who made himself a part of the community and a loyal citizen.

Dr. Whitten's remains were taken to Columbia for burial, interment being in Columbia cemetery. A profusion of beautiful floral offerings followed him to his last resting place, services being held at the home of President J. C. Jones of the university. Honorary pallbearers were: President Jones, Dean F. B. Mumford, Dr. J. W. Conaway, and Professors M. F. Miller, E. W. Stephens, and Charles B. Bowling.

Dr. Whitten is survived by his wife, Mrs. Nora Todd Whitten and three children, Robert T. Whitten of the United States navy and Sylvester and Miss Martha Whitten of Berkeley, Calif.

John M. Butz.

John M. Butz, New Castle, Pa., one of this country's most prominent and successful orchid growers died Tuesday, June 20, 1922, in his 67th year. He was a son or the late Paul Butz and wife, and was born at New Castle, Pa., March 1, 1855.

Mr. Butz since early in life was associated with the firm of Paul Butz & Son, florists and nurserymen and after the organization of the firm of Butz Bros., florists in 1896, he had been connected with them as their orchid specialist.

Mr. Butz had been very successful the past 20 years in growing the beautiful orchids for which the Butz Bros. have become famous in western Pennsylvania and eastern Ohio.

Mr. Butz was married March 22, 1887 to Annie Loy Morris, who survives him, as also three brothers and six sisters.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.50 a year; Canada \$1.50; Europe and Countries in Postal Union, \$3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

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HAIL insurance on crops is an item the horticultural trade should consider and provide for.

NEW YORK.—On June 26, gladioli spikes grown under glass were selling here at \$2.50 to \$3.00 per dozen, outside grown stock from \$1.50 to \$2.00 per dozen.

Governor Small’s Trial.

In the recent trial of Governor Small, Waukegan, Ill., two gardeners served on the jury, one, Wm. Barnard in the landscape field at Highland Park, and the other, August Larson, private gardener, Highland Park. The governor himself started life in the nursery business.

JULY FOURTH.

On account of the holiday next week, advertisers and correspondents are requested to mail copy for next week’s issue as early as possible.

Brunswick-Kroeschell Consolidation.

Kroeschell Bros. Co., well known greenhouse boiler manufacturers, Chicago, also Kroeschell Bros., Ice Machine Co., of the same city, have consolidated with the Brunswick Refrigerating Company of New Brunswick, N. J., and have been incorporated under the name Brunswick-Kroeschell Co.

The new company will maintain the present offices and factories in New Brunswick and Chicago with the various branch offices, and will combine the facilities and personnel of the former companies so that it may assure to its customers the most efficient service.

Advertise it With Flowers.

The Lehon Company of Chicago, manufacturers of mule-hide roofing and shingles, used flowers to feature and advertise their product at the convention of the Advertising Clubs of the World, held recently at Milwaukee, Wis.

In a structure showing the use of their shingles in roof covering, 3,600 carnation flowers were placed in concealed vases of water to form their trade mark. The novelty of using fresh flowers in featuring and calling attention to building materials not only created enthusiastic comment but resulted in considerable business for the enterprising exhibitors.

Here is a tip for florists who make decorative work a specialty. “Advertise It With Flowers” being a good slogan to work up business at all trade conventions as they occur.

Florida Asparagus Express Rating.

While the Florida State Florists’ Association is still young in years—not celebrating their first birthday till next November—at least one very important benefit has already been realized from their organization and one which will save the growers of cut asparagus sprays, for florist use, many thousand dollars each year.

In a recent communication from N. A. Reasoner, Oneco, Fla., the secretary-treasurer of the association, he states that pursuant to the instructions given him at the Lakeland convention he has taken up the matter of the express rate on asparagus shipments with the express officials and with the state railroad commission and while he has not yet succeeded in obtaining a reclassification of this subject in the second class rating as he hopes to be able to do, he has at least succeeded in obtaining a concession from the express company with regard to a proper allowance when ice is used for refrigeration. The following letter from the traffic manager of the American Railway Express Co. will be of interest:

“We have given this phase of the matter further consideration, and while we cannot see our way clear at this time to restore the second class rating, we are arranging in our new classification which will be effective July 15, to make an allowance of 25 per cent from gross weight on these shipments where ice is necessarily used for preservation. The weight charged for under this rule must not, of course, be less than the weight of the shipment without ice.”

Too much credit cannot be given also to S. S. Pennock, president of the Society of American Florists, and W. H. Schulz, Jr., second vice-president, representing the asparagus growers in the Florida association for their valiant assistance in furnishing information and co-operation in correspondence with the express officials.

While this allowance will be a great boon to the industry, it is felt by all growers that the old second class rating should be restored as it was formerly, and there seems to be many reasons to support their claim.

Chicago to Kansas City.

The Chicago, Burlington & Quincy railroad has been chosen for the trip of the Chicago Florists’ Club members and friends to the annual convention of the Society of American Florists to be held at Kansas City, Mo., August 15-17, 1922. The party will leave the Union station, Canal and Adams streets at 6 p. m., standard time (7 p. m. Chicago time) Monday, August 14, due Kansas City the following morning at 8 o’clock.

The regular one-way fare is \$16.54. Pullman fares are: Lower berth, \$4.50; upper, \$3.60; drawing room, \$16.50; compartment, \$12.75.

Make reservations early, as a special train will be provided with all the splendid equipment for which this road is famous, if the size of the party warrants.

For reservations, etc., address S. J. Owens, city passenger agent, C. B. & Q. Railroad, 179 West Jackson boulevard, Chicago, Telephone Wabash 4600.

Delegations from the north and east are invited to join the party at Chicago.

ST. JOSEPH, MO.

Those who wish to stop off at this important floral center can do so on the C. B. & Q. going or returning without making a special journey. To do this on the outward trip, it will only be necessary to make reservations in the St. Joseph sleeper on the same train due St. Joseph 7:20 Tuesday morning and proceed from St. Joseph to Kansas City by local train, reversing this arrangement on the return trip.

REDUCED CERTIFICATE PLAN RATES.

Members and delegates, and dependent members of their families, journeying to Kansas City, will be able to purchase round trip tickets at the rate of one fare and one-half on the identification certificate plan, good via the same route in both directions only. Return tickets must be validated at Kansas City by ticket agents at the regular ticket offices of the lines for which they are issued, on any date to and including final return limit, providing a train selected reaches the original starting point prior to midnight of the date limit. Certificates will be furnished on application to the secretary of the Society of American Florists, John Young, 43 West 18th street, New York City. One certificate will suffice for each member, and includes the dependent members of his or her family. These certificates should be properly filled out before presentation to the ticket agent.

The certificates will be in effect from Chicago, going August 11-17, the return limit being August 23.

Bribing Gardeners.

The British Nurserymen and Seedsmen reports that 32 seedsmen and nurserymen are members of the Bribery and Secret Commissions Prevention League, which organization is pledged to give no bribes to gardeners or other agricultural employees. A recent issue of the above journal gives a column of interesting details on the fight now being made in England against bribery of the above character.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order **For Plant Advs., See Ready Reference Section**
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted to Buy—A retail florist's business in New York or vicinity; give full particulars. Address,

Key 842, care American Florist.

Situation Wanted—By young man with loop experience, as assistant florist. Very small salary desired. Address

Key 847, care American Florist.

Situation Wanted—By a first-class grower of cut flowers; general line of fancy potted plants and bedding stock; good man on cyclamen. Would prefer a well kept place in middle western states as a foreman or grower; steady position only. German; single man; middle aged. State full particulars in first letter. Address

Key 843, care American Florist.

Wanted—An established retail florist business. Give full particulars in first letter. Address

A. Shulhof, 212 E. 2nd St., New York.

Situation Wanted—With west side florist, by experienced young man. Small salary. Address

Key 848, care American Florist.

Situation Wanted

By grower of carnations, 'mums and pot plants, single, middle age. Address

Key 845, care American Florist.

Situation Wanted

GROWER

Single, 25 years' experience. Address

Key 827, care American Florist.

Situation Wanted

Experienced designer and salesman, capable of taking complete charge of store. Address

Key 844, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

Situation Wanted

Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.

Key 839, care American Florist.

FOR SALE

Set of store fixtures for small establishment, \$400 cash takes the outfit, now in use in Chicago store. Address

Key 846, care American Florist.

ATTENTION!

About four years ago a notice appeared in the Trade papers that the gardener Paul Albert Thiele, about 54 years old had been killed by some railroad in the middle west.

I appeal to any one who knows about this accident to inform **MR. WM. KLEINHEINZ, OGONTZ, PA.**, when and where this occurred.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.

ELIZABETH, N. J.

UNSURPASSED OPPORTUNITY!

New GREENHOUSE, built right; set on iron posts, nearly 10,000 of feet of glass, big propagating room, sixty horse boiler. Over one acre of the best of ground, excellent location, good streets on three sides, \$2,000, tomato crop now flowering. A new big double-constructed bungalow in connection; also big garage and a good automobile. Dandy boiler also at the bungalow, heats the residence and the propagating room. Everything in excellent shape. Must sell quickly on account of wife's health.

Everything as described goes for \$11,000, if taken immediately. About \$5,000 cash will handle; balance can run on good terms.

This is fully \$5,000 under value. Inquire of

CABLE REALTY CO.

5829 72nd St., S. E., Portland, Ore.

Phone 613-33.

Salesman Wanted

By large mail order seed house; experienced man to take full charge of flower, seed and bulb department, must be able to make up catalogue. State age, experience and salary. Address

P. O. Box 1296, Philadelphia, Pa.

Salesmen Wanted

We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also frize wreaths, funeral wreaths, florist fillers. Address

Key 388, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$6.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.

**440 S. Dearborn Street
CHICAGO**

Trade Directory

— OF THE —

Florists, Nurserymen, Seedsmen, Etc.

— OF THE —

**United States and Canada
NEW EDITION NOW READY.**

Price: \$5.00, Postpaid.

PUBLISHED BY THE

AMERICAN FLORIST CO.

440 South Dearborn Street,

Chicago, Illinois

Good Summer Roses For Shipping Purposes

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at rate of.....	\$12.00
Choice long stems, all Russells.....	16.00
Good medium length, our selection.....	6.00
Good short in lots of 300 or more, our selection.....	\$3.00 to 4.00

When ordering please state what grade wanted.

Carnations, \$2.00 per 100.

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 3 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

NEW FANCY FERNS—\$2.00 per 1000.

ADIANTUM, \$1.00 to \$1.50

All seasonable flowers we will buy for our customers at market prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

BUSINESS IS MUCH BETTER.

Business is much better at this writing and the demand the past week was surprisingly good compared to the early part of June. There was a strong demand for wedding flowers and the market was well cleaned up on some items toward the end of the week. Peonies are in strong demand and command good prices. Some of the wholesalers have already sold out their supply of peonies that were in storage but several houses will have plenty to take care of the demand for a few more weeks. Gladioli are good property and cleaning up better at this writing than they have for sometime. Roses are having a good call especially fancy stock. Crusader, Mrs. Chas. Russell, Milady, Columbia, Premier, Sunburst, Golden Rule, Butterfly, Ophelia, Hoosier Beauty, Angelus, Montrose, Double White Killarney, Francis Scott Key, Hearst, Dunlop, Golden Ophelia, Nesbit and Cecile Brunner are included in the offerings. Carnations are still arriving and in some instances the quality is good considering the lateness of the season. Lily of the valley and orchids are obtainable at all times and sweet peas are in good supply. Delphiniums, larkspur, phlox, Easter lilies, candidum lilies, daisies, calendulas, candytuft, feverfew, pansies, statice, gypsophila, gaillardia, coreopsis, cornflowers and other miscellaneous indoor and outdoor stock is included in the shipments and offer the buyer a great variety to select from.

NOTES.

"Carnation Dan" O'Leary, dean of police reporters, former baseball player and one of the best known characters in the city, died June 23 and was buried the following Tuesday at Mount Carmel cemetery, following services at the Holy Name cathedral. He is mourned

SPECIAL LOW PRICE FOR Sphagnum Moss

In burlap bales, of standard size, select quality Moss: for a short time only, we offer as follows:

5 bale lots or more.....	@ \$1.20 per bale
10 bale lots or more.....	@ 1.15 per bale
20 bale lots or more.....	@ 1.10 per bale
30 bale lots or more.....	@ 1.05 per bale
50 bale lots or more.....	@ 1.00 per bale
(Less than 5 bale lots).....	@ 1.30 per bale

We suggest that you order your needs for some time to come, as we can only offer you this special price for a short time.

(Get our complete list of other items—It's free.)

GEO. H. ANGERMUELLER CO.

Established 1905

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

by thousands of friends for there was only one "Carnation Dan." They call him "Carnation Dan," because of the red flower that he wore near his heart. It was as much a part of his every day attire as his hat and its fresh petals was his most cherished memory—the memory of his dead sister. On the day, twenty years ago that she was laid to rest, he plucked a carnation from theasket floral piece. "I'll wear one every day and she will always be with me," he told a group of fellow newspapermen. "I'll keep her always near my heart." The love and esteem in which he lived among his

fellow men is shown in a telegram from one of his friends to a local daily which read: "A sunbeam died when Dan O'Leary went west on his last assignment." The floral offerings were many and beautiful and his favorite flower was conspicuous in the designs.

W. J. Kidwell spent the week end at his home at Eagle Lake, Mich., where his family always enjoys the summer. Mr. Kidwell's youngest daughter graduated this month.

Phil Foley and W. N. Rudd took a spin up to Lake Geneva over the week end and brought back a nice string of fish as usual.

MR. RETAILER! We are cutting nice Summer Roses—heavy new crop now on. No need to stop business for lack of quality stock—just send your order to us.

Do You Want a Good White Rose?

If so, order our Double White Killarney, the only good white on the Chicago market.

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Summer Roses

You will make no mistake in using
NESBIT ROSES for your corsages.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

USE OUR VALLEY

Once tried you will not be satisfied with any other

Carnations, Peonies, Gladioli, Calendulas, Easter Lilies, Stocks,
Delphinium Belladonna, Annual Larkspur, Candytuft, Feverfew,
Lupines and all other Seasonable Cut Flowers.

A Nice Lot of Cornflower and Gypsophila

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, COONTIE LEAVES.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality
Speaks
Louder
Than
Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices
As
Low
As
Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Chas. Erne acknowledges a pleasant call from Mrs. E. H. Hunt who passed through here June 24 on her way to her home in Montana, after an enjoyable stay with relatives and friends in Massachusetts. She stopped off at Hatfield, Mass. to visit W. E. Lynch and wife who are well known to the trade

here, and everyone will be pleased to read that they are enjoying good health.

Miss Clara Burkhardt, of Pochlmann Bros. Co.'s supply department, will leave July 1 to enjoy a well-earned vacation at Yellowstone Park. Gust. Martial will spend his at Atlantic City, N. J., and little old New York, where he used to

be with Reed & Keller, well-known eastern supply house. Duke Swanberg is visiting friends and relatives at Kenosha, Wis.

Clarence Ellsworth, of the J. F. Kidwell Co., will enjoy his vacation at Pullman, Mich., where his family is spending the summer. He leaves July 1.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Mention the American Florist when writing

A. Miller, wife and daughter Suzanne acted as hosts to their many employees, June 25, at the A. B. C. farm at Hazel Crest, about 30 miles southwest of the city. After a tour of the gladioli fields where several hundred thousand bulbs are planted, a real old-fashioned chicken dinner was served followed by dancing and other pastimes. Vincent Neil was injured when chased by a bull but was able to enjoy the festivities, after a successful operation performed by Dr. Monblatt, one of the traveling representatives. Mr. Miller now spends his spare moments at the farm and enjoys placing into practice the technical knowledge obtained years ago at the National Farm School in Pennsylvania and the famous Philadelphia establishment of the W. Atlee Burpee Co.

The employees of Schiller's west side store held their annual party on the evening of June 22, when the big Madison street establishment was turned into a dance hall and handsomely decorated for the occasion. The employees from both stores with their families and friends to the number of 75 were present. Everyone had a most enjoyable time and it was at a late hour when the happy crowd dispersed.

Zech & Mann will be able to take care of their customers for some time to come with peonies, judging from the supply in storage. Gladioli are in good supply at this house not to mention all other stock in season. Walter Blackman, of the Wm. Blackman Floral Co., Evansville, Ind., was a visitor at this house, June 24, returning from the Shriners' convention at San Francisco, Calif.

The Cook County Fair Grounds Association, Inc., Palatine, has been organized, with a capital of \$5,000. The incorporators are W. P. Gersline, C. De Witt Taylor, Frank F. Danielson, Ralph L. Peck, Harry H. Schoppe, Henry Brahms and H. H. Devermann.

John Poehlmann reports that Poehlmann Bros. Co. will cut its first outdoor gladioli this week with the initial shipments consisting principally of Halcy. Roses are in good supply at this establishment and the quality throughout is splendid for this season.

At A. L. Vaughan & Co.'s store the receipts of gladioli are much heavier and include outdoor stock from the immediate vicinity. Peonies are also quite a factor at this establishment and are in strong demand.

The J. A. Budlong Co. is moving a large supply of choice gladioli which are good property this week. Good summer roses are seen in quantity here with choice Hearst attracting the attention of the city buyers.

Swanson & Hagerman, proprietors of the Madison Floral Co., 2813 Fifth avenue, have dissolved partnership. F. Hagerman bought out S. Swanson who is in the market for a new place or an established store.

THE BOOK OF GLADIOLUS

BY
MATTHEW CRAWFORD

AND
DR. VAN FLEET

Second edition now ready with
valuable addenda.

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PRICE, POSTPAID \$1.50

American Florist Co.

440 S. Dearborn St., CHICAGO

Gust. Alles who completes his duties for Wieter Bros. July 1, will enjoy a vacation before joining the staff at Peter Reinberg, Inc., which will probably be spent in Wisconsin.

Fred C. Weber, of St. Louis, Mo., passed through here last week enroute to Michigan to spend the summer.

Fred Price, of Peter Reinberg, Inc., and wife will spend their vacation at Delavan, Wis., leaving next week.

Walter S. Puffer, representing Vaughan's Seed Store, is making a business trip through the southwest.

Fritz Bahr and family are back from an auto trip through northern Wisconsin.

Fred Nelson, of the George Witthold Co., will visit friends at Galesburg next week.

D. L. Harris is expecting his family home from Los Angeles, Calif., next week.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO

Long Distance Central 3283
Phones Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader

Sunburst

Ward

Ophelia

Premier

MISCELLANEOUS

Valley

Cattleyas

Calendulas

CARNATIONS

SWEET PEAS

PEONIES

DAISIES

PANSIES

LARKSPUR

GLADIOLI

Shasta Daisies

Coreopsis

Feverfew

Gaillardias

GREENS

Plumosus

Sprengeri

Bronze and Green Galax

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

ROSES - GLADIOLI PEONIES

Good Supply of Choice Stock in all the
Leading Commercial Varieties. . . .

**Carnations, Valley, Orchids, Sweet Peas, Daisies, Snap-
dragons, Calendulas, Candidum, Lilies, Candytuft,
Feverfew, Pansies, Larkspur, Delphiniums. All other
seasonable Cut Flowers and complete line of Greens.**

A. L. VAUGHAN & CO.

(Not Inc.)

161 NORTH WABASH AVENUE, CHICAGO

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCaULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 0282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

**Large and Complete Supply
of Cut Flowers and Greens.**

The Small funeral at Kankakee called for a large number of floral offerings from this vicinity and practically all the leading florists were represented in the work. The number of floral offerings at the funeral was large and represented all sections of the country.

L. Erhardt, son of the well-known florist at Park Ridge, joined the ranks of the benedicts June 24. There was a big wedding celebration in the evening which Herbert Hansen and wife attended and who report a most delightful time.

Bassett & Washburn are cutting a good supply of roses which are in fine demand and clean up nicely right along.

The E. F. Winterson Co. is cleaning up all the early flowering hardy phlox that the proprietor is cutting at Highland Park.

The Chicago Flower Growers' Association are moving a large supply of gladioli in addition to all other stock in season.

Anton Then writing from Santa Cruz, Calif., states that he and Mrs. Then are having a good time there, with their son, John.

A. F. Peterson, of Wheaton, was in the market this week buying stock for three large wedding orders booked for June 29.

Thomas Joy, of the Joy Floral Co., Nashville, Tenn., was a visitor at the A. L. Randall Co.'s establishment this week.

The John Kruchten Co.'s shipments include a good supply of outdoor stock especially extra fine Shasta daisies.

Vaughan's Seed Store has just issued its mid-summer list of seeds, plants and bulbs for florists.

Ernst Wienhoeber, who recently had a severe stroke, is improving slowly.

Ove Gnatt, of La Porte, Ind., graced the city with his presence June 27.

John Risch and wife spent the week end at Twin Lake, Wis.

SUMMER FLOWERS IN QUANTITY TO MEET THE DEMAND

Peonies, Gladioli, Roses, Valley, Delphiniums, Daisies, Statice, Larkspur, Carnations and all other miscellaneous indoor and outdoor stock in season including Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Foley Greenhouse Manufacturing Co., notwithstanding the big fire at its plant January last, has been doing considerable business, recently shipping the last car of lumber on an Ohio contract for 14 houses, 30x420 feet each, all redwood material with galvanized pipe supports and fittings throughout. The firm's new factory and offices are making rapid progress.

All that remained of the personal estate of Harlow-Niles Higinbotham, formerly head of the Chicago Carnation Co., Joliet and one of Chicago's oldest and best known citizens, was sold at auction June 29. He was president of the World's Columbian Exposition and of the Field Museum of Natural History from 1897 to 1909.

The Alpha Floral Co. had a big wedding dinner decoration at the Green Mill Gardens when the proprietor's niece was married last week, which called for a large quantity of stock. The order also included the bridal bouquet, eight bridesmaids' bouquets and maid-of-honor bouquets besides the home decorations.

A. Henderson, of A. Henderson & Co., reports good demand for fall bulbs.

Rochester, N. Y.

STRONG DEMAND FOR FUNERAL FLOWERS.

Local flower shops report very satisfactory demand during the past two weeks. The funerals of two very prominent citizens brought quite a volume of business to all of the downtown florists. The rose supply is of excellent quality and prices are holding firm. On the other hand, carnations are getting smaller and poorer in quality each week. Garden flowers are plentiful. Lily of the valley is good and prices balance in proportion. There is a good demand for this stock. Peonies are now at their end. Due to rainy weather, sweet peas have suffered considerably. Of cattleyas, there is a fine summer crop coming in. There is a big shortage in ferns, due to the unusual demand during graduation week.

NOTES.

George Havill will leave for New York, July 3, and Fred Kennedy is now making plans for his vacation at Hartford, Conn.

Horace J. Head, of George B. Hart's store, is now recovering from a serious operation at the Park Avenue hospital.

J. B. Keller's Sons had some very large orders placed with them for funerals during the past week.

Herman Zahn, of H. E. Wilson's staff, is recovering from injuries received in a recent automobile accident.

Charles Gow, formerly connected with the Rochester Floral Company, is now employed in Utica, N. Y.

John Vollmer is busy with the June weddings this month.

CHESTER.

Boston.

BUSINESS EXCEPTIONALLY GOOD.

Business this week has been exceptionally good. There has not been much variety of stock arriving as the weather has been against all outdoor flowers but everything cleaned up good at fine prices. Roses and carnations have been the features, the prices being about triple over those of a week or ten days ago. Red and white roses have been in demand away in excess of the supply and consequently brought any price asked for them. Carnations also improved greatly in price and sold readily from day to day, no surplus being carried over. Gladioli and larkspur sold very well and they also fell far short of the demand. Lily of the valley and orchids still hold at the same prices and are in good demand every day. Orchids are not so plentiful and Cattleya gigas are about done for this year. Graduations and weddings have been the prop for business this month, but next week will likely see the finish of these and stock will very probably go begging again.

The directors of the markets voted on Tuesday, June 20, to buy the Cyclorama building. The voting was not unanimous and considerable dissension was manifested, so it would not be surprising if the markets did not consolidate.

E. F. S.

HUDSON, N. Y.—The violent hail storm here last month caused no greenhouse damage.

BALTIMORE, MD.—Chas. Patterson is glazing his new rose house and will plant grafted stock.

NEW ORLEANS, LA.—Henry Kraak is making a European trip and will visit his old home in Germany.

WASHINGTON, D. C.—J. H. Small recently participated in the convention of bankers at Hot Springs, Va., being a director of the Union Savings bank of this city.

Columbus, O.

MID-SUMMER BUSINESS ABOVE COMPLAINT.

While the mid-summer quietude has taken possession of the florist shops in this city and central Ohio, there is still a considerable volume of business in many respects. Retailers as well as growers are generally satisfied with conditions, and believe that the usual dull period will not be pronounced. At least, there are many indications of a good demand for certain lines of flowers during the summer months. Funeral work has been quite good, and there has also been some demand for commencement and school closing exercises and social affairs. Pot plants are about over for the season. There is only a small amount of landscape work on hands now. The staple lines in the market now are roses, carnations, gladioli and dahlias. Roses are of good quality and sell from \$3 to \$6 per dozen. Carnations are selling at the usual figures. Gladioli are just coming in, and retail at about \$4, but prices are expected to drop shortly. Dahlias are offered at \$1.50 to \$2.50. Some garden flowers are selling fairly well, and the supply is good as a rule, stimulated by the excellent growing weather.

NOTES.

S. L. Stephens & Son, at Greenlawn cemetery, are having a good demand for roses, carnations and sweet peas. The call for pot plants is about over for the time being. Demand is excellent for the time of the year, however. Walter Stephens, of this firm, president of the Ohio Association of Flower Growers, returned recently from attending a meeting at Cincinnati.

Miss J. C. Martin is having considerable success in operating the greenhouse on North Broadway, under the name of J. C. Martin. Recently, she acquired the property at receivers sale and started out to grow flowers for the summer and fall.

McKellar, the florist on West Broad street, is having a good run of business on roses, gladioli and sweet peas. The latter are now coming from the gardens and are of good quality. The salmon pink gladioli are also of excellent quality.

The Brust Florist Co., 891 West Broad street, located close to Mt. Carmel hospital, is having a good trade in cut flowers from that source. Mostly in demand are gladioli, carnations, roses and sweet peas.

J. W. L.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

L. D. PHONES:
CENTRAL 2846
DEARBORN 3101

A LARGE SUPPLY OF
ROSES AND PEONIES

Mention the American Florist when writing

WELCH'S, Inc.

288 Devonshire Street, - BOSTON, MASS.

New England's House of Flowers

OUR SPECIALTIES:

Beauties, Orchids, Valley, Gardenias

Consignments Solicited.

Mention the American Florist when writing

CHAS. H. TOTTY

Wholesale Florist

Madison, New Jersey

Pittsburgh.

TRADE MUCH IMPROVED.

Business the past week was somewhat better than the previous period with a stronger demand and a shortened supply which caused prices to hold firm and enabled the wholesale houses to effect a clean-up on Saturday, with the exception of some delphinium and coreopsis. Weddings and commencements seemed to form the bulk of the business with a funeral now and then. The supply has shortened up considerably especially roses and carnations, both of which are of very good quality for this season of the year and both are cleaning up daily. Delphinium is a big factor in the market at present and is being used extensively by the retailers in all kinds of work. Lilies are scarce and are bringing more money than they have at any time since Easter. The supply of gladioli is increasing and it will

not be long until this popular flower will be the backbone of the market. Lily of the valley has had quite a call and at times there was not enough to supply the demand. Baby breath, gailardia, coreopsis, larkspur, and achillea are being received in quantity and find a place in most retailers' ice boxes. Outdoor sweet peas are to be had at reasonable prices.

NOTES.

It is with regret that we report the death of Chas. Peterson of East Liverpool, O. He was one of the pioneers of the business and has been located at East Liverpool for a great many years. He has been ailing for a long time and has been practically bed-ridden for several years, so that his death was not unexpected by his family and close friends.

The McCallum Co. is installing a new refrigeration plant at their greenhouses

at Evans City, Pa., and when completed will give them one of the most up-to-date grading and cold storage rooms in the country.

J. H. McCauslin, of Huscroft's flower store, Steubenville, O., was a recent visitor. He states that business has been very good and that they are adding to their already large area of glass this season.

A severe hail storm visited the North Boroughs on June 17, but with the exception of the Blind Floral Co., who lost about 1,000 lights of glass, very little damage was done.

This section came near having frost on Thursday night. The official report was 49 degrees, but some reports came in as low as 34 degrees.

The Florists' and Gardeners' Club are making arrangements for their annual picnic some time in August. Place not determined as yet.

E. C. T.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street.

L. D. Phone Randolph 6578.

CHICAGO, ILL.

Mention the American Florist when writing.

The Ove Gnatt Co., Inc.

Chicago Salesroom,
30 East Randolph Street,

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Mention the American Florist when writing

Huckleberry, \$7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Chicago, Ill.
Phone Central 6004. Established 1893.

Mention the American Florist when writing.

Toledo, O.

WEDDINGS HELP BUSINESS.

There have been a number of important June weddings during the past week and these called for an unusual amount of flowers, helping materially in moving stock. The weather has been typical of June and all stock of a seasonable nature is plentiful and of excellent quality. Roses are very abundant and the market cannot absorb them all. There are great quantities of outdoor stock such as Shasta daisies, larkspur, bachelor buttons, etc., and more of these are being used than ever before. On the whole business is good and shows daily signs of the improved industrial conditions.

FLORISTS' CLUB MEETING.

A splendid and enthusiastic attendance marked the meeting of the Florists' Club, held Friday evening at Feniger's Superior street store. The advertising committee made a report showing how business on Mothers' Day, was aided by the publicity and urged all to make prompt payments so that the advertising could be continued. The question of establishing a commission house in this city was brought up by Mr. Barr and was discussed at length. The idea will be given some further thought, although the consensus of opinion was that the time was not ripe for such a venture.

NOTES.

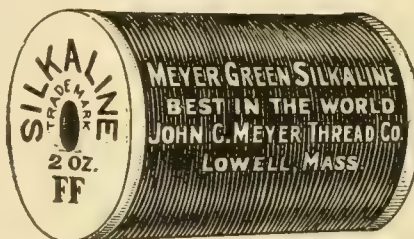
A. A. Suder is working hard as president of the Florists' Club to promote co-operation. He has a fine array of bedding stock which has cleaned out nicely at fair prices.

Schramm Bros. had one of the largest wedding decorations placed here in some time when they took care of the Baker-Rorick wedding at the Country Club.

Metz Bros. shop has been humming with activity. Funeral work has been active here and the call for wedding bouquets good.

The Helmer Flower Shop has been busy with a number of fine wedding decorations and reports business as very encouraging.

George B. Schramm, William Niemiller and K. Wyam of Schramm Bros.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

Manufactured by

The John C. Meyer Thread Co., **LOWELL, MASS.,**
U. S. A.
DEPT. XYZ

Mention the American Florist when writing.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave.,

Phone:
Humboldt 8853.

CHICAGO

Mention the American Florist when writing.

left on Sunday for New York where they will attend Max Schling's school for florists.
A. C. K.

Nassau County Horticultural Society.

The annual rose show of the Nassau County Horticultural Society, held at Glen Cove, L. I., June 13, was fully up to the standard of this organization. The exhibition was held in the Nassau Country Club rooms and its many fine exhibits, particularly in the rose classes, were greatly admired. The table decorations of outdoor roses and other flowers for which Mrs. J. C. Ayer had offered special prizes, were splendidly arranged. Mrs. R. C. Bedford, Glen Cove, won first prize in this class.

In the cut rose competition Mrs. H. L. Pratt won six firsts, also six firsts for cut annuals and perennials, as well as several prizes for fruits and vegetables. Mrs. Harold I. Pratt received awards in a number of classes of flowers and vegetables. Other prize winners were Arthur V. Davis, Mrs. Andrew Fletcher, Robert A. Shaw, and M. W. Daboll.

TANNER



Mention the American Florist when writing

AMARILLO, TEX.—The Cunningham Flower Shop is completing a large addition to its greenhouse establishment.

PAINTED POST, N. Y.—A. J. Searl of the Imperial Flower Shop here, is reported to have disappeared, to the regret of many debtors.

ESCANABA, MICH.—C. Peterson & Sons are planning to rebuild their range of greenhouses at an early date, trebling the glass area and making their establishment the largest in northern Michigan.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017

CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET MOSS

Fadeless, per bag, \$3.50
Natural, " " 1.75KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Florist Supply House
of America.

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1129-1131 Arch St., Philadelphia, Pa.

146 West 18th St., New York.

Phone Chelsea 3739

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 579 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 NO. WABASH AVE., CHICAGO

Telephone Central 466

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones: CENTRAL 1977
1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Per 100	Per 100
Roses, Mrs. Chas. Russell	6.00 @	\$ 20.00
" Butterfly	4.00 @	15.00
" Columbia	4.00 @	20.00
" Dunlop	4.00 @	20.00
" Premier	6.00 @	20.00
" Hoosier Beauty	6.00 @	20.00
" Killarney Brilliant	4.00 @	15.00
" White Killarney	4.00 @	15.00
" Mrs. Geo. Shawyer	4.00 @	15.00
" Milady	6.00 @	20.00
" Mrs. Aaron Ward	4.00 @	15.00
" Sunburst	4.00 @	15.00
" Ophelia	4.00 @	15.00
" Dbl. W. Killarney	6.00 @	20.00
" Cecile Bruner	2.00 @	3.00
Calendulas	3.00 @	4.00
Daisies	2.00 @	3.00
Cattleyas, per doz.	12.00 @	18.00
Valley	6.00 @	8.00
Carnations	2.00 @	4.00
Easter Lilies		25.00
Sweet Peas		1.00
Peonies	4.00 @	8.00
Gladioli	6.00 @	8.00
Pansies, dozen bunches	1.00 @	1.50
Adiantum	.75 @	1.50
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Leucothoe		1.00
Sprengerii, Plumosa Sprays,		
per bunch	.50 @	.75
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry, per case		7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye.

Enough for two quarts, either pink or
yellow, for a Dollar.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60c. Cash with Order.

American Florist Co.
440 S. Dearborn St., Chicago

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia Sunburst, Columbia
Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given
prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

No excuse for BAD CREDIT RISKS
when a member of the
Florists' Credit AssociationNATIONAL SERVICE
General Office: Federal Life Building
108 N. Michigan Blvd., CHICAGO

Mention the American Florist when writing

EASTER LILIES

in any quantity
of the Best quality
in bud or open flowers
price very reasonable.

Wire your order for a
hundred or a thousand
and we can make imme-
diate shipment.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

STOCK SHORTENING UP.

The past week has seen a shortening of the supply in several lines. With peonies out of the way, rambler roses, and a number of items in the spring flowering out-door stock together with snapdragon, carnations and callas done for the season, the only surplus worth considering is short roses, and these clean up fairly well to the street men. Greenhouse gladioli which have been especially plentiful and of exceptionally high grade this season, are almost over and are being succeeded by the first of the field grown stock. In spite of the high prices of giganteum lily bulbs, quite a number of growers appear to be taking a chance and the market continues to be over supplied. The quality is fine but competition keeps prices down. All high grade roses find a ready sale at good prices, the great majority of the stock however, grades low as many of the plants are being dried off and rested, yet flowers from these are cut and sent in with the hope of getting something out of them. Orchids are not any too plentiful, yet some dealers say they can fill orders for any reasonable quantity. The cattleyas gigas and gaskelliana are particularly fine. There is plenty of high grade lily of the valley. Out door sweet peas are a quantity product, some of them very good, the result of careful culture. Green and variegated privet sprays are in demand for funeral clusters spray and decorative work, as are green oak boughs. Southern asparagus carries poorly while the home grown meets with good demand.

GROWERS' BY-PRODUCTS.

There are various ways of turning surplus stocks and others that have outlived their usefulness, such as bench roses that have to give way to new va-

EDWARD REID
CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, June 28.		Per 100
Roses, American Beauty..	\$ 4.00 @	\$ 50.00
" Russell	4.00 @	12.00
" Dunlop	4.00 @	8.00
" Pilgrim	4.00 @	12.00
" Crusader	6.00 @	20.00
" White Killarney	8.00 @	20.00
" Ward	4.00 @	8.00
" Maryland	4.00 @	8.00
" Hoosier Beauty	6.00 @	16.00
" Columbia	4.00 @	16.00
" Hadley	6.00 @	20.00
" Premier	4.00 @	20.00
" Ophelia	4.00 @	12.00
" Butterfly	4.00 @	12.00
" Cecile Brunner		3.00
Adiantum		2.00
Asparagus bechs., per bch.	.50 @	1.00
Asparagus Strings, doz.		12.00
B. Buttons	1.00 @	2.00
Carnations, fancy		6.00
Carnations, ordinary	2.00 @	3.00
Cattleyas, per doz.	1.00 @	13.00
Callas	1.00 @	2.00
Lily of the Valley	8.00 @	10.00
Smilax, per dozen		6.00
Cypripediums, dozen		4.00
Sweet Peas	1.50 @	2.00
Myosotis, per bch.		.50
Marguerites	2.00 @	3.00
Snapdragons	1.00 @	2.00
Delphinium	1.00 @	1.50
Gladioli	2.00 @	2.50

BUFFALO, June 28.		Per 100
Roses, Special Beauties ..	\$35.00 @	\$ 40.00
" Fancy Beauties ..	25.00 @	35.00
" Extra Beauties ..	15.00 @	20.00
" First Beauties ..	10.00 @	12.00
" White Killarney ..	6.00 @	12.00
" Dbl. Wht. Killarney ..	6.00 @	12.00
" Milady	6.00 @	12.00
" Maryland	3.00 @	6.00
" Sunburst	3.00 @	10.00
" Columbia	3.00 @	20.00
" Ophelia	3.00 @	10.00
" Russell	8.00 @	15.00
" Premier	4.00 @	12.00
" Cecile Brunner ..	3.00 @	4.00
Calendulas	2.00 @	3.00
Carnations	.50 @	3.00
Easter Lilies	15.00 @	20.00
Mignonette	2.00 @	3.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	2.00 @	4.00
Sweet Peas	1.00 @	2.00
Daisies	1.00 @	2.00
Calla Lilies	10.00 @	20.00
Gladioli	8.00 @	10.00
Peonies	3.00 @	5.00
Delphinium	4.00 @	6.00

PHILADELPHIA, June 28.		Per 100
Roses, Beauty, special ..	\$40.00 @	\$50.00
" Butterfly	4.00 @	15.00
" Orphelia	4.00 @	12.00
" Columbia	4.00 @	15.00
" Mrs. Chas. Russell ..	6.00 @	25.00
" Dbl. Wt. Killarney ..	2.00 @	10.00
" Hadley	10.00 @	30.00
" Sunburst	2.00 @	10.00
" Wards	2.00 @	6.00
" Premier	4.00 @	15.00
Adiantum	1.00 @	1.50
Asparagus, bunches ..	.35 @	.50
Asparagus, strings ..	.75 @	1.00
Calendulas	1.00 @	2.00
Carnations	1.00 @	4.00
Cattleyas	100.00 @	150.00
Easter Lilies	10.00 @	15.00
Sweet Peas	50 @	1.50
Callas	10.00 @	15.00
Snapdragon, per doz.	.50 @	1.00
Smilax		.35
Lily of the Valley ..	5.00 @	6.00
Gladiolus, doz.	.75 @	1.50
Peonies	3.00 @	6.00

rieties or younger stock. The first signs of a surplus in bedding plants should be met by filling small baskets with stock out of pots which after a week in the house will present a very good article for stores to run as a special. These should be gotten on the market before the season gets too old, there being as much money in them as when sold in the usual way. Bench roses which have had a good sale the past year or two as dormant stock can if there is any surplus be planted out

Summer Flowers

This Week High Grade

**ROSES, EASTER LILIES
SWEET PEAS, LILY
OF THE VALLEY,
CATTLEYAS.**

**Philadelphia Growers'
Cut Flower Market**

WM. C. LYNCH, Manager

No. 7 South Mole Street.

PHILADELPHIA, - PA.

Berger Bros.

The Choice of the Market in

EASTER LILIES, ROSES,

CARNATIONS and SWEET PEAS.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA

and grown on through the summer, making splendid plants for potting up in the fall for forcing for Easter or later spring sales.

BASEBALL.

The season is on, the preliminary preparations have all been made and the first games will be played at the Belmont plateau, Lansdowne and Norwood, on July 6. It was hoped to make it an eight club league but so far only seven organizations have entered. All look forward to a good time, however, playing their best, with the hope of getting their club name inscribed on the handsome A. M. Campbell trophy.

NOTES.

Thomas Potts who has been an expert in growing high class out-door cut flowers and greens that were of special value to the stores, is about to erect a greenhouse 28x100. This is to be built by the King Construction Co. and will, William Muth says, be one of their best. Mr. Potts hopes to add another of the same size in the fall.

John Habermehl reports the decorations for the recent convention of the Car Builders' Association in Atlantic City were the most elaborate they have had for this association. They were well satisfied with results on this job, as some 700 window boxes used in the decorations were afterwards sold to decorate the porches of hotel and cottages of this wonderful seaside resort.

Jack Neidenger, Jr., who is in Germany looking up stock for the Jos. G. Neidenger Co. reports from Hamburg that there is so much demand for German goods that manufacturers are loth to quote prices for quantity lots for future delivery. The factory has a full force working getting up stock for the fall.

Jos. M. Kennedy is now manager of the Philadelphia Growers' Cut Flower Market. Mr. Kennedy associated with the company for some time, has had

HOLTON & HUNKEL CO.

471 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers

and Greens

C.C. POLLWORTH CO.

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MILWAUKEE, - WIS.

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WHOLESALE FLORISTS

Growers of Quality Flowers

116-118 Seventh Street,

PITTSBURGH, - PA.

Wholesale Flower Markets

PITTSBURGH, June 28.			Per 100
Roses, American Legion	\$ 4.00 @	\$ 20.00	
" Killarney	4.00 @	15.00	
" Maryland	4.00 @	15.00	
" Sunburst	4.00 @	15.00	
" Mrs. Aaron Ward	4.00 @	15.00	
" Russell	6.00 @	20.00	
" Columbia	6.00 @	20.00	
" Ophelia	4.00 @	15.00	
" Hilda	4.00 @	15.00	
" Premier	6.00 @	20.00	
" Madam Butterfly	6.00 @	20.00	
Carnations	3.00 @	4.00	
Calendulas	1.00 @	2.00	
Calla Lilies, per doz.		1.50	
Daisies, Yellow		2.00	
Lilies	15.00 @	20.00	
Valley		8.00	
Ferns, per 1,000		2.50	
Galax, per 1,000		2.00	
Plumosa, per bunch		.50	
Sprengerl, per bunch		.60	
Sweet Peas	1.00 @	3.00	
Snardragons, per doz.	.75 @	2.00	
Gladioli	10.00 @	12.00	
Delphinium	4.00 @	6.00	
Gaillardia		2.00	
Coreopsis		1.00	

CINCINNATI, June 28.			Per 100
Roses, Premier	\$4.00 @	\$20.00	
" Russell	4.00 @	20.00	
" Columbia	4.00 @	20.00	
" Butterfly	4.00 @	20.00	
" Pink Killarney	4.00 @	20.00	
" White Killarney	4.00 @	20.00	
" Sunburst	4.00 @	20.00	
" Mrs. Aaron Ward	4.00 @	20.00	
" Ophelia	4.00 @	20.00	
" Baby Doll	3.00 @	4.00	
Rubrum		4.00 @ 8.00	
Calla		12.50 @ 15.00	
Easter Lilies		15.00	
Yellow Daisies	.50 @	.75	
Ferns, per 1,000		3.00	
Galax, per 1,000		1.50	
Plumosa (south) per bch.		.25	
Smilax, per string	.15 @	.25	
Mahonia Leaves		1.00	
Stocks		4.00	
Cornflowers		.50	
Coreopsis		.50	

TORONTO, ONT.—Arrangements have been completed for the picnic of the Retail Florists' Club, to be held at Exhibition Park, July 5.

CLEVELAND, O.—J. F. Ammann, representing the Florists' Telegraph Delivery Association, addressed the local florists at the Hollenden hotel June 19 on the work of that organization.

FLORISTS' SUPPLIES—BASKETS
WIRE DESIGNS—GREENHOUSE SUPPLIES

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MANUFACTURERS. IMPORTERS. JOBBERS

Quick Service—Quality Merchandise—Reasonable Prices

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MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, June 28.			Per 100
Roses, Premier	\$2.00 @	\$12.50	
" White Killarney	3.00 @	10.00	
" Columbia	2.00 @	12.50	
" Crusader	3.00 @	10.00	
" Ophelia	3.00 @	10.00	
" Russell	3.00 @	15.00	
" Ward	2.00 @	4.00	
" Butterfly	2.00 @	10.00	
" Sunburst	2.00 @	12.00	
Carnations		1.50 @ 5.00	
Valley		6.00	
Callas, per doz.		10.00 @ 12.50	
Lilies, per doz.		12.50 @ 15.00	
Ferns, per 1,000		2.50 @ 3.50	

MILWAUKEE, June 28.			Per 100
Roses, Killarney, W. K'l'y.	\$4.00 @	\$15.00	
" Premier	6.00 @	15.00	
" Ophelia	4.00 @	15.00	
" Columbia	6.00 @	15.00	
" Ward	4.00 @	12.00	
" Butterfly	8.00 @	15.00	
Carnations		2.00 @ 4.00	
Daisies		1.00 @ 1.50	
Sweet Peas		.75 @ 1.50	
Calendulas		4.00 @ 6.00	
Valley		6.00 @ 8.00	
Callas, per doz.		1.50 @ 2.00	
Snardragons		3.00 @ 4.00	
Fancy Ferns, per 1,000		3.00	
Asparagus, per bunch		.50 @ .75	
Larkspur, per bunch		.35 @ 1.50	
Stocks		.35 @ .50	
Gypsophilla, per bunch		.35 @ .75	
Forget-me-not		.35 @ .35	
Gaillardia		1.50 @ 2.00	
Lace Flowers, per bunch		.50 @ .75	
Gladioli, per doz.		1.00 @ 2.00	
Feverfew, per bunch		.35 @ .50	

quite an experience in handling flowers in wholesale houses and should make a success in his new position. A very good stock of roses is seen here.

The trade are glad to hear of the good progress towards the health of George Aeugle who has been in St. Luke's hospital since June 12. His many friends hope he will soon be about again. Cheery Sam Parker keeps things on the go during his absence.

H. Bayersdorfer & Co. will make quite an elaborate display at the Texas State Florists' Association convention to be held at Dallas, Tex., July 5-7. The trade at the New York branch store of the company, recently opened is very satisfactory.

High grade roses are the special feature of the Edward Reid stock at this time. Gladioli, Easter lilies and lily of the valley are also quantity items. Mr. Reid reports a very good shipping trade.

Cornelius Van, manager of the Robert Craig Co.'s greenhouses, Norwood, Pa., has with his family taken a trip to his old home in Holland, visiting his parents. He will return in the early fall.

The Leo Niessen Co. report a good demand for high grade stock, particularly in roses. Russell is favored by out of town buyers. Some exceptionally fine Cattleyas gigas are seen here.

Berger Bros. are handling high grade Easter lilies, gladioli, sweet peas, and choice roses. An abundance of outdoor stock is also a feature.

K.

New York.

COOLER WEATHER HELPS.

There has been little change in the condition of the cut flower market since our last notes were published. The cool weather of the week ending June 17 held the roses in better shape and some good stock for the season has been arriving. There has been considerable demand for such stock to fill steamer orders, but there is always a surplus and the best does not keep long. The carnation season is about over but some of the growers do not seem to think so. They persist in flooding the market with stock that cannot be sold to the retail stores on account of its poor quality, it goes to the street men and they trade it about and the spectacle of so many of them tends to make the whole business look cheap.

Local peonies are done but some good ones have been coming in from the North, with these exceptions the peony season is over as what are in cold storage do not count for much. There are more than enough orchids and lily of the valley in sight to supply all demands. A considerable stock of the white bouvardia is on the market and by some of the buyers it is preferred to valley. The outdoor sweet peas are short and as yet, no first class stock arriving. The greenhouse gladioli are about cut out, but outdoor stock, from Long Island, is beginning to come in and doubtless there will soon be a heavy supply. Cut rambler roses and the many varieties of seasonable garden flowers continue to come in, and as such stock sells cheap a good many bunches are sold. Relating to carnations that while there is some good stock for the season, it is the exception, not the rule. An unusually heavy supply of all kinds of stock reached the market in June; that with the early hot weather and the great exodus to Europe made it a rather disastrous month for business.

NOTES.

The Massas Floral Co., Lenox avenue and 126th street, own the five-story building in which their store is located. On both fronts they are making fine displays of large ferns or tripods, with well filled boxes in all the windows of the building.

Nicholas Stathes of Stathes Brothers, retailers of Columbus avenue and 104th street, started on June 26 for a three months tour of the Pacific coast. He will visit leading cities of California, Oregon, Washington and British Columbia.

The Plaza Floral Co., 698 Lexington avenue, announce that they will close July 1, to reopen September 1 in a finer store in the new Hotel Allerton building which is under construction near their present location.

Sullivan, Dolan & Co., 112 West 28th street, who recently were inconvenienced by a fire over their store, have had their shop thoroughly renovated and redecorated and are now better than ever prepared for business.

McKenney of 5th avenue and 42nd street, arranged a fine decoration in the Palace Theatre on the occasion of the memorial services for the late Lillian Russell that were held on June 18.

Max Schling, with a number of assistants, gave a series of illustrated lectures at the Hotel Netherland this week, on floral designing and landscape gardening.

All reports from the Post-Graduate Hospital indicate that Alfred T. Bunyard is rapidly recovering from the effects of the recent operation.

Andrew Eckrich, 924 Madison avenue, who has a fine store, is quite cheerful about business as he has been having numerous wedding decorations.

Hugo H. Jahn, 710 Norstrand avenue, Brooklyn, whose shop is always attractive, reports satisfactory business for the season.

Wm. H. Long, 412 Columbus avenue, states that he has been keeping quite busy with weddings, funeral work and steamer orders.

Although local peonies are gone, the United Cut Flower Co. has been receiving good ones from far upstate.

A. F. F.

New London, Conn.

When we visited this city on June 22, the advance guard of visitors for the Yale-Harvard boat race on the River Thames was already arriving, the race being scheduled for June 23. These races, we believe, although not well up in sporting matters, are annual events on the Thames, and they are gala days, bringing some profit to tradesmen, including the florists.

If there was any question about this city having reached a venerable age, as the age of cities are reckoned in this country, strong corroboration to the claim can be found in its magnificent old trees. A much lamented young man, before he was cut down by the Great Reaper, wrote a poem on trees in which this line occurs: "Only God can make a tree." Viewing these great trees of New London we were powerfully impressed by that sentiment. Credit of course must be given the early settlers who planted and their successors that have through the centuries cared for the trees. But some of these trees are so large, over four feet in diameter at the base of the trunks, that one is inclined to believe that they are survivors of the virgin forest.

This city is a thoroughly American one, and with its near neighbor, Groton, possesses relics and monuments that prove that the memory of the brave pioneers is revered. Near the railway station stands a stately memorial monument for men who fell in battle on sea and land. This was erected by descendants of that Lawrence, whose dying words were, "Don't give up the ship." Over in Groton there stands an older monument commemorating an event of the Revolutionary war and nearby is a museum of most interesting revolutionary relics.

NOTES.

We seem to have wandered from strictly horticultural and floricultural matters, but have not forgotten the florist. We are not indulging in flattery in stating that a prettier and better arranged shop than Fisher's, 104 State street, cannot be found in these eastern states. Good selections in flowering and foliage plants, a fine stock of cut flowers and excellent taste in arrangement are outstanding features.

It appears that the residents of Groton do most of their flower buying in New London, but Groton can boast of one splendid private estate, the landscape features having been largely created by Vincent W. Head for the late Morton F. Plant.

Karl Samuelson, 34 Mercer street, has a neat range largely devoted to plant growing. Here we may add that one of the largest trees in the city stands in front of his residence.

Fellman, another retail florist also keeps an interesting store and in addition to a good stock of cut flowers keeps quite a stock of novelties.

A. F. F.

FAR ROCKAWAY, N. Y.—John Marsden, who has long been ill, died June 21.

SALEM, ORE.—The flower shop formerly conducted by C. E. Clancey, has been purchased by the Salem Greenhouses and will be reopened for business under the management of C. S. Breithaupt of that firm. The store will be supplied from the company's range.



1921—Established 1887

J. K. ALLEN, 43 W. 18th St. N. Y. CITY

Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street.

Solicits Roses, Carnations, Valley, Orchids. Best facilities for handling. Highest prices. Quick returns. Prompt payments.

Telephones: Watkins 0167-3058.

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Everything in Cut Flowers

Phones 5413 & 5891 Watkins
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Harry Charles Wholesale Florist

Daily supply of Siebrecht's Valley,
Cut Lilies always on hand.

104 W. 28th St., New York City
Phone Chelsea 8071 Consignments Solicited.

Indiana State Florists' Association.

The annual meeting of the Indiana State Florists' Association, was held at New Albany, Ind., on June 20-21. There was a representative attendance of about 40 members from all parts of the state. One of the social features was a visit to the greenhouses of Anders Rasmussen, where after an inspection of this large, well managed establishment, they were royally entertained.

On the evening of the first day they were the guests of the Kentucky Society of Florists at a dinner in their honor, held at the Fountain Ferry park, Louisville, Ky., which in the fine menu and the flow of wit and good fellowship in the after dinner speeches, made an occasion long to be remembered.

On June 21, the feature was an automobile run by the members of the association and the Kentucky society, to Wyandotte cave, near Corydon, Ind. This subterranean cavern with its irregular formations, proved a very interesting place to the visitors. The management declared the party to be the largest that had ever passed through the cave at any one time.

H. G. W.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26th STREET

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Telephones:
3864 and 3158 Watkins**William Mackie**

Wholesale Florist

31 and 43 W. 18th St., NEW YORK

Carnations and Sweet Peas of Fine Quality.

Telephone: 759 Watkins

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WHOLESALE COMMISSION

All the New and Standard Varieties of
Roses, Violets, Carnations, Valley, Lilies, Etc.

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A complete assortment of the best in the
market can always be relied upon.

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Geo. C. Siebrecht

Wholesale Florist

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Tel. 608 and 609 Watkins

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I. Goldstein

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31 and 43 W. 18th St., NEW YORK

Prompt and careful attention to your
interests. Consignments Solicited.

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DOYLE & BOOTH

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Consignments Solicited

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Telephones,
Watkins 10255-1771**Joseph A. Millang**

Wholesale Florist

55-57 W. 26th St., New York

Telephone: 2046 Watkins

Mention the American Florist when writing.

Wholesale Flower Markets

New York, June 28. Per 100

Roses, Beauty	\$ 25.00 @	\$ 50.00
Premier	2.00 @	10.00
Crusader	4.00 @	35.00
Golden Ophelia	3.00 @	10.00
Columbia	3.00 @	10.00
Pilgrim	3.00 @	10.00
Hadley	5.00 @	15.00
White Killarney	3.00 @	10.00
Dbl. Wh. Killarney	3.00 @	10.00
Dunlop	3.00 @	10.00
Aaron Ward	3.00 @	10.00
Ophelia	3.00 @	10.00
Scott Key	4.00 @	50.00
Sunburst	3.00 @	10.00
Mdm. Butterfly	3.00 @	10.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Carnations	2.00 @	6.00
Cattleyas	35.00 @	75.00
Daisies, Yellow	.50 @	1.00
Gladiolus, per doz.	.75 @	1.50
Leucothoe, per 1,000.	5.00 @	7.00
Lilies, White	6.00 @	12.50
Lily of the Valley	2.00 @	6.00
Snapdragons, per doz.	.50 @	1.00
Smilax, doz. strings	1.00 @	2.00
Galax, green and bronze, per 1,000.	1.50 @	2.50
Ferns, per 1,000.	2.00 @	2.50
Sweet Peas	.50 @	1.50
Asp. Plumosus, per bunch, southern	.50 @	1.00
Peonies, per doz.	.50 @	1.00
Larkspur, per doz.	.50 @	.75

Frank H. Traendly

Charles Schenck

Traendly & SchenckWholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK

Between 26th and 27th Sts.

Telephones: 798 and 799 Watkins

Orchids, Roses, Carnations, and all the
other best products of the leading growers.

Mention the American Florist when writing.

HERMAN WEISS

121 W. 28th St., NEW YORK

Snapdragons, Roses, Carnations, Bouvardias
and Orchids.

As Well As All Other Flowers in Season.

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President**United Cut
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2336**WM. KESSLER**

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Bet. 6th & 7th Aves. NEW YORK

Mention the American Florist when writing.

Telephone Watkins 9254

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Wholesale Florist

31 and 43 W. 18th St., NEW YORK

Everything in Cut Flowers
Consignments Solicited.

Telephone Chelsea 5713

For prompt and satisfactory results ship to

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WHOLESALE FLORISTS

112 West 28th St. NEW YORK

All Seasonable Flowers

The Kervan Co.Fresh Cut Decorative Evergreens
Highest Standard of Quality.Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

Wholesale Florist

24-30 Stone Street

ROCHESTER, NEW YORK

Joseph S. Fenrich

WHOLESALE FLORIST

43 West 18th Street, NEW YORK

Phones 0420-21-22 Watkins

Roses, Carnations, Peas,
Violets and Lilies.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

FOR CHICAGO SCHILLER'S

4509 Broadway and
2221 W. Madison Street

GEORGE ASMUS

Manager

Member of F. T. D. A.

Mention the American Florist when writing.

LOS ANGELES, CALIF.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

705 WEST SIXTH STREET

Mention the American Florist when writing

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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Incorporated

437-39-41 Milwaukee Street

Members of Florists' Telegraph Delivery

Member of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania

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Flowers and Service THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

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Chas. H. Grakelow

Broad St., at Cumberland

Central City Shop, 1908 Market St.
Member of Florists' Telegraph Delivery.

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The Largest Grower
of Cut Flowers in the South

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
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Members of Florists' Telegraph Delivery.

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THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

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Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

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HARTFORD, CONN.

George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association

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TORONTO, CAN.

Canada's Best Known and Most Reliable
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Only
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We deliver anywhere in Canada and
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HENRY W. SHEPPARD

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Successor to the HILL FLORAL CO.

Good Stock and Good Service.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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FLORAL FLORISTS
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ADAMS, FLORIST

The House of Roses
STATE THEATER BUILDING.
Eleven South Eighth Street

Mention the American Florist when writing.

SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central
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Send Telegraph, Telephone or Mail Orders
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484 St. Catherine's St., West
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Every order receives prompt and careful attention.

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AUSTIN, TEX.

AUSTIN FLORAL CO.
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"FLOWERLAND"

722 CONGRESS AVENUE
9000 feet glass, 7 acres flowers. Largest
plant in city.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

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CHICAGO.

A. Lange
77-79 E. Madison Street

CHICAGO
Wangel
The Palmer House Florist
17 E. MONROE ST.

Steamer Business.

Retail florists doing a steamship business will be interested in knowing that 27 ocean-going steamers, carrying 10,000 passengers, sailed June 10, making a new record in out-going summer traffic

A. Lange, Chicago, reports having fourteen orders for the same steamer on one sailing date.

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

July 3.

FROM New Orleans, Asian, I. M. M. Lines (Liverpool).
FROM GALVESTON, Napierian, I. M. M. Lines (Liverpool).
Assyria, Cunard-Anchor Line (Glasgow).

July 5.

Paris, French Line (Havre).
Elzasier, Belgian Line (Antwerp-Havre).
Manchuria, I. M. M. Lines (Hamburg).
Seydlitz, North German Lloyd (Bremen).
Norfolk Range, Furness Lines (Leith-Dundee).
Cabo Ortegal, Ybarra Line (Cadiz-Barcelona-Seville).

July 6.

Rochambeau, French Line (Havre).
Laconia, Cunard-Anchor Line (Liverpool).

July 7.

FROM NEW ORLEANS, Edam, Holland-America Line (Rotterdam).

July 8.

Dakarlan, I. M. M. Lines (London).
FROM BOSTON, Arabic, I. M. M. Lines (Gibraltar-Genoa-Naples).
Arabic, I. M. M. Lines (Gibraltar-Genoa-Naples).
FROM BALTIMORE—Median, I. M. M. Lines (Liverpool).
Vardulia, Cunard-Anchor Line (London).
Feliciano, Furness Lines (London).
FROM BOSTON, Parisiana, Furness Lines (Leith-Dundee).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)



Bees Ltd.
Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

Mention the American Florist when writing.

FT. WAYNE, IND.

Flick Floral Co.

Ft. Wayne's Largest Up-to-date Cut Flower Store.

Fresh Cut Flowers and Plants From Our Own Greenhouses.

Personal Attention to all orders.

Mention the American Florist when writing.

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Mention the American Florist when writing.

WIRE YOUR ORDERS
Metairie Ridge Nursery Co., Ltd.
LEADING RETAIL
FLORISTS
135 Carondelet St.
NEW ORLEANS.
ROSES ORCHIDS VIOLETS F.T.D.

Mention the American Florist when writing.

J. W. ROSS
THE LEADING FLORIST

F. T. D. MEMBER
CENTRALIA, ILL.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY, MISSOURI.

**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

CLEVELAND, O., and Vicinity

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing.

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

Mention the American Florist when writing.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

OMAHA, NEB.

Hess & Swoboda FLORISTS

1415 Farnum St.

PHONES
1501 and 11582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEW YORK.

A. ECKRICH

(Successor to Charles E. Grunewald)

FLORIST

924 Madison Ave., bet. 73rd and 74th Sts.

Phone: 9864 Rhineland. Orders from Other Cities Promptly Filled

Mention the American Florist when writing.

City Index to Retail Florists

Filling Telegraph Orders.

Asheville, N. C.—Middlemount Gardens.
Austin, Texas—Austin Floral Co.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunle.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—Fox's Incorporated.
Minneapolis, Minn.—Adams, Florist.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

Mention the American Florist when writing.

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Mention the American Florist when writing.

FOR ST. LOUIS.

WIRE

Grimm & Gorly

Mention the American Florist when writing.

LITTLEFIELD, Florist WORCESTER, MASS.

Mention the American Florist when writing.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing.



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

Fifty Years
Exacting
Fulfillment.



Mention the American Florist when writing.

Bronx, New York City

Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing.

NEW YORK Telephone Billings 2073
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY

Orders from Other Cities filled with promptness

Mention the American Florist when writing.

New York's Favorite Flower Shop

G.E. M. Stumpff

Fifth Avenue at 53th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing.

J. W. RODGERS

South Jefferson Street DAYTON, O.
Elks' Building

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Mention the American Florist when writing.

Montclair, N. J.

Tel. L. D. 438

F. W. MASSMANN, INC.

416-418 Bloomfield Ave.

F.T.D. & NATIONAL FLORIST



Deliveries: Montclair, Caldwell, Verona, Glen Ridge, Bloomfield and all of the Oranges.



Mention the American Florist when writing.

Orders in or around Washington, D.C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing.

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Members of Florists' Telegraph Delivery

Mention the American Florist when writing.

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5463

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing.

WASHINGTON, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Kansas City, Mo.

W.J. Barnes
FLORIST, K.C.Mo.

Kansas and Western
Missouri.

Up-to-date Service.

F. T. D. Est. 1890

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S

Leading Florists

JOHN BREITMEYER'S
SONS

1314 Broadway

PHILIP BREITMEYER, President

Mention the American Florist when writing



**Worcester's
Shop
of
Quality and
Service**

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good
care and prompt attention. Phones 270-271
Main.

Mention the American Florist when writing

MICHIGAN.

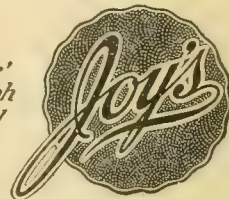
Orders will be care-
fully cared for by**Henry Smith Floral Co., Inc.**Wholesale and Retail Florists of
Grand Rapids

Mention the American Florist when writing

Name Index to Retail Florists
Filling Telegraph Orders.

Adams, Florist, Minneapolis, Minn.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Apollo Flower Shop, The, Kansas City, Mo.
Austin Floral Co., Austin, Texas.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Battista, Matthew A., New York.
Baumer, August R., Louisville, Ky.
Bee's, Ltd., Liverpool, Eng.
Bramley & Son, Cleveland, O.
Blackstone, Inc., Washington, D. C.
Breitmeyer's Sons, John, Detroit, Mich.
Broadway Florist, New York.
Bunyard, A. T., Madison Ave., New York.
California Florist, Tacoma, Wash.
Clarke's Sons, David, New York.
Congress Flower Shop, Chicago.
Cooke, Geo. H., Conn. and L. Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Eckrich, A., 924 Madison Ave., New York.
Fallon Florist, Roanoke, Va.
Flick Floral Co., Ft. Wayne, Ind.
Fordham Florist, Bronx, New York City.
Fox's, Inc., Milwaukee, Wis.
Frey & Frey, 1338 O St., Lincoln, Neb.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hayes, Irene, New York.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Massman, F. W., Inc., Montclair, N. J.
Matthewson, J. E., Sheboygan, Wis.
McClunie, Geo. G., Hartford, Conn.
Metalrie Ridge Nursery Co., New Orleans.
Middlemount Gardens, Asheville, N. C.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Olympia Florist, New York.
Park Floral Co., The, Cleveland, O.
Park Floral Co., The, Denver, Colo.
Penn, The Florist, Boston, Mass.
Phillips Bros., 938 Broad St., Newark, N. J.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosary Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Ross, J. W., Centralia, Ill.
Salzer Floral Gardens, La Crosse, Wis.
Schiller, The Florist, Chicago.
Sceery, Edward, Passaic, N. J.
Sceery, Edward, Paterson, N. J.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.

Nashville, **THREE
STORES**
Chattanooga
and Atlanta

MEMBER
Florists'
Telegraph
Delivery

Mention the American Florist when writing

New York

Matthew S. Battista
FLORIST

44 Carmine Street
Phone 1274 Spring

Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and
most carefully executed.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing

Sheppard, Henry W., Cincinnati, O.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith Fl. Co., Inc., Henry, Grand Rapids.
Stumpff, G. E. M., New York.
Weber, F. H., St. Louis, Mo.
Welch's Flower Shop, Hartford, Conn.
Weir, James, Inc., Brooklyn, N. Y.
Wittbold & Son, Henry, Chicago.
Wittbold & Son, Henry, Evanston, Ill.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wolf, John, Savannah, Ga.
Wolfskill Bros. & M. Goldenson, Los Angeles.

DESIGNS OR CUT FLOWERS

Will be delivered for the tra in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DENVER, COLO.

The Park
Floral Co.

E. GILLIS, President.
E. P. NEWMAN, Secretary.

Mention the American Florist when writing.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing.

WASHINGTON
D. C.**Gude's**

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Seattle-Rosala Bros.

Finest floral studio
in Northwest.
Member F.T.D.

Mention the American Florist when writing.

EDWARD SCEERY

Passaic, N. J.

F. T. D.

Paterson, N. J.

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

FOR WISCONSIN DELIVERY

—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing.

ROCHESTER, N. Y.

J. B. KELLER SONS,
FLORISTS

25 Clinton Avenue N

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

IN THE HEART OF **Newark, N. J.****The Rosery Floral Co.**

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing.

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

The Seed Trade

It is reported that in the United States district court, Chicago, June 28, Everette R. Peacock and Peter Peerbolte bought all the available assets of the bankrupt Everette R. Peacock Co. for \$30,000.

VAUGHAN'S SEED STORE, Chicago, is moving its mail order and bulk flower seed department to the second floor of its retail building, 10-12 West Randolph street, and the general offices and accounting department temporarily to its wholesale warehouse, 615 West Randolph street.

American Seed Trade Association.

CHICAGO CONVENTION, JUNE 21-23.

The second session on Wednesday began shortly after 2 p. m. when President Olds introduced Leonard H. Vaughan of Chicago, chairman of the special advertising committee, to make a report on the publicity campaign conducted by the National Garden Bureau. Mr. Vaughan's report was followed by another on cooperative advertising by Denver, Colo., seedsmen in connection with the material distributed by the National Garden Bureau. R. E. Patterson of the Western Seed Co., Denver, Colo., was the author of the report which was read by James H. Burdett, director of the National Garden Bureau. Mr. Burdett then commented upon the opportunity which offered for entering the moving picture field with garden propaganda.

"Visual education through moving picture films is now being developed to a remarkable extent," he said. "Nearly all high schools and many grammar schools are provided with moving picture machines and agencies exist for distributing to them educational films. No such films exist giving instruction in home gardening. It is possible to manufacture them and obtain national distribution."

To show what was being done in giving instruction by moving pictures Mr. Burdett had arranged for the exhibition of one reel of a film on dairy management, which was shown at this point to the assembly and much enjoyed. The clear photography, brief and explicit subtitles and graphic illustration of the points made showed how great was the recent advance in this field and enabled the seedsmen present to visualize the possibilities for a home garden film.

Following the brief movie exhibition G. F. Bradley of Cleveland offered the following resolution which had been drafted by the special advertising committee and moved its adoption:

Resolved, That the American Seed Trade Association accept and approve the report of the special advertising committee dealing with the publicity campaign for home gardens conducted by the National Garden Bureau and that the president is hereby directed to appoint a committee of five members to continue this work; and be it further

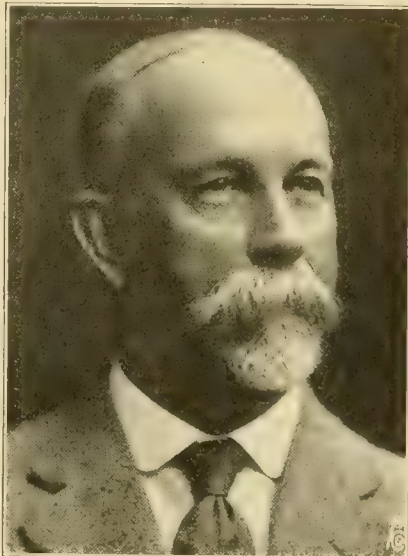
Resolved, That the special advertising committee is authorized in the name of this association to request from each member of this association a contribution of fifty dollars to the work of the National Garden Bureau; and that the special advertising committee is further authorized to request additional amounts from members whose volume of business, in the judgment of the committee, justifies such action, the additional amount to

be fixed by the committee and approved by the executive committee of this association; the whole sum to be collected not to exceed \$25,000 for the year 1922-23; and the programme and budget of expenditures from this fund to be subject to approval by the executive committee.

The secretary is instructed to inform each member of the association of the adoption of this resolution and the names of the special advertising committee when appointed.

There was a brief discussion, all favorable to the proposition after which President Olds put the vote and the resolution was unanimously adopted.

Lester L. Morse of San Francisco read a highly instructive paper on "The Growing of Vegetable Seed in Cali-

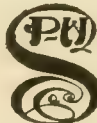


Alexander Forbes, Newark, N. J.
President-Elect American Seed Trade Ass'n.

fornia." He went into detail concerning the problems of the seed grower, told what varieties were being grown for sale on the Pacific coast only and what were being marketed elsewhere. The extent of this industry, Mr. Morse said, had been much exaggerated in some optimistic press reports, and the profits made by the growers had been difficult to find. But he advanced hope that the time was on the way when the business would be developed to a basis where it would be a profitable, and an important source of American supply.

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Thursday's Proceedings.

The second day opened with an executive session, when the American Seed Tape Co., Madison, N. J., Southern Seedsmen's Association, New Orleans, La.; Southern California Seed Co., Los Angeles, Calif.; Wetzel Seed Co., Harrisonburg, Va.; Tobin Seed Co., Kansas City, Mo.; and Wedge Seed Co., Albert Lea, Minn., were elected to membership.

Report of the legislative committee presented through its chairman, Charles D. Boyles, Chicago, related to the laws and enactments that affected the seedsmen, passed by the various states during the past year. Curtis Nye Smith, Boston, counsel for the association, also presented his report.

Afternoon Session.

This was a joint meeting with the Association of Official Seed Analysts. President Olds, in opening, introduced President F. W. Taylor, dean of New Hampshire Agriculture College and president of the Official Seed Analysts' Association, as chairman.

President Taylor after thanking the seed association for this opportunity to meet in joint session, introduced Dr. C. R. Orton, secretary of "Crop Protection Institute," and "Professor of Plant Pathology," Pennsylvania State College, whose paper "Seed Borne Diseases" gave a startling account of losses incurred by diseases disseminated through unclean seeds. In corn over 550,000,000 bushels were lost in this country the past three years due to this cause alone.

Dr. E. H. Toole, United States Department of Agriculture, read a paper on "Research and Seed Testing" in which he urged the practical seedsmen to work together with the scientific analysts to improve types in vegetables, grasses and other seeds. New methods of analysis would be found to be of the greatest benefit, particularly in seed generation.

"Problems of a Commercial Seed Analyst" was the title of a paper read by W. C. Pfander, of the Albert Dickinson Co., Chicago. The difficulties of interstate commerce in seeds on account of legislative barriers, was emphasized. Thirty-nine state laws, all different, some barring 40 noxious weeds and others only 15, all percentages having to be written out on tags, made this work very laborious.

Leonard H. Vaughan's recital of "Safeguards in the Seed Business" was

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE,
SALSIFY AND MIXED SWEET PEAS.

Seed Growers

SAN JOSE, CALIFORNIA

Company, Inc.

Henry Berrien Fish

Wholesale Seed Grower
Carpinteria, California

QUALITY—SERVICE

SPECIALTY

Seed Beans

LANDRETH

Seeds Which Succeed

Bloomdale
Farm

BRISTOL, PA.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 73 years' experience.

All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

a carefully prepared paper that gave the life of a seed from sowing to harvesting, and its handling through the various trade channels until the final distribution. The contractor, farmer-grower, wholesaler and retailer were each taken up and their methods good and bad minutely pointed out. Necessity for better selection of stock seeds, and keeping up the standard, acquired at great expense by long years of application, was emphasized. There should be intelligent planting and isolation in order to prevent mixture of seed, and constant roguing to keep varieties true to name. The proper machinery and storage facilities for the quick handling and safe keeping of the crops when ready for harvesting was considered most essential. Safeguards in the hands of the wholesale and retail seedsmen, were inspection of the crops under contract, laboratory seed tests and trial grounds. Carryover stock should be tested in fall and again four months later. Careful checking was a great factor. Flower seed had not been given the attention it demanded, the work being very complex, there was much to be done along this line.

"Some of the Difficulties Field Seedsmen Encounter in Securing Clean Seed" was described by George S. Green, Chicago, in which he stated that low prices were mainly the reason for low grade seeds, as it did not pay the grower to give such crops the proper attention. All farmer-grown seeds should be reclaimed by the aid of modern machinery.

"Practical Co-operation Between the Seed Trade and Seed Analyst Associations" was ably handled by W. S. Oswald, Chicago, in which he urged that the commercial seed analysts form an association, which with their practical knowledge would be of great benefit to the trade.

Friday's Proceedings.

This the final meeting was called "Field Seed Session" as most of the papers scheduled pertained to seeds of this character. H. H. Miller, Bloomington, Ill., chairman of the committee on experiment stations, presented a very interesting report of the work being

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carried on at state experiment stations in all parts of the country, in selections of strains best suited for various localities, it being shown that environs in various sections of the same state often differed very materially. Varieties non-resistant to diseases to which such plants were subject, were also carefully sought out. Results from many of the stations showed great progress along these lines, particularly in Pennsylvania.

J. E. Huber of the agricultural department of Argentina, South America, spoke of the large field there open to the seedsmen of the United States. He described the wonderful fruits and flowers as seen growing in the valleys

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near the larger cities. A section of the country formerly a barren waste, which was crossed by railroads, was now valuable farming land owing to accidental seeding of the ground with alfalfa, which ran out through crevices in



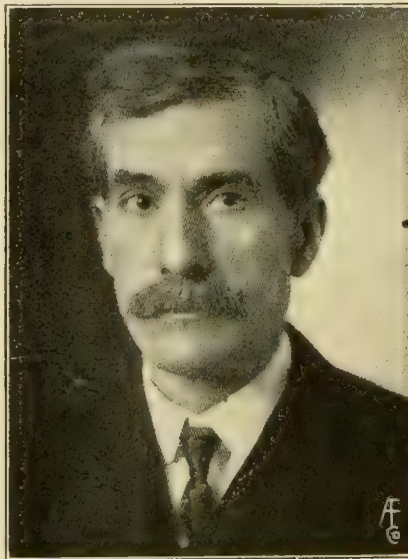
SEEDSMEN'S BANQUET AT THE HOTEL SHERMAN, CHICAGO, JUNE 12.

freight cars from bursted bags of seed, and was scattered broadcast by the wind. This took root in the barren soil and going down nine feet to water soon spread and turned the desert land into an oasis of green. The speaker advised that humus be encouraged in the soil and that some form of irrigation was indispensable.

C. C. Massey, chairman of committee on "Seed Testing Apparatus and Publicity" reported that much of the legislation declaring hard seeds to be non-germinating was illegal, and when the matter was taken up with the proper authorities, a rating for shipments showing 20 per cent hard seed, was given a germinating percentage of 95. Seed laboratory work was in some instances very unsatisfactory and he advocated an examination of the people in charge during 1923, and the issuing of diplomas to those found capable, and that only their ratings should be taken in the future.

H. G. Hastings, Atlanta, Ga., brought up the subject of state appropriations for free advertising to benefit farmers. In Georgia the annual appropriation was \$200,000 with which a paper was issued containing almost entirely classified advertising of farmers' products, including seeds. This had a circulation of 200,000 and was mailed as second class matter at pound rates, which was clearly a violation of the postal laws. Similar conditions existed in several other states. A resolution was adopted to bring this matter through counsel to the attention of the Agricultural Publishers' Association.

A feature of the session was the address of James R. Howard, president American Farm Bureau Federation. Mr. Howard prided himself on being a farmer. He believed in organization, as in getting together people become acquainted and find they like one another. The farm bureau had had a remarkable growth in its 12 years of existence. It is an offshoot of the Chamber of Commerce in which farmers were members. As the work increased it was divided into counties with an agent in charge, hence the name "county agent." State federations were formed which grew into the American Farm Bureau Federation. Of all the national trade bodies, the farmers were the last to organize. They were first educated as to the benefits of organization, then in getting together became acquainted and worked collectively along economic lines for betterment of their business.



S. F. Leonard, Chicago.

Vice-Pres.-Elect American Seed Trade Ass'n.

He placed quality in standard seeds above great variety and that germination should always be up to the percentage claimed for it. County agents had, he thought, outlived their usefulness, as seeds could now be obtained through regular trade channels, the function of the federation in handling them being only introductory. The greatest problem in agriculture was the conservation of the fertility of the soil. He gave an example of bringing up a sterile field that only yielded 30 bushels of corn to the acre, but which in two years after being planted with sweet clover produced a crop of 90 bushels. Farmers wanted standardized varieties and were willing to pay for the service necessary to get them. In conclusion he declared that the people of the country must acknowledge their inter-dependence with one another.

Election of Officers.

There were no contests in the election of officers to serve for the ensuing year, all being elected by ballot cast by the secretary except in his own case, which was made unanimous by standing

vote. The officers are Alexander Forbes, Newark, N. J., president; S. F. Leonard, Chicago, first vice-president; Louis B. Rueter, New Orleans, La., second vice-president; C. E. Kendel, Cleveland, O., secretary-treasurer; Clifford Cornelli, St. Louis, Mo., assistant secretary.

Members comprising the executive committee to serve for the ensuing year are L. L. Olds, Kirby B. White, C. C. Massey, John L. Hunt, and Leonard H. Vaughan. The membership committee comprises H. G. Hastings, F. F. Mangelsdorf, Geo. S. Green, Burnet Landreth, Jr., and R. W. Palmer. On motion of J. C. Vaughan, S. F. Willard formerly secretary of the association for many years and also a past president was by a standing vote elected from active to honorary membership.

President Olds then turned the gavel over to his successor, but was again called to the front and presented by Watson S. Woodruff, on behalf of the Association, with a handsome gold watch and chain, inscribed "L. L. Olds, President, American Seed Trade Association, 1922."

Several telegrams were then read and invitations to visit the stockyards and the Albert Dickinson Co.'s establishment. Invitations for next year's place of meeting were received from the Southern Seedsmen's Association to meet at Knoxville, Tenn. Omaha Chamber of Commerce, and Rockford, Ill. which latter invitation, was personally presented by the H. W. Buckbee Co. These invitations were turned over to the executive committee whose province it is to select the convention city. The convention then adjourned.

The Banquet.

The association banquet in the Crystal room of the Hotel Sherman June 22, was well attended and very enjoyable, nearly 300 participating. President Olds appointed Clifford Cornelli of St. Louis, Mo., toastmaster. Dr. H. G. Moulton, professor of political economy at the University of Chicago, gave a highly informing address on German reparations and allied debts, showing that all countries, including our own, are gradually coming to the point where these will be greatly reduced if not entirely annulled. A. E. Bruner, president of the Liquid Carbonic Co., spoke of the urgent duty of citizens in compelling respect for the law under the present reconstruction conditions in commerce, and the necessity of legislative bodies, local as well as national, which will stamp out public and commercial ex-

Burpee's Sweet Peas

The Burpee Early Flowering Sweet Peas are recognized as leaders in their various colors and they are grown extensively by all florists who demand the very best.

The careful hybridization work carried on at Burpee's Fordhook Farms in Pennsylvania, the growing of the seed crops on Burpee's Floradale Farms in California, and our extensive indoor and outdoor trials give us a unique opportunity to supply the florists with the very best that can be had in Sweet Peas. Everything possible is done to insure the quality of Burpee's Sweet Peas.

NOVELTIES.

Burpee's Orange. In every way a beautiful variety of true glowing orange self with standard and wings of immense size. Awarded Certificate of Merit at the International Flower Show, New York, March, 1921. Trade pkt. \$1.00; oz. \$5.00; ¼ lb. \$15.00; lb. \$50.00.

Cheerful. The large pinkish cerise flowers are an entirely new shade in the Early or Winter Flowering Sweet Peas. The flowers are of enormous size and excellent form. Awarded Certificate of Merit at the International Flower Show, New York, March, 1921. Trade pkt. \$1.00; oz. \$5.00; ¼ lb. \$15.00; lb. \$50.00.

Sunburst Improved. The color is a pleasing and attractive shade of rich salmon-pink. The large flowers which are borne on long stems grow vigorously and bloom freely. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

Mrs. Warren G. Harding, "The Harding Blue." A deep shade of silvery blue, pure throughout with no suspicion of mauve or rose. The flowers are immense in size with a broad and much frilled standard. Trade pkt. 50 cts.; oz. \$2.50; ¼ lb. \$7.50; lb. \$25.00.

Mrs. Kerr, "The Best Early Flowering Salmon." Mrs. Kerr has created a sensation whenever exhibited as it is a flower of wonderful size in a most popular shade of clear and rich salmon. Trade pkt. 50 cts.; oz. \$2.00; ¼ lb. \$6.00; lb. \$18.00.

White Star. A first-class black-seeded white without any suspicion of pink or other coloring. Beautiful, large flowers borne in fours on long stems. Trade pkt. 50 cts.; oz. \$2.00; ¼ lb. \$6.00; lb. \$18.00.

WHITE.

Improved Snowstorm. The flowers are very large of excellent form, and pure white. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Early Sankey. A black-seeded white which was awarded a Special Silver Medal. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

CREAM.

Lemon Beauty. A pale lemon-colored variety with standard and wings softly tinted amber. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

Primrose Beauty. Deep primrose flushed with rose. Grown under glass this variety attains a height of only 5 or 6 feet. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Canary Bird. A splendid rich deep cream with flowers of great size beautifully waved and borne 3 or 4 on a stem. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

PICOTEE.

Daintiness. A strong grower with flowers of largest size. Pure white edged with rose. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Exquisite. The ground color is a soft shade of primrose picoteed with deep rose-pink. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

CREAM-PINK.

Daybreak. A pleasing shade of rich rose-pink on cream ground, slightly suffused with salmon. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Rising Sun. Rose-pink on cream. A bright and most attractive flower. Grown under glass the plants attain a height of only 5 to 6 feet. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

CRIMSON.

Early King. The finest early flowering crimson with flowers of great size and perfect form averaging fully 2 inches in diameter. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Rosy Morn. A pleasing shade of rose with crimson-scarlet standard. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

LIGHT PINK.

Loveliness. The large flowers have a white ground, suffused soft pink and distinctly picoteed with rose-pink. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Peach Blossom. A new and distinct shade of pale amaranth-pink deepening toward the edges of the wings. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

Sweet Briar. Color a lovely shade of pink throughout, with a soft suffusion of salmon or amber. Grown under glass, this variety attains a height of only 5 to 6 feet. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

DEEP PINK.

Cheerful. The very finest pink we have. Described under "Novelties." Trade pkt. \$1.00; oz. \$5.00; ¼ lb. \$15.00; lb. \$50.00.

Enchantress. A bright rose-pink, becoming deeper toward the edges of standard and wings. Large, well-waved flowers growing in fours on strong stems. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Pink Beauty. The color is a soft rose-pink on white ground, deepening toward the edges. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Rose Queen. A pleasing shade of rich pink with a suffusion of rose. Blooms early and profusely. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

ROSE.

Fordhook Rose Improved. A charming shade of rosy carmine with flowers of largest size borne in fours on long stiff stems. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Rosebud. Beautiful large flowers of a bright shining rose with a suffusion of bronze throughout the standard. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Zvolanek's Rose. This is a widely known variety with large flowers and bold stems. Color a rich rose. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Splendor. A magnificent deep rose self with a distinct white blotch at the base of standard and wings. Very large flowers of excellent form. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

ORANGE-SCARLET.

Glitters. No variety we know of approaches Glitters in richness, brightness and live-fire effect. The large, bold flowers are a rich orange-scarlet. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

ORANGE.

Burpee's Orange. A glistening pure orange. Described under "Novelties." Trade pkt. \$1.00; oz. \$5.00; ¼ lb. \$15.00; lb. \$50.00.

Orange Beauty. Glowing orange, suffused scarlet in the standard and softer colored wings. A free and early bloomer. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Flamingo. A particularly attractive and pleasing shade of light orange with a suffusion of bright salmon and orange-pink wings. Oz. \$1.00; ¼ lb. \$3.00; lb. \$10.00.

SALMON.

Mrs. Kerr, "The Best Early Flowering Salmon." Described under "Novelties." Trade pkt. 50 cts.; oz. \$2.00; ¼ lb. \$6.00; lb. \$18.00.

Apricot. Glowing deep salmon self with a faint suffusion of orange. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

LAVENDER.

Lavender King. A rich, true deep lavender of large size and beautiful form. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Princess. A vigorous grower of a lovely shade of soft lavender suffused with mauve. Oz. 70 cts.; ¼ lb. \$2.10; lb. \$7.00.

Zephyr. This is a delightful shade of soft lavender. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

CERISE.

Fire King. Scorching cerise-scarlet of very large size. Oz. 70 cts.; ¼ lb. \$2.10; lb. \$7.00.

Gorgeous. A charming soft salmon-cerise self of very good size. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Illumination. Glowing salmon-cerise with a suspicion of orange. Vigorous and strong. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Cherry Ripe. A particularly bright and charming cherry or salmon-cerise. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

BLUE.

Mrs. Warren G. Harding, "The Harding Blue." Described under "Novelties." Trade pkt. 50 cts.; oz. \$2.50; ¼ lb. \$7.50; lb. \$25.00.

Blue Bird. A true self blue of large size carried on long stems. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

True Blue. A charming shade of true blue. Strong and vigorous. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

DARK BLUE.

Blue Jacket. A rich navy-blue self with flowers borne on long stems. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

MAUVE.

Mauve Beauty. The color is a pleasing shade of rosy mauve. Flowers large and well waved. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

PURPLE.

Glorious. An early-flowering Royal Purple. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

MAROON.

Maroon Prince. Rich, glowing reddish maroon. The flowers are very large and beautifully shaped. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

ART SHADES.

Fairy Queen. A most pleasing pastel or art shade. Blush pink with pale salmon suffusion and dark veining of rose. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

BICOLOR.

Fairy. Rich cream, the standard being suffused pinkish apricot. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

Yarrowa. Bright rose-pink with clear cream base. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Favorite. Rosy pink standard and bluish wings. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Fordhook Pink and White. Bright rosy pink standard; creamy white wings suffused rose. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Columbia. The flowers have a bright rose-pink standard. The wings are a soft shade of rose on a cream ground. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

STRIPED.

Aurora. Rich orange-scarlet flakes on a white ground. Oz. 80 cts.; ¼ lb. \$2.40; lb. \$8.00.

Columbine. Rich rose flakes on a white ground. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Fantasy. Striped and marbled with rich rose-pink on a creamy white ground. Oz. 50 cts.; ¼ lb. \$1.50; lb. \$5.00.

Harlequin. Light heliotrope ground, striped and flaked deep chocolate and claret. Oz. 60 cts.; ¼ lb. \$1.80; lb. \$6.00.

MIXED.

Sunrise Mixture. A carefully composed blend of the finest Early Flowering Spencers. Oz. 40 cts.; ¼ lb. \$1.20; lb. \$4.00.

Special Mixture of Light Shades. This contains only the light and delicate shades. Oz. 45 cts.; ¼ lb. \$1.35; lb. \$4.50.

All the Burpee Sweet Peas will be sent POSTPAID at the prices listed above.

W. ATLEE BURPEE CO., Seed Growers
PHILADELPHIA

travagance, and in other respects do the right thing toward the country and the people. The speakers were followed by music and dancing, continuing to a late hour.

Additional Exhibits.

Gilson Mfg. Co., Port Washington, Wis., power hoe.

W. C. Heller & Co., Montpelier, O., seed cabinets.

O. W. Thumb Co., Grand Rapids, Mich., tree tanglefoot.

W. A. Garrabrant, Kansas City, Mo., seed and florist catalogues.

Peerless Mouse Trap Co., Chicago, mouse traps.

Growing Vegetable Seeds in California.

Address by Lester L. Morse, of C. C. Morse & Co., San Francisco, Calif., before the American Seed Trade Association at Chicago, June 21-23, 1922.

As a California industry, seed growing suffers considerably in volume by comparison with other horticultural lines, such as citrus fruits, almonds, walnuts, raisins, prunes and apricots, the general fruit canning business, and even vegetable shipping. As compared to other seed growing districts in Europe, it is, however of large proportions. California is a long state and one of a great variety of climates, and elevations and soils. The oldest seed growing district is the Santa Clara valley in and about the town of Santa Clara, a city of some 5,000 inhabitants, 50 miles south of San Francisco.

None of the old locations are now used for seed growing but there are some seed farms in the Santa Clara valley. Most of the growers have gone about 35 to 50 miles south of Santa Clara to Gilroy, San Juan, San Felipe and Hollister. Here is grown most of the lettuce, radish, parsley, salsify and about 50 per cent of the onion. This district is what we designate as part of the coast valleys, since the district lies to the west of the coast range of mountains. Farther over and nearer the ocean are now grown sweet peas and culinary peas, and still farther south and along the coast are the large flower seed farms at Arroyo Grande, Guadalupe and Lompoc. Here are also grown large areas of sweet peas. Still farther south, and along the coast is the lima and pole bean district at Carpinteria and Ventura, while farther south near Los Angeles are other large flower seed growing districts and tomato seed farms.

An entirely different district, both in climate and soil, is what we call the river district or locally referred to as "up river." This is a territory near Sacramento, a city of about 50,000 people, the capital of the state, and Stockton, a city of about 40,000 inhabitants. Flowing down to Stockton from the south is the great San Joaquin river and from the north to Sacramento is the great Sacramento river. These two rivers turn west to a pass through the coast range to San Francisco bay and thence to the ocean. Where the rivers meet are large tracts of tule islands which have practically all been reclaimed with high levees and fine drainage system. While the soil varies from almost pure muck or peat to heavier loam or silt, it is all rich, moist soil and is nearly all under a high state of cultivation. The moisture is easily controlled by huge drainage systems for pumping out the water or for pumping in from the rivers and their tributaries (called sloughs) when too dry.

Lying east of the mountains, this delta section, as it is coming to be called by the newer settlers, does not get the cool summer winds that blow from the ocean along the coast country and is much better and drier in the summer, and crops ripen earlier.

Occasionally there is an unusually hot dry wind in June when seed crops

are in bloom and we experience a bad burn on the seed head whether carrot, leek, or onion and sometimes the crop is seriously damaged. In the delta there is practically no fog in summer and the morning dews are usually evaporated before 8 o'clock so that when crops are ripe they are best harvested early, and cure or dry on the sheets within a few days and can then be threshed by being rolled with a roller drawn by horses. Practically all the seed crops are threshed in this simple manner and the method is preferable to threshing with a machine since there is no cleaning of a machine necessary when moving from one variety to another and in the case of carrot, the beards or spines are nicely rubbed off by the roller. Such seeds as carrot, celery, beet, parsnip, etc. are run through a fanning mill and given a rough cleaning and then shipped to the seed grower who cleans the seed to a merchantable sample. Onion and leek are rolled and fanned, then washed, or sunk in water, then dried and milled once, after

er. To my mind we should designate them hereafter as seed grower and farmer-grower.

To one unfamiliar with the work of producing seed crops he might think it an easy matter to get direct to the farmer-grower and eliminate the margin that seems to exist between him and the seed grower. It would only be because he was unfamiliar, however, with the organization and system required to breed stock seeds, to secure intelligent farmer growers, to arrange biennial crops and to get the crops properly planted, and he would doubtless underestimate the cost of equipment that must be loaned the farmer and the cash advances that so frequently must be made.

COAST VALLEY CROPS.

Such crops as lettuce, radish, parsley, onion, sweet peas, culinary peas, and seed beans are grown in the coast valleys. The first mentioned small seeds are produced by the seed growers who to a large extent are farmers themselves and operate their own seed farms and on rather a large scale.

As the weather is cooler and fog and heavy dews frequent, harvesting is conducted on a somewhat different plan than in the river or delta district. Such crops as lettuce, onion and sweet peas are dried on sheets on account of their shelling so easily but radish and other crops are laid in windrows in the field and hauled to the threshing machines in cloth lined wagons. Onion, radish and sweet peas require specially constructed threshers, but lettuce is best threshed by simply rolling with a big roller drawn by horses. River crops, which mean carrot, celery, parsnip, beet, spinach and onion are all rolled out and it does not pay to thresh these crops in that section with machines since the farmer-grower usually plant only small acreages for the seed growers and to move from one island to another on steamers or barges requires a lot of time, trouble and expense. Intelligent seed grower. On the other hand California is the home of lettuce and we all prefer to handle our own strains and carry on our own development work with it.

The list of items just named are what we call California specialties, or carrot, celery, endive, leek, lettuce, garden mustard, onion, parsnip, parsley, radish, and salsify. Such crops as beet and spinach are usually grown in more moderate quantities. All of these you will observe are what some call small seeds.

Flower seed growing is quite another industry except that most of the vegetable seed growers, grow sweet peas. Culinary or garden peas are grown very successfully in California and in 1920 there was about 30,000 acres put in. The quality of these varies considerably with the location.

California has pretty much a monopoly of the seed production of pole and lima beans. The former can spread naturally on the ground and our dry summers gives the pod a fine chance to ripen without discoloration. Many other kinds of seeds can be grown successfully and my own firm grows more or less of its own sweet corn, melons, squashes and cucumbers, but these usually for our own coast markets.

The cost of these crops is usually considerably more than the prices charged by the regular middle western grower and this branch of seed growing is not likely to develop to any great proportions although one middle west grower is reported to have 500 or 600 acres of watermelon out this year in the San Joaquin valley.

On account of the unusual conditions developed by the war and the great surplus produced by unusually heavy crops and unwarranted acreage, it is difficult to estimate the extent of California seed growing. My own estimate, however, which is little better



Lester L. Morse, San Francisco, Calif.

which it is sent to the grower who finishes the work of cleaning.

These river crops are usually grown on small areas by gardeners or farmers who work on fixed prices for certain work, as for instance, in the case of growing onion seed, the grower supplies the onion bulbs and in the case of roots the farmers may or may not grow these for the grower but the price is determined by the work he performs. All sheets, sacks, etc. are supplied or loaned by the grower and he is usually called upon to supply money for crop advances. The growers must do all the superintending of the work and must have their representatives on the job the year round.

The California seed grower used to be one who either owned or leased his own farm and owned all his stock and equipment and operated his farm with day labor. Much of this has now been changed and while he still owns or leases a large part of his land and works it himself, he places more or less of his acreage with various farmers who grow for him. This is now done both along the coast and in the delta district. Many acres of peas, beans and vine seeds are now grown by the grower himself. There is a demand now for two distinctive titles, one the seed grower who gets the seed for the seedman or dealer and the other the farmer grower or producer, who plants small acreage for the seed grow-

The KENILWORTH Giant Pansy Seed



- No. 28. **GIANT MASTERPIECE.** A remarkable type, the curled wavy petals giving the flower a double appearance; large flowers of great substance on long strong stems. Tr. pkt., 45c; $\frac{1}{4}$ oz., \$1.10; $\frac{1}{2}$ oz., \$2.00; $\frac{3}{4}$ oz., \$3.80; 1 oz., \$7.50; 4 ozs., \$27.00.
29. **GIANT TREE AND FIVE BLOTTED PANSIES.** A superb mixture. Flowers large and of circular form and of great substance. The display of coloring is unsurpassed. A combination of almost every shade of rich, velvety colors; reds are particularly conspicuous, the petals being distinctly marked with three or five large, dark blotches. Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; $\frac{1}{2}$ oz., \$1.65; $\frac{3}{4}$ oz., \$3.10; 1 oz., \$6.00; 4 ozs., \$21.50.
32. **GIANT PARISIAN.** The flowers are of enormous size and beautifully marked, mostly five dark blotches on white and yellow ground; an unusually showy mixture. Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; $\frac{1}{2}$ oz., \$1.65; $\frac{3}{4}$ oz., \$3.10; 1 oz., \$6.00; 4 ozs., \$21.50.
31. **GIANT BRONZE.** A fine mixture of all shades of velvety brown bronze, Havana brown, mahogany and copper shades. Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; $\frac{1}{2}$ oz., \$1.65; $\frac{3}{4}$ oz., \$3.10; 1 oz., \$6.00; 4 ozs., \$21.50.
36. **TRIUMPH OF GIANT.** Remarkably beautiful. The imposing five-spotted flowers on long, vigorous stalks surmount the foliage in the most graceful manner, are of enormous size, perfectly round and of unusual substance. The individual petals are very broad and cover each other in such a manner as to make the flowers appear almost double, the border of every petal being conspicuously curled. The plants are of a robust growth and form compact bushes of a round shape. Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; $\frac{1}{2}$ oz., \$1.65; $\frac{3}{4}$ oz., \$3.10; 1 oz., \$6.00; 4 ozs., \$21.50.
39. **GIANT BATH'S EMPRESS.** The finest of fancy English Pansies. Flowers are very large, mostly frilled and blotched and of great substance and the colors are brilliant and varied. Tr. pkt., 45c; $\frac{1}{4}$ oz., \$1.10; $\frac{1}{2}$ oz., \$2.00; $\frac{3}{4}$ oz., \$3.80; 1 oz., \$7.50.
50. **ORCHID-FLOWERED, Mixed.** A dwarf, free bloomer, with a range of delicate colors that do not exist in any other Pansies; a remarkable combination of light rose, shell pink, blush mauve, fawn, light brown, orange and chamails. Tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.35; $\frac{3}{4}$ oz., \$2.60; 1 oz., \$5.00; 4 ozs., \$18.00.

No. 12. **KENILWORTH GIANT PRIZE.** I have improved this strain by selecting and saving seed from the best shaped flowers of the most gorgeous color for many years. It is of the blocked Masterpiece type. The plants distinguish themselves by their robust growth and healthy-looking foliage; they are deep rooted and stand the hot, dry weather better than most other varieties. The large flowers on long, thick stems are carried well above the foliage in the most graceful manner, are of enormous size and of good substance. The petals are exceedingly broad and cover each other in such a manner as to make the flowers appear almost double. The border of each petal being conspicuously undulated and curled, the gorgeous and varied colored blossoms of velvety texture, perfect form and giant size, frequently measuring $3\frac{1}{2}$ inches in diameter; the ground color such as yellow, white, deep orange, mahogany brown, bronze blue, and endless variations. Most petals are beautifully marked with a large blotch, a few are self-colored. They are specially fine for planting under glass or outside for cut flowers at all seasons. Tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.35; $\frac{1}{2}$ oz., \$2.60; $\frac{3}{4}$ oz., \$5.00; 1 oz., \$10.00; 4 ozs., \$35.00.

19. **KENILWORTH GIANT EXHIBITION** is the very finest complete mixture ever sent out. Seed carefully saved only from marked plants of the best varieties, with the largest and best shaped flowers and richest coloring. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivaled mixture. Tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.35; $\frac{1}{2}$ oz., \$2.60; $\frac{3}{4}$ oz., \$5.00; 1 oz., \$10.00; 4 ozs., \$35.00.

19. **TRIMARDEAU GIANT PANSY,** improved; it is far superior to the ordinary run of Trimardeau that is sold. It is a very showy class of vigorous, compact growth. Flowers of enormous size in all the self colors, blocked, striped, margined, etc. It is very doubtful if any other Pansy will give as good satisfaction as the improved Trimardeau for all general purposes. Tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.35; $\frac{3}{4}$ oz., \$2.60; 1 oz., \$5.00; 4 ozs., \$18.00.

20. **PRINCESS, the New Upright Pansy.** This strain is entirely distinct from all others. It is absolutely compact, upright growing. The flowers are mostly blotched and frilled like the Masterpiece, of good form and heavy velvety texture, on heavy stems, carried well above the foliage. Attractive by the brilliancy of its colors. Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; $\frac{1}{2}$ oz., \$1.65; $\frac{3}{4}$ oz., \$3.10; 1 oz., \$6.00.

22. **GIANT KENILWORTH STRAIN.** The flowers are of perfect form and substance; many of the immense flowers are 3-inch. It is a striking collection of beautiful colors and markings, rich with shades of red, brown, bronze, mahogany and many others too numerous to mention. Light, medium or dark mixtures. Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; $\frac{1}{2}$ oz., \$1.65; $\frac{3}{4}$ oz., \$3.10; 1 oz., \$6.00; 4 ozs., \$21.50.

21. **GIANT KENILWORTH SHOW** is undoubtedly the largest flowered Pansy in the world; the immense flowers are of circular form. A beautiful collection of colors and markings. Tr. pkt., 45c; $\frac{1}{4}$ oz., \$1.10; $\frac{1}{2}$ oz., \$2.00; $\frac{3}{4}$ oz., \$3.80; 1 oz., \$7.50; 4 ozs., \$27.00.

26. **GIANT KENILWORTH CUT FLOWER MIXTURE.** Is a distinct class by itself, surpassing all other strains as a cut flower for inside or outside growing; the large flowers are carried erect above the foliage on heavy stems, 6 or 7 inches long, in the most graceful manner, and stand the hot, dry weather well. Tr. pkt., 45c; $\frac{1}{4}$ oz., \$1.10; $\frac{1}{2}$ oz., \$2.00; $\frac{3}{4}$ oz., \$3.80; 1 oz., \$7.50; 4 ozs., \$27.00.

Free Offer of Kenilworth Grown Pansy Seed THE BONUS MIXTURE

I have a surplus of the four best selling varieties due to the unusually good season for growing Pansy Seed. I will give it as a bonus with all orders for Pansy Seed at the rate of 1,000 seeds for every dollar's worth of seed and with other amounts in like proportion.

THIS IS A TIP TOP MIXTURE

and is sure to please YOU. THIS OFFER HOLDS GOOD AS LONG AS I HAVE A SURPLUS OF THE ABOVE VARIETIES.

NEW EARLY FLOWERING GIANT PANSIES

They are three to four weeks earlier than other Pansies, in coldframes or field; they have four or five large blossoms, when other Pansies planted at the same time are only showing bud. The richly colored, large, well formed flowers, on long, stiff stems, are very fragrant.

TRY SOME AND YOU WILL BE SATISFIED

4. **Jove.** Lower petals violet, upper one light blue.
 5. **Mars.** Cornflower blue.
 6. **North Pole.** Pure snow white.
 7. **Woden.** Quite black.
 8. **Helios.** Pure yellow.
 14. **Winter Sun.** Golden yellow, with dark eye.
 15. **Ice King.** Silvery white with dark blue eye.
 16. **Celestial Queen.** Light or sky blue.
 17. **Charm of March.** Dark velvety blue.
 18. **Mixed.** The above nine colors.
- Tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.35; $\frac{3}{4}$ oz., \$2.60; 1 oz., \$5.00.

GIANT PANSY SEED

In Separate Colors

- Tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.35; $\frac{3}{4}$ oz., \$2.60; 1 oz., \$5.00.
38. **Mme. Perret.** Red and wine shades.
 42. **Adonis.** Light blue, dark center.
 44. **Black.** Almost coal black.
 45. **Lord Beconsfield.** Purple, shaded white.
 49. **Goliath.** Large, curled yellow, blotched.
 54. **Pres. Carnot.** White, five blue blotches.
 56. **Light Blue Shades.**
 58. **Indigo Blue.** Deep, velvety blue.
 60. **Hortensia-Red.** Light rose.
 62. **Prince Henry.** Dark blue.
 63. **Ruby King.** Superb crimson and red.
 64. **Snow Queen.** Beautiful satiny white.
 66. **Almond Blossom.** Delicate rose.
 68. **Andromeda.** Curled apple blossom.
 72. **Orchid Flowered Mammoth.**
 74. **Sunlight.** Yellow, with brown blotches.
 78. **Bridesmaid.**
 80. **Purple.** Large, rich deep color.
 82. **Giant Peacock.** Rich ultramarine blue.
 84. **Mercury.** New. A deep blackish purple.
 86. **Pres. McKinley.** Yellow, dark blotched.
 88. **Emp. Franz Joseph.** White, blotched blue.
 90. **Vulcan.** Dark red, with five blotches.
 92. **Victoria.** Blood red, violet blotches.
 94. **Red.** A collection of rich red shades.
 98. **Psyche.** Curled white, with five blotches.
 100. **Yellow.** With dark blotch.
 102. **Yellow.** Large golden yellow.
 104. **White.** With violet blotch.
 106. **White.** Large satiny white.
 108. **Emp. William.** Ultramarine blue.
 110. **The preceding 29 colors mixed.**

Chas. Frost
Kenilworth, N. J.

than a guess is that 10,000 acres cover all the small seeds in a normal year but of course the past three years it has been very much under this figure. A normal year for garden or culinary peas is about 6,000 acres and for pole, dwarf and lima beans about 10,000 acres; for tomatoes for seed about 600 to 700 acres and for other miscellaneous vegetable seed crops about 1,500 to 2,000 acres. Flower seeds without sweet peas probably total 1,000 acres and sweet peas alone about 1,200 acres.

Of the small garden seeds, I would estimate as normal about 3,000 acres in onion, 2,000 in lettuce, 2,000 in radish, about 2,000 in carrot, and 1,000 acres each in parsnip, parsley, salsify, beet and miscellaneous vegetable seed crops.

Visitors.

Joseph F. Ackerman, Ligonier, Ind.
Linnaeus Allen, Long Island, N. Y.
C. H. Anderson, New Haven, Conn.
Jesse L. Anderson, Baltimore, Md.
Robt. E. Andrews, Chicago.
L. H. Archias, Jr., Sedalia, Mo.
Jesse C. Ayres, Boise, Ida.
W. T. Ayers, Toledo, O.
Peter Bach, Racine, Wis.
Geo. H. Baker, Shenandoah, Ia.
P. W. Baker, Milwaukee, Wis.
C. A. Barden, Wakeman, O.
M. Barker, Chicago.
C. S. Barto, Louisiana, Mo.
A. E. Bathers, Minneapolis Minn.
F. L. Beakey, Chicago.
Herbert Bebb, Chicago.
Donald K. Belt, Baltimore, Md.
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Ed. Bennett, Chicago.
A. J. Berger, Chicago.
E. J. Bernet, La Crosse, Wis.
A. A. Berry, Clarinda, Ia.
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F. W. Bolgiano, Washington, D. C.
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L. O. Bossmeyer, Chicago.
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J. D. Boxham, Buffalo, N. Y.
Harry Boyd, Chicago.
C. D. Boyles, Chicago.
J. W. Bozarth, St. Louis, Mo.
P. L. Bozarth, St. Louis, Mo.
G. F. Bradley, Cleveland, O.
W. I. Brockson, Marinette, Wis.
Alfred J. Brown, Grand Rapids, Mich.
H. A. Brown, Chicago.
J. C. Brown, Fitchburg, Mass.
W. C. Bruce, Chicago.
A. R. Bruns, Washington, Ia.
A. L. Bruns, Davenport, Ia.
H. W. Buckbee, Rockford, Ill.
W. A. Buente, Chicago.
J. H. Burdett, Chicago.
C. S. Burge, Toledo, O.
Mr. Bureigh, Chicago.
Richard Burn, Mitchell, S. D.
David Burpee, Philadelphia, Pa.
Daniel Carmichael, Cincinnati O.
Peter P. Carr, Madison, Wis.
J. E. Cashman, Owatonna, Minn.
F. E. Catlin, Rockford, Ill.
R. C. Chaapel, Buffalo, N. Y.
Manley Champin, Saskatoon, Sask.
F. E. Cheney, Elmira, N. Y.
C. R. Chesmore, St. Joseph, Mo.
Omar K. Chesterman, Springfield, Ill.
Alf. Christianson, Seattle, Wash.
Arthur B. Clark, Milford, Conn.
Charles S. Clark, Chicago.
C. H. Clark, Chicago.
C. S. Clark, Sr., Wakeman, O.
C. S. Clark, Jr., Wakeman, O.
Theo. Cobb, Detroit, Mich.
John R. Condon, Rockford, Ill.
Leonard R. Condon, Rockford, Ill.
A. E. Conkey, Cleveland, O.
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Henry Field, Shenandoah, Ia.
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CINERARIA

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest English and French strains and cannot be excelled in variety of colors, size, shape and substance of flowers and perfect habit of plant. Trade pkt., (500 seeds) 50c, 3 trade pkts. for \$1.40.

Trade pkt. (500 seeds)

Large Flowering White	\$0.35
Crimson	.35
Blue	.35
Blood-Red	.35
Flesh (soft pink)	.35
Matador, brilliant scarlet	.50
Old Rose, pink to rich coppery red	.50
Grandiflora, extra choice mixed, 1-32 oz., \$2.00	.50
James' Giant, a famous English strain	.50
Star Cineraria. (Cineraria Hybrida Stellata), fine small flowering varieties for cutting and decorative purposes	.50
Polyantha Blue Tints	.50

COVENT GARDEN STRAIN.

The flowers of this new strain are much smaller than those of our Columbian Mixture, but the plants produce a large head of bloom when grown in small pots. There are many beautiful shades of color. We recommend these for a trial. Trade Pkt. (1000 seeds), \$1.00.

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Mixed Sweet Peas

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J. W. Hill, Des Moines, Ia.; Treasurer.
Charles Sizemore, Louisiana, Mo., Sec'y.
M. R. Cashman and Wm. Flemmer, Jr.,
Members Executive Board.
Hot Springs, Ark., Recommended for Next Meeting.

American Association of Nurserymen.

DETROIT CONVENTION JUNE 28-30.

Members of the American Association of Nurserymen assembled for the annual convention in the Hotel Wolverine, Detroit, Mich., June 28 at 9 a. m., with a large attendance. President Cashman occupied the chair. J. W. Hill made the invocation in the absence of W. H. Wyman, who was delayed by an accident. Henry W. Busch made the address of welcome in the absence of Mayor Couzens, who is ill, the programme following in regular order. The weather and all other local conditions favor a successful meeting.

The programme includes many instructive addresses, as follows: "The Establishment and Progress of the Nursery Training Course at the Massachusetts College of Agriculture, Amherst, by Richard M. Wyman, Framingham, Mass.; "Are We Fooling Ourselves," by A. F. Lake, Shenandoah, Ia.; "State, Sectional and National Associations," by Paul C. Lindley, Pomona, N. C.; "Advertising," by Major P. F. O'Keefe, of Boston, Mass.; "Organizing Sectional Florists' Associations and Their Relation to the National Publicity Campaign," J. F. Ammann, Edwardsville, Ill.; "Publicity," by Philip Breitmeyer, of Detroit; "Progress in Propagating American Fruit Seedlings by the Bureau of Plant Industry," by Prof. L. B. Scott, of the United States Department of Agriculture; "The Development of the Horticultural and Pomological Work of the Department of Agriculture," by Dr. L. C. Corbett, Washington, D. C.; "Federal Control Restrictions—Their Application and Effect—Present and Future," by Dr. C. L. Marlatt, of the Federal Horticultural Board; "Standardization," by E. S. Welch, Shenandoah, Ia.; "What's Around the Corner," by Henry B. Chase, Chase, Ala., and "The Nurserymen's Mission in the Landscape Field," by Walter E. Campbell, New Haven, Conn.

President Cashman's Address.

One year ago our good friends at Chicago honored us with the highest office that it could bestow on any of its members, and we were congratulated with well-wishes and assurances of support on every side, by, as it seemed, every member of this association. We were very much encouraged by these assurances of support, and we entered upon our administration with the utmost confidence that there would be no hesitancy on the part of members to co-operate with us in all that we undertook for the good of the organization. In this, we have not been disappointed and we are happy to state that the best of feeling and cooperation has been accorded us throughout the past year, and our message to this convention is a report of material progress, a declaration of unusual unity, and an apparent flourishing condition existing among the nurserymen in all sections.

The American Association of Nurserymen has shown itself to be a remarkable organization of tradesmen and growers,

in so far as it has been able to institute or abandon, without injury to its membership, any undertaking or policy that a majority of its members has deemed advisable. I believe that those who have considered the results of the various undertakings and so-called experiments of this association during the past six years, will agree with me that we have been well repaid for every investment made, and that our progress has been steadily forward. I repeat that regardless of the wisdom of a change in policy or the abandonment of certain defined plans, that this organization has proven itself to be in a most healthy condition as to unity and organization.



M. R. Cashman, Owatonna, Minn.
President American Ass'n of Nurserymen.

When we met at Chicago a year ago, we united on a policy that had for its first precept the holding together of the organization. This policy was in keeping with the times, and we started in to economize by discontinuing the executive-secretary's office in New Jersey, and saddling much of the work formerly taken care of by that office upon the various membership committees supported by our very efficient secretary,



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Mr. Sizemore. The wisdom of this move can best be judged by the final action of this convention assembled at Detroit, but if my observations are correct, I venture the statement that there are very few dissatisfied members, and that our new policy will receive the endorsement of a large majority of the attending nurserymen.

I do not wish to be understood as feeling that we have accomplished as much as was possible during the past year, neither do I believe that we should be content with what we have done, but I do think that the new policy adopted one year ago has been sufficiently tested to convince every careful thinking nurseryman that this organization must make the best of the funds that it is able to raise on the present basis of assessment. We are in hopes that the time will soon arrive, however, when the nurserymen will have reached that degree of plentitude that the dues can be enlarged, and even then, there should be no material change in the policy of expenditures or the present conduct of affairs.

Our association is in a remarkable flourishing condition, both as to funds and membership. We have taken care of the year's business, paid all of our bills, and find our treasury between \$5,000 and \$6,000 richer than it was a year ago. We have a surplus of over \$21,000 against \$16,000 on July 1 one

year ago. We have a small increase in membership with the prospect of a considerable increase during the coming year. We have a most efficient collection bureau and railroad claim office built up under the supervision of Secretary Sizemore at Louisiana, Mo. His report will show a heavy increase in claims and collections placed with him during the year just past. There is every prospect of a big increase in this department during the coming year. Prospects are indeed most encouraging and our surplus funds will enable the incoming executive board to place at the disposal of the market development committee, a very materially increased appropriation for next year's work.

APPOINTMENT OF COMMITTEES.

Under our present arrangement, the new president each year must build up an entire new organization; he has the task confronting him immediately after his election of appointing committees to handle the various phases of the association's work. Your president is not always fortunate in securing the acceptance of appointments on committees. This is particularly true in the case of the chairman for that unfortunate individual recognizes at once that he will have to do nearly all of the work, and he, of course, attempts to sidestep, and sometimes does. This means delay and by the time the new

administration has perfected its organization, two or three months have elapsed.

It requires some time for a new committee to familiarize itself with the work that it is expected to do, and before it gets to working properly almost one-half of the year has passed, and by the time the committee is in a position to render valuable services, the year has ended, and a new administration comes in and has to organize all over again. I believe this should be remedied and some plan should be inaugurated to continue throughout a term of years the chairmen of important committees who have proven their ability and willingness to serve the association. I also believe that the chairman of each committee should have the selection of those who are to work with him on the committee. This, no doubt, would promote greater efficiency, harmony and ease in carrying out the work.

We have ample funds in our treasury with which to pay the traveling expenses of committeemen, serving us at conferences or other gatherings where our interests are at stake, and it should be urged that we take advantage of being represented by prominent nurserymen whenever occasion arises. Our representatives are always accorded a hearing, and I believe that we need not fear vicious legislation or embarrassing

regulations from any section of the country if we are prepared to present our objections properly through the official representatives of the American association. What we need is a better understanding of our problems by the authorities who are undertaking to protect their constituents. During the past year, special representatives and committeemen from this association have been present at various conferences, horticultural meetings and other gatherings where matters pertaining to our business were under discussion. We have secured most satisfactory results.

EXECUTIVE COMMITTEE.

The work of the executive committee the past year has not been arduous for the reason that every member promptly took care of all business arising in his district, and I am pleased to state that a feeling of genuine confidence and co-operation has prevailed in all the work undertaken by the executive committee the past year. In the case of the two Washington conferences that interested the attention of the nurserymen throughout the country, the executive board found ready and willing support from every nurseryman called upon to help present our case. We have had genuine team work, and so far as I know, satisfactory results have been secured. Not only this, but our representatives have made a very favorable impression in Washington and we are now in the happy position of supporting our government officials in their commendable efforts to protect American agricultural and horticultural interests. There has never been a time in the history of American horticulture when we nurserymen could so truthfully say that the United States department of agriculture is fostering and protecting our industry, and there has never been a time when the nurserymen have had so many warm friends as they have today in the department of agriculture.

The executive board has held four meetings during the past year; the first at Chicago a year ago immediately following the convention; second at Kansas City in mid-winter during the meeting of the western association; third in Washington, D. C., preceding the conference on quarantine No. 37, and the fourth here at Detroit during the past two days. All matters have been disposed of and we believe there was no need for a larger number of meetings. Many matters were disposed of by correspondence and the expense of the executive board during the past year has not been heavy.

MARKET DEVELOPMENT.

The work of our market development committee under the leadership of F. F. Rockwell, who so kindly consented to give us a portion of his valuable time during the past year, has resulted in demonstrating the wonderful results that can be obtained from a small sum of money wisely expended. Few of us have forgotten the great benefits derived through the dissemination of reading articles on fruit and ornamental growing by Mr. Rockwell during the first year of our market development work. This last year your executive committee appropriated a sum not to exceed \$5,000 to be expended under the direction of a market development committee consisting of F. F. Rockwell, E. E. May, and Albert F. Meehan. Mr. Rockwell agreed to take charge of the work and give it a portion of his time. I believe he has handled market development in a most proficient and productive manner. His report, which is available at this meeting, is not only

illuminating but is suggestive of the wonderful possibilities if this work is further enlarged along the same line.

Every nurseryman has felt the influence of favorable publicity gained through reading articles by recognized horticultural writers and further by the impressions made upon the public mind in the movie theatres where scarcely a single reel is exhibited that does not show one or more beautiful homes fascinatingly set in a well-planted landscape or backed up by a beautiful formal garden. All of these things create a desire in the public mind for beautiful trees and flowers. People read about them in their magazines and papers, and then they see them in reality in



Paul C. Lindley, Pomona, N. C.
President-Elect Am. Ass'n of Nurserymen.

their favorite movie theatre. There is no question that ornamental planting has been greatly stimulated through this sort of publicity, and the American association will do well to increase the appropriation for the market development committee's work from year to year. Mr. Rockwell's articles are becoming recognized by many leading journals as authoritative material on horticultural products. We should not fail to take advantage of the position we have already gained by enlarging the work along the lines already started.

THE BOOSTER.

A little experiment was suggested by Mr. Rockwell during the early part of the year which later materialized into a little pamphlet mailed out to the members under the name of "The Booster." We have not had facilities to make this little periodical a regular affair as yet, but we offer the suggestion that it is well worth its cost if made a monthly or bi-monthly issue. It could be the official medium for friendly discussion between members and through it announcements could be made on all matters considered confidential and pertaining to association business only. I bespeak for "The Booster" the serious consideration of the incoming executive board.

In this connection, I wish to state that your president has avoided public utterances through the trade papers to a marked degree during the past year, and I take this occasion to say to the editors of our very estimable trade journals that my failure to take ad-

vantage of the very kind offer of the columns of their papers was due not to the fact that I had nothing to say, nor to a personal desire to keep out of print, but remembering the discussions that appeared in the trade journals in 1920-21 and the comment and criticisms emanating from these discussions, I felt that the public expression of views on association matters could not be conducive at this time to the best interests of this organization. Constructive criticism is good and should be welcomed by every progressive nurseryman, and I do not wish to be understood as discouraging public expression of a nurseryman's views through the trade papers, however, in view of the change in policy inaugurated at Chicago last year, I was and am still of the opinion that it was best to proceed as quietly as possible and give our new plant at least one year's trial before subjecting it to public discussion through the press. I feel satisfied that our policy of indirect publicity and quiet procedure has at least given every member of our association an opportunity to observe both the weak and strong qualities of our present plan. My own personal opinion is that the place to thrash out our differences is on the floor of our convention hall and not in the public press, which is so apt to be misleading to the outsider.

VIGILANCE WORK.

Under the aggressive direction of the chairman of the vigilance committee, vigilance work has developed to a degree that makes it indispensable to the American association. Our vigilance committee is the traffic official that directs the nursery business in the proper course. Nurserymen like those engaged in all other lines are very anxious to improve and raise the standard of business ethics in the trade and it is to this end that associations are formed and meetings are held. The creation of a vigilance committee to assist in promoting the general welfare of nursery practices was a step forward and the work that the committee has done has resulted in making membership in the American Association of Nurserymen almost indispensable to good standing in the trade.

The present practice of scrutinizing and investigating every application for membership in this organization makes it practically impossible for any nursery firm or person to gain membership unless his methods and business ethics have been up to standard. Thus the executive board takes care of all new members joining the association, while the vigilance committee looks after those that are already members of the association. Our vigilance committee has not confined itself to investigating complaints made against members of the American Association of Nurserymen; in fact, so far as I know there has been very little complaint along that line, but other people have been addressed by Paul Lindley and his assistants. His report on these matters will no doubt be very illuminating. It is very evident that the nurseryman who does not practice his business according to our standard of ethics does not apply for membership in this organization, and while it is perhaps outside of our jurisdiction to look after him, I am pleased to state that the vigilance committee has been most active in giving many of these fellows their most careful attention. Complaints to the vigilance committee are just a little interesting from a nurseryman's viewpoint because so many of them arise from victims being caught by misleading advertisements appearing in various

papers and periodicals. Would it be out of place to suggest that vigilance work be directed just a little to those papers and periodicals whose columns are apparently open to questionable advertising?

LEGISLATION.

The legislative committee will no doubt make a report of its activities during the past year. We have had less cause for apprehension over proposed adverse national legislation this year than for many years in the past. Some nurserymen are concerned over the new tariff bill increasing the duties on nursery imports to double its former figure, and the legislative committee are making an attempt to have the schedule reduced, and may succeed in doing so. There has been no horticultural bills of a serious nature introduced that I know of, and the legislative committee has devoted more time to quarantine and regulation matters during the past year than to legislation.

STATE AND SECTIONAL ASSOCIATIONS.

The past year has seen the organization of several new sectional associations, and it is noticeable that every state and sectional association has been particularly active throughout the past winter. These activities to my mind augur great benefits to the nursery industry and are also powerful contributing agencies to the strengthening of the national organization. The sectional associations, embracing as they do, many firms outside of the national body, very quickly manifest the need for co-operation and team work among nurserymen if they can hope to successfully combat abuses in the trade or defeat vicious legislation. You very seldom find a member of a state or sectional nursery association who would lose his membership for many times its cost. These men readily recognize the need of a national body, and it is only a question of time until their application is sent in.

I am firmly of the opinion that the future of the American Association will be greatly influenced by the activities of local and sectional bodies, and the stronger the local association becomes, so will the national body. We can not hope to take care of local matters but we can lend our strength and support through a local organization and thereby make our efforts more effective. No doubt vicious state legislation will arise from time to time, but if the personal influence of state members is called upon and backed up by a state organization, which in turn is supported by the national organization, I daresay we need not fear that our business rights will be encroached upon. At the present time, there is not the proper relationship existing between the national association and sectional associations, and I suggest that a plan be worked out whereby every sectional association in the United States will take out an auxiliary membership in this organization, and that a board of secretaries embracing the secretaries of every sectional association be formed and recognized as a unit of this national body. The chairman of the board of secretaries could be appointed by the president of the national association, and I believe some very effective work for the betterment of the industry could be brought about.

TRANSPORTATION.

Transportation matters will be presented by Mr. Sizemore in his report. We have been particularly active during the past year in our attempt to bring about a reduction in freight rates on nursery products. We have suc-

Standard and Half Standard Roses

In excellent varieties, for fall delivery.

KOSTER & CO., - - **Bridgeton, N. J.**

-THE- Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists
Free on Application.

PAINESVILLE, - OHIO

Mention the American Florist when writing

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The **CONARD & JONES CO.**
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing.

Peonies and Iris

First class stock at reasonable rate.

S. G. HARRIS

Box 2 TARRYTOWN, N. Y.

Mention the American Florist when writing.

ceeded in securing a 10 per cent. general reduction in freight rates effective July 1, but this is not sufficient for we are still over-burdened with an excessive freight rate that is of course reflected in the price we are obliged to charge for our products. Express rates are even more burdensome than freight rates, and instead of the service improving as the rates increase, we find in our section of the country the opposite to be the general rule. Freight deliveries during the past year have been more prompt and expeditious than for many years prior, but I am sorry I can not say the same of express deliveries. The question of lower express rates and lower freight rates should demand the attention of this convention and a concerted effort should be made to secure a more acceptable classification for fruit and ornamental tree shipments.

NOMENCLATURE AND STANDARDIZATION.

Substantial assistance has been given the nomenclature and standardization committees by appropriations for the carrying on of their work. This association is deeply indebted to Harlan P. Kelsey of Boston and his committee for the vast amount of laborious work expended entirely gratis for the benefit of the American nurseryman. We can not repay Mr. Kelsey in dollars and cents for he would not accept it, furthermore, our debt to him can not be measured in a material way. We owe Mr. Kelsey a debt of gratitude that to my mind should be recognized by this association in a fitting manner. You will hear Mr. Kelsey's report, and I respectfully ask that every member attending this convention be in his seat when this report is read.

Alonzo J. Bryan

WHOLESALE FLORIST

WASHINGTON, - NEW JERSEY

Grower of all kinds of Flowering, Decorative and Vegetable Plants, by the hundreds of thousands.

Correspondence solicited.

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

ADRIAN, MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosa, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengerii, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower
PEKIN, ILL.

GERANIUMS

S. A. Nutt, Buchner, Visand, Landry, Montmort and others, from 2 in. pots, \$35.00 per 1000.

COLEUS, a very fine assortment of choice kinds from 2 in. pots, \$3.00 per 100.

PETUNIAS, Dreer's Superb Single Fringed and Rosy Morn, from 2 in. pots, \$3.00 per 100.

PEPPERS NEAPOLITAIN, \$3.00 per 1000.

Elmer Rawlings, Wholesale Grower,
ALLEGANY, N. Y.

FERNS

Runners from our new Boston Nep. Schubert Compacta, at \$80.00 per 1000.

Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

Geo. and Joseph Schubert
FERNERY

303 Paterson Plankroad
NORTH BERGEN, -:- N. J.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

SLOGAN.

Much discussion has been heard during the past six years on an appropriate slogan for the nursery trade, and many fairly acceptable phrases have been proposed, but to my mind, none have made the impression that the simple and significant slogan adopted by the Illinois Nurserymen's Association has created. What could be more appropriate or impressive than these words "Plant Another Tree?" Every man who owns a square rod of land should plant another tree. The expression is a beautiful one and carries with it a vision of nature's greatest possibilities. Here is a trademark and slogan that every nurseryman can very profitably adopt. The three words are a whole lecture in themselves and indeed are most eloquent. I would like very much to see a member of the Illinois Nurserymen's Association propose the adoption of this slogan and trademark for the American Association of Nurserymen.

ARBOR DAY—WHY NOT ARBOR WEEK?

Practically every state through its governor, sets aside a day called Arbor Day and on this day public planting of trees takes place. It seems hardly sufficient that only one day be set aside for public tree planting. The nurserymen should agitate an arbor week instead of an Arbor Day. The florists put across Mothers' day—why can not the nurserymen put across buddies memorial tree day, a day which every good American citizen will celebrate by planting somewhere a memorial tree to the memory of a world war veteran? I suggest that this be considered by our publicity or market development committee.

EXPERIMENTAL WORK AT BELL.

I wish to call your attention to the very important work that is now being carried on at the governmental station at Bell under the direction of Prof. Scott. A number of nurserymen including myself recently had the opportunity of visiting the station and Prof. Scott showed us what he was doing.

I was particularly struck with his success with apple seedlings grown from root cuttings, also varieties of apples grown from root cuttings. Prof. Scott will make a report on his work for the past year, and I am sure you will all be glad to hear it.

The work at Bell is significant of the possibilities of further experimental work under government supervision. The appropriation at the present time does not permit of a very extensive plan of experimental work, but it seems to me that the nurserymen should interest themselves in securing for this work larger appropriation. There is just \$20,000 at the disposal of Prof. Scott for his experimental work—he has made that go a long ways. I believe if he had \$10,000 or \$20,000 more, he could make a most satisfactory showing. I recommend that the nurserymen undertake to secure through congress this increased appropriation.

OUTLOOK.

In spite of market depression and general deflation of values, especially products of the soil, there has been no appreciable decline in prices of horticultural products known as nursery stocks. The general report coming from nursery centers this spring indicates an almost complete cleanup of all surplus fruit trees and ornamentals. The usual surplus has been greatly reduced, and if reports are correct, the old hoodoo brush-pile has been conspicuous by its absence this past spring. Many lines of stock were extremely scarce, and on

these, prices were abnormally high, nevertheless, the demand seemed to increase as prices advanced. All of this indicates a promising market for the coming year and should afford no small degree of encouragement to the American grower. Conditions now prevailing in the United States place the task of production squarely in the hands of the American nurseryman, and I feel confident that the American nurseryman can and will rise to the situation and supply every need of the planting public with high quality stock produced by American labor and branded "Made in America." Yes, I believe the future of the nursery business never was brighter than at the present time, and I take consolation in the fact that there is every good reason for the nurserymen to bring up their sons in the business from now on instead of sending them into other professions.



J. W. Hill, Des Moines, Iowa.
Treas. American Association of Nurserymen.

CONCLUSION.

In conclusion, I wish to thank the members of the executive board for the support and co-operation which they afforded me in carrying out the work of the association during the past year. I wish also to convey to the committee members and nurserymen who served as special representatives to various conferences, my appreciation of the splendid service they rendered for the good of our industry. There has been team work all around throughout the entire year. I have heard no criticism and I have found every member ready and willing to do his share when called upon. It has not been a one man's job this year and I believe everyone has enjoyed doing his bit. I would like to see a continuation of this team work for it surely gets results. We are on the right track with a good clear road ahead. We can carry a larger load and put on more speed. Let's go!

Secretary's Financial Report.

Secretary Sizemore's financial report shows receipts during the year, added to balance in treasury, July 1, 1921, of \$16,748.61, amounted to a total of \$43,772.41. Receipts from this year's dues were \$17,128.20. Disbursements totaled to \$22,393.88. The secretary and traffic manager's office expense amounted to \$6,992.50.

In nurserymen's railroad claim and collection bureau accounts, there were collected, \$26,258.34. About one-third of the membership have availed themselves of this service.

The Exhibits.

Robt. C. Young, Greensboro, N. C., ivies and boxwood.

Hugh Stephens Co., Jefferson City, Mo., catalogues.

McFarland Publicity Service, Harrisburg, Pa., catalogues.

Benton Review Shop, Fowler, Ind., catalogues.

A. B. Morse Co., St. Joseph, Mich., catalogues.

A. T. DeLaMare Co., New York, catalogues.

Forester Suydiam, catalogues.

Early Arrivals.

The following were noted among those in attendance the opening day:

Clarence Aldrich, Farmington, Ill.

W. H. Bell, Huntsville, Ala.

Hart Bowden, Geneva, N. Y.

Coppock Bros., Perry, O.

Geo. A. Bryant, Princeton, Ill.

M. W. Bryant, Princeton, Ill.

A. S. Buskirk, Indianapolis, Ind.

G. E. Campbell, New Haven, Conn.

M. R. Cashman, Owatonna, Minn.

A. E. Champion, Perry, O.

E. W. Chattlin, Winchester, Tenn.

T. H. Cobb, Rochester, N. Y.

J. Cultra, Onarga, Ill.

Felix & Dykhuis, Boskoop, Holland.

Elizabeth Nursery Co., Elizabeth, N. J.

R. W. Essig, Pontiac, Mich.

C. G. Ferguson, Shenandoah, Ia.

Earl Ferris, Hampton, Ia.

Wm. Flemer Sr., Springfield, N. J.

Wm. Flemer Jr., Springfield, N. J.

P. V. Fortmiller, Newark, N. Y.

John Frazer, Huntsville, Ala.

G. S. Harris, Manchester, Conn.

Orlando Harrison, Berlin, Md.

S. F. Hathaway, Madison, O.

I. E. Ilgenfritz, Monroe, Mich.

Jackson & Perkins Co., Newark, N. Y.

Harlan P. Kelsey, Salem, Mass.

C. B. Knickham, New York.

Jos. McElderry, Princeton, Ind.

Wm. E. McElderry, Princeton, Ind.

A. McGill, Washington, D. C.

E. E. May, Shenandoah, Ia.

J. R. Mayhew, Waxahachie, Tex.

Thos. B. Meehan, Freshier, Pa.

S. A. Miller, Milton, Ore.

J. E. Moon, Morrisville, Pa.

E. D. Needham, Des Moines, Ia.

T. W. Needham, Morrisville, Pa.

N. Star Nurs. Co., Pardeeville, Wis.

Northern Nursery Co., Denver, Colo.

R. T. Olcott, Rochester, N. Y.

T. P. Oliver, Topeka, Kans.

Knox Orchard & Nurs., Vincennes, Ind.

Penn. Nursery, East Girard, Pa.

J. J. Pinney, Ottawa, Kans.

Wm. Pitkin, Rochester, N. Y.

Robt. Pyle, West Grove, Pa.

Frank Reagan, Geneva, N. Y.

W. C. Reed, Vincennes, Ind.

J. P. Rice, Geneva, N. Y.

F. F. Rockwell, Bridgeton, N. J.

Paul Schumaker, Perry, O.

Shenandoah Nursery Co., Shenandoah, Ia.

E. M. Sherman, Charles City, Ia.

Chas. Sizemore, Louisiana, Mo.

Y. Sloan, Ottawa, Kans.

E. H. Smith, York, Neb.

C. A. Stannard, Ottawa, Kans.

Lloyd Stark, Louisiana, Mo.

C. W. Stuart Co., Newark, N. Y.

Wm. Stubbs, Huntsville, Ala.

E. Walsh, Shenandoah, Ia.

John Watson, Rochester, N. Y.

F. A. Wiggins, Washington, D. C.

A. E. Willis, Ottawa, Kans.

THE LADIES.

Mrs. W. C. Reed, Vincennes, Ind.
Miss Mary Stannard, Ottawa, Kans.

Bailey's New Standard Cyclopedia of Horticulture

Price, \$48.00.

Sold only in complete sets.

American Florist Co.

440 S. Dearborn St., CHICAGO

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengerii sprays. THE PENNOCK PLANTATION, Jupiter, Florida.

Asparagus Sprengerii, extra fine 4-in., ready for 5-in. or for benching, per 100, \$20.00. THE PARK FLORAL CO., Denver, Colo.

BEGONIAS.

BEGONIAS READY FOR SHIPMENT.

2 1/4 IN.

	Each	10	100	1000
Begonia Lorraine.....	\$0.50	\$2.50	\$15	\$140
" Turnford Hall.....	.50	2.50	20	..
" Cincinnati.....	.50	3.50	30	270
" Concurrent.....	.50	3.50	30	270

JULIUS ROEHR'S CO.

Rutherford, N. J.

Begonia Cincinnati, strong, 2 1/4-in. plants, per 100, \$27.00; per 1,000, \$250.00. S. S. Skidelsky, 50 Park Place, New York.

BULBS.

Darwin Tulip bulbs for sale. Farnscombe Sanders, Pride of Haarlem, Clara Butt, Gretchen, mixed 100 for \$2.00; 500 for \$7.50 cash. Planting stock size one-half price. HUGH C. SCHMITT, Evansville, Ind.

Bulbs—Tulips and hyacinths. For varieties, sizes and prices see display advertisement elsewhere in this issue. VAUGHAN'S SEED STORE, Chicago and New York.

Bulbs of superior quality. Write for prices. F. Rynveld & Sons, 61 Vesey St., New York.

CENTAUREA.

CENTAUREA GYMNOCORPA. 500 fine 2 1/4-in., per 100, \$2.50. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Pompons and Singles
Mile High Quality, 2 1/4-in., per 100, \$5.00.

Early Varieties.
Zenobia, yellow double.
Lillian Doty, pink double.
Diana, white double.
Acto, white double.
Chas. Fohn, pink single.
Fine Bronze, bronze single.
Early Bronze, bronze single.
Late Varieties.
Hilda Canning, bronze double.
Beck McLean, bronze double.
Wilcox, bronze double.
Jules La Gravia, red double.
Western Beauty, pink double.
Donald, pink double.
Golden Wedding, yellow double.
Caprice, the best for early pot plants.
Pinched with number of shoots. Yellow, white, bronze, lavender and purple. 2 1/4-in., per 100, \$7.00.
THE PARK FLORAL COMPANY,
Denver, Colo.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Fine 2 1/4-in. Stock
Chrysanthemums, large flowering:
500 Tints of Gold, 300 Marigold, 500 Roman Gold, 400 Maj. Bonaffon, 300 Harvard, 400 Golden Queen, 200 Mistletoe, 400 Nagoya, 300 Robt. Halliday, 100 Chrysolora, 200 Smith's Advance, 200 Pink Seidiwitz, 100 Tiger, 100 C. Razer, 200 Whittier, 150 Sunray, 200 Golden Glow. All fine stock, part in 3-in. pots. Pinched back plants, per 100, \$4.00; per 1,000, \$35.00. Cash with order.
Pompons: 500 fine Late Yellow, 200 Golden Lida Thomas, 200 Pink Doty, 300 Semi-double White Pompons, 100 Late White Pompons, 100 Golden, 100 White, 100 Yellow Menza, 350 Mrs. Beu, 200 December Queen, 300 White Doty, 100 Hilda Canning, 500 assorted other best varieties. Per 100, \$3.00, per 1,000, \$35.00. Cash with order.
JOSEPH BANCROFT & SON,
Cedar Falls, Ia.

CHRYSANTHEMUMS

2-inch stock	100
Extra Early White.....	\$5.00
Mrs. W. Buckingham.....	5.00
Western Beauty.....	5.00
Mrs. H. Harrison.....	5.00
Golden Mensa.....	5.00
White Mensa.....	5.00
Langlot.....	5.00
Christmas Gold.....	5.00
Sunshine.....	5.00

BASSETT & WASHBURN
178 N. Wabash Ave. Chicago

The best chrysanthemums for florists' use. Clean stocks and high quality. Your requirements for future delivery requested. ELMER D. SMITH & CO., Adrian, Mich.

COLEUS.

COLEUS. 2,000 best bedding kinds, ready June 10, per 100, \$2.50. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen plants grown by Lehnig & Winfeld, one of the best cyclamen growers in this section of the country. Dark Christmas Red, bright red, Rose dark-eye, white carmine eye, Rose Marienthal (pink), pure white, American Beauty, Salmon Glory of Wandsbek.

2 1/4-in. pots.....	100	1,000
2 1/2-in. pots.....	\$12.00	\$110.00
3-in. pots.....	15.00	140.00

3-in. pots, selected.....	22.00
3 1/2-in. pots, selected.....	\$35.00
4-in. pots, June 1.....	40.00
4-in. pots, extra sel., June 1.....	50.00

Add 5 per cent for packing. If Salmon alone is ordered add 10 per cent to the above prices.

ROMAN J. IRWIN
43 West 18th St. New York

Cyclamen Seedlings, Transplanted. Fine stock, assorted varieties, per 100, \$6.00; per 1,000, \$50.00. Wm. F. Kasting Co., 563-570 Washington St., Buffalo, N. Y.

DRACAENAS.

Dracaena Indivisa. Extra strong, 3-in. Per 100, \$12.50. Cash with order. MERIAM PARK FLORAL CO., St. Paul, Minn.

FERNS.

TABLE FERN SEEDLINGS.

Ready June and later.

Per flat, \$3.00; 5 flats, each, \$2.75; 10 flats, each, \$2.50.

In all best varieties as follows: Pteris Wilsonii, Pteris Victoria, Pteris Mayii, Pteris Serrulata, Pteris Wimsettii, Pteris Tremula, Pteris Argyrea, Aspidium Tsussimense, Cyrtomium Placatum, Cyrtomium Rochfordianum, Albo-Lineata.

2 1/4-in. pots, per 100, \$6.50; per 1000, \$55.00.

Boston, Roosevelt, Whitmanii, Verona, Teddy, Jr., Scotti, 2 1/4-in. pots, per 100, \$7.00, per 1000, \$60.00; Dwarf Boston, 2 1/4-in. pots, per 100, \$8.00, per 1,000, \$75.00; Macawii, 2 1/4-in. pots, per 100, \$7.00, per 1,000, \$65.00; Bird's Nest Ferns, 2 1/4-in. pots, per 100, \$25.00.

ROMAN J. IRWIN

43 West 18th St. New York

BOSTON FERNS

Strong, bushy, well finished stock.

5-in. 40

6-in. 75

Order packed as soon as received. Packing charges out of pot free; in clay pots, 5% extra.

DAVIS FLORAL COMPANY,
Davenport, Ia.

Table ferns, standard varieties, 2 1/4-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Holly Ferns. For window boxes, 4-in., per doz., \$3.00; per 100, \$25.00. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Fancy cut ferns, per 1,000, \$3.00. VINCENT F. SEBOLD, P. O. Box 74, Baggley, Pa.

FREESIAS.

Freesias. Purity (improved). Second size, 3/4-1/2-in., per 100, \$1.25; per 1,000, \$8.00. First size, 1/2-3/4-in., per 100, \$1.65; per 1,000, \$14.50. Mammoth size, 3/4-1-in., per 100, \$2.50, per 1,000, \$20.00. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums, Nutt Buckner, Ricard, Poltevine and Viald. Good short jointed plants. 2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer Rawlings, Allegany, N. Y.

Geranium, S. A. Nutt and Beate Poltevine, 2-in., per 100, \$3.00, per 1,000, \$30.00. S. T. DANLEY & SON, Macomb, Ill.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GOLDFISH.

"RAINBOW" Aquarium Shells	
Per dozen cartons.....	\$ 1.25
Per gross.....	13.50
"RAINBOW" Natural Fish Food	
Per dozen boxes.....	.75
Per gross.....	7.00
"RAINBOW" Flake Fish Food	
Per dozen boxes.....	.60
Per gross.....	5.50
"RAINBOW" Wafer Fish Food	
Per dozen boxes.....	.75
Per gross.....	6.50

F. O. B. Chicago.

Also birdseed in bulk and packages; song restorer; nesting; bird gravel; cuttlebone.

Write for price list.

J. OLIVER JOHNSON

Wholesale Seed Merchant

1805-1809 Milwaukee Ave.

Chicago.

GREENS.

Green sheet moss, Fadeless, per bag, \$3.50;
 Natural, per bag, \$1.75. Knud Nielsen,
 Evergreen, Ala.

IVIES.

Hardy English Ivy. For sizes and prices
 see advertisement on front cover page of this
 issue. R. Vincent, Jr., & Sons Co., White
 Marsh, Md.

English Ivy. Rooted cuttings from soil,
 vines up to 24-in., per 100, \$2.00; per 1,000
 \$18.00. CHAS. FROST, Kenilworth, N. J.

LILY OF THE VALLEY.

Lily of the Valley Pips. (From ice stor-
 age). London market strain. (250 to case),
 per case, \$9.50; (500 to case), per case,
 \$18.00; (1,000 to case), per case, \$35.00.
 Vaughan's Seed Store, Chicago and New
 York.

Valley pips. From cold storage. \$30 per
 1000; \$16 per 500; \$8 per 250. H. N. Bruns,
 3032-42 W. Madison street, Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and
 raisers. Southgate, London, England. Cat-
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Primula Obconica Gigantea. Mile High
 Strain. This strain cannot be surpassed.
 Flowers will average over the size of a
 Dollar, 2½-in., per 100, \$7.00.

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Primula obconica, 2½-inch, good strong
 plants at \$6.00 per 100; \$55.00 per 1000;
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 Malacoides, 2½-inch, \$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,

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 Rosea Pink; large transplanted plants, ready
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	Per 100	Per 1,000
Ophelia, 2½-in.	\$12.00	\$100.00
Ophelia, 3-in.	15.00	120.00
White Killarney, 3-in.	12.00	100.00
Premier, 3-in.	15.00	120.00

These are from selected cuttings and well grown; all in fine shape to plant. No charge for packing.

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N. J.

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Roses. Standard and half standard, in
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**If you have any to offer
 or are likely to have it
 soon, advertise in these
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5,000.....	1,750.00	5,000.....	1,375.00
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Seeds. The Kenilworth Giant Pansy. For
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 Kenilworth, N. J.

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 flint and dent corn. The C. Herbert Coy
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If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

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Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

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Sphagnum moss, in burlap bales of standard size. For prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., Wholesale Florists, 1324 Vine St., St. Louis, Mo.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

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Celery plants, Easy Blanching, now grown by 90% of Kalamazoo growers. Extra strong, stocky plants grown in our own fields from best seed; backed as our years of experience has shown us and shipped promptly. Per 1,000, \$1.75; per 5,000, \$8; per 10,000, \$15. Cash. Brill Celery Gardens, Kalamazoo, Mich.

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Celery for market ready. Orders solicited.

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Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

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Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

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Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

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Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

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J. Oliver Johnson's
"Boulevard Brand" Sheep Manure
Analysis: Ammonia 2.50%, available phos. acid 1.50%, potash 2%.
100 lb. bags \$ 1.50
500 lb. 7.25
1000 lb. 13.50
1 Ton 26.00
5 Ton, per ton 24.00
15 Ton or more, per ton 22.00
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LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

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High grade flower pots of every description. Write for prices. Western Pottery Co., 5220-30 Norwood Park Ave., Chicago.

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Angermueller Co., Geo. H., St. Louis, Mo.

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A consolidation of Brunswick Refrigerating Company of New Brunswick, New Jersey; Kroeschell Bros. Co. and Kroeschell Bros. Ice Machine Company of Chicago, Illinois.

The new Company will maintain the present offices and factories in New Brunswick and Chicago with the various branch offices, and will combine the facilities and personnel of the former companies so that it may assure to its customers the most efficient service.

**Brunswick Refrigerating Company
Kroeschell Bros. Co.
Kroeschell Bros. Ice Machine Company**

Brunswick-Kroeschell Company
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BACTERIZED HUMUS CHEMICAL COMPANY
NEWARK, OHIO.

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Ford, M. C., New York.
Ford, William P., New York.
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Mackie, William, New York.
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Meconi, Paul, New York.
Millang, Joseph A., New York.
Niedinger Co., Jos. G., Philadelphia, Pa.
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Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
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Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Sullivan, Dolan & Co., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L., & Co., Chicago.
Weiland & Risch Co., Chicago.
Weiss, Herman, New York.
Winterson Co., E. F., Chicago.
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Kills plant Lice
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The recognized Standard Insecticide.

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Estab. 1765



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THE ZANE POTTERY CO.

SO. ZANESVILLE, OHIO

"Moss Artec" Ware

HORACE O. GRAY CO.,

200 Fifth Avenue

NEW YORK

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THE AMERICAN FLORIST



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CHICAGO AND NEW YORK, JULY 8, 1922.

No. 1779

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—S. S. PENNOCK, Philadelphia, Pa.
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Mo., Vice-President; JOHN YOUNG, New York,
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The thirty-eighth annual convention will be
held at Kansas City, Mo., August 15-17, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

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Next annual meeting will be held at Kansas
City, Mo. Aug., 1922. OFFICERS: J. F. AMMANN,
Edwardsville, Ill., President; JOHN G. ESLEY,
Saddle River, N. J., Secretary; JAMES HEACOCK,
Wyncote, Pa., Treasurer.

SUGGESTIONS FOR PLANT GROWERS.

Cyclamens.

The plants of cyclamen should now be growing rapidly, especially those which were grown from seed sown last fall. These plants should now be in four or five-inch pots and the foliage growing full and strong. If the plants are plunged in a frame, they should be lifted out of the soil occasionally to see that the drainage is not stopped up. There is nothing that will ruin a young growing cyclamen more quickly than to have the drainage get closed and have the soil become sodden with water. Angle worms will often cause this and, if they are detected, should be removed. It is very easy to find whether they are in the pots. If the soil on the top of the pot is rolled in to small lumps, it is a sure sign that there are worms in the soil. If there are but a few, the plants can be knocked out of the pots and the worms removed; if there are many, a watering of limewater will soon rid the soil of the worms. The plants that are in small pots should be potted up as fast as they require it, that they may be as large as possible for the holiday season, but do not go to the other extreme and pot in too large pots. As soon as the roots get around the side of the pot, shift them into the next size larger. If the plants are in the greenhouse a close watch for thrips must be kept during the summer. If the foliage is twisted when the leaf begins to unfold, it is sure to be caused by insects, and the plants should be sprayed with a nicotine solution. To have good plants for the holidays in full bloom they must be constantly watched and well grown.

Fancy Leaved Caladiums.

It will soon be found difficult to obtain the quantity of flowers necessary to maintain a fine window display, so attractive plants will be required, and the show houses leading from the store or office will need something with bright color to attract attention. The fancy-leaved caladiums are beautiful plants

for this purpose, and should now be good plants in four or five-inch pots. Nice plants can be grown in these sizes and they are easily arranged in a bed of green sheet moss and are very attractive. For the young stock now coming on, a very light house is an absolute necessity to obtain the highly colored leaves, and almost a full exposure to the rays of the sun. While the plants delight in a moist atmosphere, this must not be obtained by heavy shading, but by frequent syringing and damping down the walks and under the benches. The temperature should be kept warm and close, never dropping below 60 degrees at night, even if a little fire heat is needed. They will require copious watering to keep the beautiful leaves in good condition, and considerable feeding to bring the high colors and large, full leaves. Should flower buds form they should be immediately removed, for they will check the growth of the leaves.

Asparagus Plumosus and Sprengeri.

It is a good time now to plant, reset or renew the soil of asparagus beds, either plumosus or Sprengeri. If the beds are to be set out with young stock preparation should be started at once. Asparagus plumosus does better in solid beds, well drained, with a good rich compost about two feet deep. The plants should be set 12 to 15 inches apart and the shoots given strings upon which to climb as soon as they begin to grow. But little cutting should be done the first year, as it is necessary that the plants become well established. The old beds should be given a good mulch of half-decayed manure, and if possible, without injury to the roots, remove the top soil. Asparagus Sprengeri can be successfully grown in the bench, but it also requires a good, rich soil. The young stock the first year should be planted 10 to 12 inches apart, and will produce many stems that can be cut. The beds that have produced this year will require a renewal

of the soil. It is better to replant them than to try to renew the soil in the bench. The plants are great feeders and the bench is generally full of roots after a year's growth, and it will be found difficult to keep the bench watered during the spring of the second year. If the plants are too close together, they can be given more space in resetting. Good large plants will do better if set about 15 inches apart. If a mulch is attempted, care should be taken to use no fresh manure, but manure that is well rotted. The ammonia that arises from fresh manure will affect the plants, turning the foliage light and in severe cases the foliage will become nearly white, making it worthless.

Pot Grown Roses.

The hybrid perpetual or rambler roses after blooming, if desired to force another year, in order to bloom them early should be grown in pots during the summer. They can be pruned back after blooming and lifted, or if in pots should be repotted. This will require a good, strong soil, composed of two-thirds loam and one-third manure. When potting be sure to give good drainage and pot firmly, ramming the soil down hard. It is impossible to grow roses successfully in a loose soil. The plants should be plunged to rim of the pot outside where they can be freely watered. Avoid, if possible, placing them against the greenhouse or other building or against a fence, but plant them where they will have a free circulation of air and can be sprayed from either side. If planted against a building or in close quarters, they frequently become infested with red spider during the hot weather and it is nearly impossible to get rid of them.

Mignonette.

To be able to cut fine spikes of mignonette in early winter will require an early start, and although it demands care and attention to germinate small seeds during hot weather, yet it will be necessary to sow seed early in July in order to have a cut in by the holiday season. A north propagating house is one of the best locations for the sowing of seeds in summer. Mignonette does not transplant from the seed flats successfully, so it is better to sow it in 2½-inch pots, five or six seeds to a pot, which can be thinned out to one to two plants as soon as they are large enough to select the strongest. Some growers prefer to sow the seed in hills in the bench, but to grow the large spikes of this flower requires a soil very heavily manured, and the constant watering often sours the soil before the plants have pushed out roots enough to absorb the water. As soon as the plants have attained a height of two or more inches the tip should be pinched or rubbed out, in order that the plant will branch, and again later these branches will have to be pinched off, until there are six or eight good strong shoots. The plants will grow in most any kind of good soil, but to get the best the compost should be about one-half partly decayed manure well mixed in the soil, and this will produce splendid spikes of bloom. After the plants begin to form their leaves, a careful watch must be kept for the cabbage worm; these worms are very fond of mignonette, are voracious eaters, and soon denude the plant. They are a little difficult to find, being of the same color as the leaf, but are generally found along the midrib of the leaf or on the stem. Growers who cultivate large quantities of this crop screen their ventilation with mosquito netting to keep out the moth

which lays the eggs. The plants should be set about one foot apart in the bench and staked or tied in some suitable manner to keep the stems straight and erect.

Sam Pearce Retires.

Samuel J., much better known as "Sam," Pearce, the well known Chicago grower, laid down the hose, sold his greenhouses and retired from business July 1. The greenhouses on Higgins avenue, with storage and other service buildings covering some 50,000 square feet, and four acres of ground, were purchased by the E. C. Amling Co., at a reported price of \$50,000, Mr. Pearce retaining the dwelling and remaining ground. The immediate cause of this action was his serious attack of illness



Samuel J. Pearce, Chicago.

last spring, and to more fully restore his health. Mr. Pearce will start with his two sons, Samuel A. and George E., on an European tour this week, sailing for England on the S. S. Baltic, July 8.

Mr. Pearce is a Cornishman, though most of his early years were spent in Scotland. He served his apprenticeship at Dupplin castle, residence of Sir J. A. Dewar, Bart., in Perthshire, and later worked as a journeyman in Ayrshire. He came to the United States at the age of 21, locating at Philadelphia, where he was employed at the Graham establishment. In 1883 he moved to Chicago and was engaged by the late August Dressel on Clybourn avenue, taking over that place when Mr. Dressel engaged in the brick-making business in 1887. Selling out in 1913, he built the new place on Higgins avenue, Jefferson.

Mr. Pearce is a thorough, all-around plantsman and for many years has made a specialty of growing lilies and Dutch bulbous stock, with which he has been highly successful. He is held in the highest esteem by all who know him, and his entire place and large fund of practical information on plant growing always have been open and free to everyone in the trade. On his return from Europe, he proposes to devote his time to his banking interests, being a director of the Jefferson Park National bank, and to caring for his property in the rapidly improving vicinity of the greenhouses.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

A Floral Map.

One of the largest pieces for the funeral of the wife of Governor Small was arranged by A. Lange, Chicago. This was a map of the state of Illinois, made of white carnations on a panel of bronze galax leaves, 3x5 feet. Cornflowers formed the background while red carnations located the cities of Kankakee and Springfield and the boundary lines and rivers. Large clusters of choice roses at the top and bottom of the panel gave an artistic finish. This was sent by the Illinois Waterways Commission, which inscription was placed on a wide ribbon bow, falling from the upper cluster of roses. The design was very well arranged and much admired.

Flowers at the Late Mrs. Small's Funeral

That the sending of flowers to funerals is an established custom is seen in the great number of floral tributes at the funeral June 28 of the wife of Governor Small of Illinois. It is estimated that over 1,700 different pieces were sent, while two express car loads from distant points, arriving late, were sent to the cemetery. As giving an idea of how the public taste runs in the selection of such offerings, a tabulation of the earlier deliveries shows the proportion to be as follows: Wreaths, 56; baskets, 23; sprays, 19; harps, three; pillows, three; broken columns, two; broken wheels, two, and gates ajar, two. Many of these pieces were large and quite elaborate. The principal flowers used were roses, carnations, gladioli, snapdragon, Easter lilies, peonies, larkspur, sweet peas, orchids and lily of the valley.

Next Week in the Flower Shop.

Although this is not the season when prepared and painted weed seed sprays, pods and grasses, lily leaves and pods and other like material is being used, such stock is now being featured by some retail florists in window decorations because of its lasting character and that it has been found, when well made up in various sized baskets and bouquets for vases, these bizarre looking arrangements attract considerable attention and can be occasionally sold at a good profit. As there must always be something novel and attractive in the window, this prepared and highly colored material, which has a natural form and foundation, is good stock to use once in a while, but not so often as to make it common. If kept clean and carefully laid away when not in use, it will remain in presentable condition until sold.

While on this subject, the bridal shower bunch of artificial lily of the valley, combined with cattleyas, gardenias or roses of the same character, all of which in high-grade stock are made to look very natural, is a good publicity feature for the windows. A well-arranged shower bouquet, with the necessary broad and narrow ribbons, can be made an attractive feature for the window when placed in a gilt frame large enough to show it to advantage. A floral muff of the same material, tied with the necessary ribbons in semi-shower effect, will be sure to find admirers. An old-fashioned, round, compact bouquet, with a silk fringe and tufted lace paper, is another style that was for many years the bride's delight.

The middle of summer is hardly the time to use these for the window, but they can find a place in one of the inside cases and be brought out occasionally in the early autumn and spring and other wedding seasons.

Gilt picture frames of various styles and sizes, one quite large enough to show a shower bunch or large basket to advantage, are good window accessories, as they always feature and call especial attention to the articles displayed. A concrete or terra cotta garden seat or bench, low pedestals that will give gradations of height when covered with velvet window cloths, is effective, of which latter there should also be a good assortment in various colors. Tables of different diameters with short legs are great helps for the decorator in varying his window displays.

Narrow pans of lycopodium or Selaginella denticulata and also the golden aurea make a fine border for the floor of the window next the glass. Tin or galvanized boxes three inches in width and depth and the length of the window, will, when filled keep a green border all through the summer. If anything, lycopodium will grow too luxuriantly, but is easily held back by trimming. It is just as good in winter, as when it freezes up with the window in severe weather it thaws out without apparent damage.

Some retailers with high show windows make good use of the common hardy ivy, planted in narrow boxes that are placed on brackets near the top of the glass. This in its light position makes a good growth, which, with its pendant vines, gives a very pretty effect. It should be one person's duty to see that it is watered.

The show window should always be such as in your opinion it is as good as it can be made at this season, and in its appeal likely to attract and bring people into the store. When in such condition, keep the lights on at night until 11 p. m., the cost for which each week will be trifling. There is nothing more attractive than a brilliantly lighted window. Even street car passengers are impressed, as the hasty glance, seen time after time, fixes the store in their minds as a place to visit when anything is wanted in the florist line.

Self-watering or reservoir window boxes are making headway. These have been so perfected in all their essential features that they are now quite practical. Their use is almost universal in the decoration of many of the large central city buildings in Chicago, where they are entirely satisfactory.

When a rush of funerals for early morning delivery compels that much of the work must be made up the afternoon or night before, the various pieces must be placed in the ice box or cool cellar and protected from drafts with a layer of tissue paper, which after being in place is well sprinkled and covered with wax paper, which will stick to the tissue and prevent its drying out. Without this protection it will be found dry in the morning and the fragile stemmed flowers wilted.

Some florists do quite a business through country or small town agents, most of the demand being for funeral flowers. Such orders are particularly good during the summer season, when there is as a rule plenty of time to give to the work. A line of reliable agents should be worked up, mostly storekeepers, who if supplied with good display cards announcing that orders would be taken and prompt deliveries made of flowers for funerals and other occasions, together with design books showing only such arrangements as wreaths



FLORAL MAP BY A. LANGE, CHICAGO.

and sprays or other pieces as will transport easily, will collectively turn in a volume of business that is well worth while. Their percentage of \$1 in every \$5 worth of orders taken will make the live ones very alert for such business and open a new line for the shop's activities that will be a source of considerable profit.

Have you made up your mind to attend the Society of American Florists' convention in Kansas City, August 15-17? Don't be one of the last minute fellows, but decide now and then plan your trip intelligently so as to make the most out of it. Indications point to one of the best conventions in the matter of attendance the society has ever had. President S. S. Pennock and his co-workers have prepared an excellent programme, with a live subject as the feature of every session, while in the trade exhibition the space has almost entirely been taken up by representative firms in all lines of the industry. With all in the business the slogan should be "Let's Go."

Lily Points Pistol.

Our friend Kenelm Digby says he begins to think that Capt. Fitzurse is a bit too quarrelsome. He says the captain, visiting Digby's garden out at Obesity, N. J., suddenly flushed and swore that one of the lilies had pointed a pistol at him.

SIoux FALLS, S. D.—M. M. Strong will add three new houses to his range, giving 400 feet more bench room and increasing glass approximately 10,000 feet.

Federal Horticultural Board Conference.

SEC'Y WALLACE RECEIVES COMMITTEE REPORT.

Washington, D. C., July 5.—Need for safeguarding the United States against the entry of foreign plant pests and diseases is emphasized in the report made to Secretary of Agriculture Wallace by the special advisory committee appointed by him to follow the proceedings of the plant quarantine conference, held here in May. The belief was expressed that no material changes are necessary either in Quarantine No. 37, or in the regulations of the Federal Horticultural Board for its enforcement.

The report commends the idea of committees representing the various interests affected by the quarantine regulations. Frequent conferences between the committees and the board, the committee said, would bring about a clearer understanding on the part of all and secure the beneficial results sought by the act.

The committee pointed out the losses now suffered by American agriculture from pests accidentally imported before Quarantine No. 37 went into effect. In view of the danger of other destructive pests being brought here, the committee declared that much greater care than formerly must be exercised to keep them out. The belief was expressed that the measure of the Federal Horticultural Board is wisely directed to this end. The difficulties complained of in the administration of the quarantine, said the committee, are due to the unknown factors that have to be dealt with.

The report is signed by the late Prof. J. C. Whitten, horticulturist of the University of California; Dr. A. F. Woods, president of the University of Maryland, and M. R. Cashman, president of the

American Association of Nurserymen. The conference was attended by leading florists and nurserymen from practically all parts of the country, as well as many state officials and other interested persons, including representatives of foreign countries.

The text of the report is as follows: "In response to your request of May 12, 1922, we attended on May 15 and 16 the plant quarantine conference called by you to consider particularly the classes of plants which should be permitted unlimited entry under Regulation 3 of Quarantine No. 37 and other questions connected with the administration of this quarantine.

"The conference was well attended by representatives of the various interests involved, and each and every one was given a full and impartial hearing. The subject was discussed from every angle, both by representatives of groups, such as the nurserymen, florists and ornamental horticulturists, orchid growers, rose growers, etc., and by individuals. Every one was encouraged to make constructive criticism and suggestions. After every one who desired to be heard had spoken, often several times, including the representatives of foreign countries, each group was asked to form a committee to submit further recommendations and hold further conference. We are impressed all through with the efforts made by the secretary of agriculture and the Federal Horticultural Board to give a full, fair and unprejudiced hearing to every one.

"In our opinion the board is properly constituted as to membership and exercises unusual care to get expert opinion and advice. There is every evidence that the board intends to render every possible assistance to the trade and to individuals in making introductions.

"To those familiar with the losses now being suffered by the United States from pests accidentally imported before Quarantine No. 37 was effective, and knowing the dangers of further introductions, it must be clear to any unprejudiced mind that much greater care than formerly must be exercised to prevent introduction of organisms that may become pests. We believe that the measures adopted by the board are wisely directed to this end. It is clearly apparent to us that the difficulties complained of in the administration of the act (Quarantine No. 37) are due to the necessity inherent in the work of dealing frequently with unknown factors. As the difficulties and dangers become clearer adjustments will be made to more perfectly meet the situations.

"It is evident that the board wishes to do everything in its power consistent with safety to assist in securing desired importations.

"We commend the idea of committees representing the various interests involved. Frequent conferences between such committees and the board will bring about a clear understanding on the part of all and secure the beneficial results that the act was intended to give.

"With reference to the Quarantine No. 37 itself and the regulations under it, we believe no material changes are necessary."

Ole Knew.

A school story comes from McPherson county, Kansas, where there has been a shortage of rain this season and as a result the farmers are feeling especially blue. The geography class was reciting and the teacher asked Ole Jensen, "Ole, what is the shape of the world?" "It bane in purty blamed bad shape yust now," answered Ole, who had listened to the talk of his father about things in general and conditions around that neighborhood in particular.

Nurserymen in the Landscape Field.

Address By Walter E. Campbell, of the Elm City Nursery Co., New Haven, Conn., Before the American Association of Nurserymen, at Detroit, Mich., June 28-30, 1922.

Within the last half score of years two powerful social organizations have developed throughout the United States. One has for its motto, "We Build," and the other, "He Is Greatest Who Serves Most."

During the short space of these few years the influence of Kiwanis and Rotary has been a powerful factor in the upbuilding of every community fortunate enough to be represented by one or both of these clubs. The wonderful work which they have undertaken and accomplished is the result of their having a mission to perform and then going at that mission with a kick and a punch born of a thorough knowledge of what has to be done and a determination to see the work finished.

Every nurseryman engaged in growing ornamental plants can be and should be a missionary in the landscape field. We can take a cue from the mottoes of these two clubs and conduct our business with a sincere desire to build and to serve. Because we grow all manner of plants in straight rows in our field we must not believe that we are landscape gardeners and know all there is to learn about our product.

Landscape gardening is one of the liberal arts and is a life-long study in itself. While it is not expected that every nurseryman should completely master the subject, we should at least familiarize ourselves with the basic principles and be quite sure when we do give information it is correct as far as we are able to furnish it.

There are plants in all of our nurseries which are especially suited to sunny places, plants for shady places, plants for dry places, plants for wet places and plants which will adjust themselves to most any manner and character of soil, and many of these grow together under practically the same conditions in our nurseries. It is our duty to ourselves and customers that all the various characteristics of our plants be carefully studied and known so that we can properly inform purchasers of the special conditions under which any plant will best grow and develop. Our desire to serve must be grounded by a knowledge and sincerity, and we must always be willing to miss a sale rather than to suggest an improper plant for any particular location or condition.

How is the busy nurseryman to acquire this knowledge, some one might ask. That's easy. No nurseryman can take a walk through the fields or in the woods without coming in contact with nature ready and willing to teach him a lesson, and any lesson copied from nature can be relied upon, for nature makes no mistakes. Look how she has massed the fence row along the field. There are quantities of gray twiggid dogwood growing against the stone wall, with now and then a grouping of sheepberry coming out into prominence.

She has lavishly used bayberry and sweet fern in the foreground. A strong growth of bitter-sweet half hides the rugged stones of the old wall, and goldenrod, daisies, potentillas and asters blossom in the outer fringe. Here and there a group of wild cherries rises out of the mass and then an elm tree stretches forth its stately arms. On each side of the pasture gate a sturdy hickory stands on guard. Then comes the meadow, rich in its carpet of grasses and flowers, stretching across

the plain to the base of the hill, where it is cut by a little stream. In the moist ground along the banks we find groups of cottonwood, willows, oziers, buttonball and alders, and in the open places lobelias, forget-me-nots and gentians love to grow.

The sloping hillside is studded with red cedars interspersed with laurel and spreading jumpers, and white birches form a foreground for the forest beyond. Then the eye is lost in a barrier of green foliage. Walk through the parks and you will find only an adoption of nature's methods, and see how the landscape architect, by his skill and art, has transplanted the environment and made it possible for nature to serve his purpose.

Then there are a great many useful books to be had, in which the principles of landscape gardening are thoroughly explained. It is the duty of every one of us to study nature, to observe carefully the work of good gardeners, and to read good books, so that each of us may become a conscientious and well-informed horticultural adviser in our immediate territory.

There is too much highly colored foliage being offered today, such as golden-leaved elder, variegated weigelia, red-leaved plants and other examples of gaudy foliage which appeal to the eye of the novice, who knows nothing about the correct methods of plant grouping. Most every community has its man who calls himself a landscape architect, landscape gardener, or the least excusable of all terms, a landscape artist, who is absolutely ignorant of the most simple principles in landscape gardening and is getting by on pure bunk. These are the men who plant a round bed or make a star, anchor, diamond, or some other geometrical pattern in the center of a small lawn and call it landscape gardening. The man who is familiar with the finer points of landscape gardening knows that gaudy foliage is taboo except in rare instances where it can occasionally be used to advantage, and that correct design in gardening consists in maintaining broad and open centers and massing the boundaries and foundations. He also knows that geometrical patterns can only be used in formal work and that carpet bedding and scroll work are only intended to show what can be done with plants, and are as much out of place on the average home grounds as is a tapestry in a log cabin.

Many of us are too careless in instructing our customers regarding the method of preparing soil. Most nurseries are located where there is deep and plentiful loam. We all know that in most building operations contractors are very careless about back filling around the foundation of the house with poor material and that the lawn rarely ever receives a sufficient amount of loam to maintain a luxuriant growth of grass.

When we are passing the home of a customer and see that he is engaged in building operations it is well enough to stop and have a friendly chat with him or write him a letter calling these matters to his attention. If he takes your advice he will thank you for it; if he does not, later on he will wish he had.

There is a separate and distinct field in which nurserymen may operate without conflicting with the interests of the professional landscape architect. Many people have an idea that there is a vast competition between the nursery interests and the professional interests, but as a matter of fact the margin of conflict is a very narrow one. Like the trolley lines are feeders to and not competitors of the great railway systems



CARPET BEDDING IN BOSTON.

The City Seal, Welcoming the National Educational Association This Month.

of the country, so are well-organized landscape nurseries feeders to the business of the professional landscape architects.

After all, the building of fine homes, the laying out of vast estates or even the planting of the simple home grounds is only a manifestation of one's desires to score a point in the race of vanity. The desire for attractive home grounds is contagious. Give me a commission on half a dozen houses in a new section and I will guarantee that the majority of homes in that vicinity will be developed within two years.

The nurseryman's field lies in serving the modest home. As his customer becomes more prosperous he moves into the suburbs and buys a larger estate. Having already acquired a love for beautiful home grounds, he now, with ample means for development, becomes a patron of the landscape architect.

I do not believe that the broad-minded professional man fears any encroachment from the landscape nurserymen, but looks upon them as missionaries who are blazing the way for him to follow. There are landscape architects and there are landscape architectlets, the latter rarely ever securing a commission of any proportion and is always willing to snatch a little job away from the nurseryman and complain if he does a single piece of planting. This type of man is not broad enough or well educated enough to go after a big commission. In this connection the point arises as to what the nurseryman engaged in the landscape business shall call himself. I do not believe that anyone not a graduate of a reputable landscape school has a right to call himself a landscape architect. This term is reserved for those who are making a profession of the business and have educated themselves along professional lines. The practical man must seek another term. Nurserymen may call themselves landscape gardeners or landscape contractors, and under these two terms will be able to include all the work which they are competent to handle.

A few of the larger nurseries throughout the country are employing graduate landscape men in their business and are doing a very high-class grade of work. The field for the well-equipped nurseryman along this line is unlimited. Today the surface is merely being scratched. One has only to travel around the well-developed nursery centers of the country to see how the home builder has welcomed and utilized this service. Then as he travels in the remoter districts he notices that practically nothing has been accomplished, that the well-designed house, carefully planned and modernly equipped, has had little done towards the development of its grounds; possibly a few choice shrubs which appealed to the owner's liking have been bought and set either in straight rows or planted promiscuously through the lawn.

A vast army of American home owners is only waiting for well-equipped nurserymen to produce a landscape service and show how the small home may be developed along artistic and logical lines and is willing to spend a reasonable sum for attractive surroundings.

The problem before the nurserymen today is one of presenting this service to the waiting buyer. After a great deal of experimenting I am convinced that the best method of placing a good landscape service before the public is by the use of good sales advertising in the leading horticultural and local papers as a means of securing leads. This advertising must be well illustrated and carefully worded so as to attract attention, create desire for the service and lead to inquiries for further information. After you have received an inquiry the possibility of an order depends upon how this request is treated. It should be followed up with a good, snappy catalogue full of sales talk and argument, one which will show the customer how and where to use plants. In addition, there must be broadsides of the landscape department, showing what has been done for others and describing in detail the method in which land-

scape problems are handled. Correspondence must be handled quickly and accurately; all questions carefully answered and the customer shown that we are on the job ready and willing to serve him.

Any advertising campaign must be backed by an organization that can deliver the goods. It is folly to get out good advertising matter which brings requests and then either falls down in correspondence, personal calls or planting service. If we are to advertise that we are well equipped to take care of landscape propositions we must be sure that we have enough good, well-trained men to take care of the business as fast as it comes in.

It has often occurred to me that it might be well for all engaged in high-class landscape work to form an association, prepare a strict code of ethics and adopt a name which might seem a little more applicable to our special line. The name, "landscapers," or some similar name might be used to advantage. This name should be registered and the qualifications of all applicants thoroughly investigated. Each member's work from time to time should be examined carefully by a competent committee, and it should be the duty of every individual in the organization to see that the code of ethics is strictly adhered to and that every member is conducting his business in a manner creditable to the organization.

Under expert supervision offers many advantages to the nurseryman. In the first place it is a means for greatly increasing our sales.

A well-informed salesman, calling on a customer, may sell him a \$25 or even a \$50 order, but a well-trained landscape designer, who is prepared to draw a snappy sketch and show his customer how and where to use his plants, will sell \$200 to \$1,000 worth of plants with as little effort, and at the same time by his knowledge of landscape principles, increase the value of the property many times the cost of the sale. The former, however, with haphazard methods of making a sale often perpetrates a rank injustice on his customer.

It is an outlet for a great amount of large and oversized stock, as many customers are anxious for immediate results, and when one is equipped to transport and plant large material he finds a ready market for it. In doing an agency or catalogue business it is always very hard to co-ordinate the production and sales departments. Shortages and surpluses are bound to occur.

In designing the general framework of a planting scheme, it often matters little what one of a half dozen varieties of any one plant are used, and the designer with a large stock at his command can more or less make his lists conform to material at hand and at the same time serve his customer's interest. It is the general arrangement and not the individual plants that count. A good landscape department is broadening and instructive, bringing us daily in contact with a splendid type of people. It makes us study and keep alert, for in order to sensibly answer the questions asked we must continually refer to our horticultural encyclopedias and other authorities, and with this information at our command we soon breed confidence in our community and are able to send the bunk artist to the backwoods, where he belongs.

Last but not least, the landscape field gives us an opportunity to become a powerful factor in the making of a more beautiful and more fruitful America by the creating of a healthy rivalry for better home grounds among individuals and better civic conditions among communities.

The Philadelphus.

Philadelphus, unfortunately called *syringa* in popular language for *syringa* is the scientific name of the lilacs, is flowering rather earlier than usual this year. There is a good collection of these plants in the Arboretum, and the group is the largest here of the shrubs which flower in June. *Philadelphus* is a widely distributed genus with representatives in North America in the southern states, the southern Rocky Mountain region and the Pacific states, in Japan, Korea, China, on the Himalayas and in eastern Europe. The white and usually fragrant flowers are the only attraction of these plants; they are not interesting in habit; the leaves fall in the autumn without change in color, and the fruit, which is a dry capsule, is smaller than that of the lilac. During the last twenty years several new species of this genus have been introduced into gardens from eastern Asia, and plant breeders have made more valuable contributions to few groups of garden plants than to *Philadelphus*. Most *syringas* bloom freely every year; they require rich well drained soil, and the presence of lime in it has no bad effects on them. Better than most shrubs they can grow and flower in shade, and are therefore valuable for undergrowth in border plantations of trees. There are now in the collection some thirty species with a few varieties and several hybrids.

The mock orange of all old gardens is *Syringa coronarius*, the eastern European species. The plant was first cultivated in England before the end of the sixteenth century and was probably one of the first garden shrubs brought to America by the English settlers. It is a medium-sized species often as broad as high. The flowers, too, are of medium size and faintly tinged with yellow. This shrub has been somewhat neglected since species and hybrids with larger and showier flowers have found their way into gardens. This is unfortunate, for no other *syringa* equals

the old-fashioned mock orange in the delicate perfume of its flowers. Varieties of this plant with yellow leaves, with double flowers, and with narrow willow-like leaves can be seen in the Arboretum collection, but none of them have any particular decorative value. Among the American species which should find a place in all gardens are *P. inodorus*, *P. pubescens*, and *P. microphyllus*. The first is a native of the Appalachian mountain region and grows to the height of six feet; it has arching branches and large, solitary, pure white, cup-shaped, scentless flowers. By some persons it is considered the most beautiful of all *syringas*. *P. pubescens*, often called *P. grandiflorus* or *P. latifolius*, is also a plant of the southern Appalachian region. It often grows to the height of twenty feet; the branches are stout and erect; the leaves are broad, and the slightly fragrant flowers are arranged in erect, from five- to ten-flowered racemes. This plant is more common in gardens than the last and when it is in bloom it makes a great show. *P. microphyllus*, which rarely grows more than three feet tall, has slender stems, and leaves and flowers smaller than those of any *Philadelphus* in cultivation. What the flowers lack in size, however, is made up in fragrance which is stronger than that of any other *syringa* and perfumes the air for a long distance. Unfortunately this shrub, which is one of the most attractive plants of the genus, is not always entirely hardy and was killed to the ground last winter in the Arboretum.

The most distinct and perhaps the handsomest of the Asiatic species in the Arboretum is *Philadelphus purpureus*, discovered by Wilson in western China. It is a large shrub with long arching stems from which rise numerous branchlets from four to six inches long and spreading at right angles; on these branchlets the flowers are borne on drooping stalks; they are an inch and a half long, with a bright purple calyx and pure white petals which do not spread as they do on most of the small flowers tinged with yellow. Another interesting garden plant, *P. Falconeri*, which is certainly Asiatic and probably Japanese, has narrow lanceolate leaves and fragrant flowers in from one- to six-flowered racemes, and is distinct in the shape of its leaves and in its long narrow petals. The origin and history of this plant is not known, species but form a bell-shaped corolla and are exceedingly fragrant. This is one of the handsomest of the shrubs brought from western China to the Arboretum. *Philadelphus Magdalenae* is another Chinese species well worth cultivation. It is a tall broad shrub with arching stems, small dark green leaves and pure white fragrant flowers an inch and a quarter in diameter and arranged in drooping, leafy, many-flowered clusters from six to ten inches in length. *Philadelphus pekinensis* from northern China and Mongolia is a stout bush rather broader than high which every year produces great quantities of

HYBRID PHILADELPHUS.

The first hybrid *Philadelphus* which attracted attention was raised in France before 1870 by a Monsieur Billard, and is sometimes called in gardens *Souvenir de Billard*, although the correct name for it is *Philadelphus insignis*. This hybrid is one of the handsomest of all the tall-growing *syringas*, and its value is increased by the fact that it is one of the latest of them all to flower. In a few old gardens in the neighborhood of Boston great *syringa* bushes occasionally thirty feet high and corre-

spondingly broad are sometimes found. These plants are believed to be hybrids between *P. coronarius* and some unrecognized species. They are called *Philadelphus maximus*. Another hybrid, *P. splendens*, sprang up in the Arboretum several years ago and is supposed to be a hybrid between two American species, *P. inodorus* and *P. pubescens*. It is a large and shapely shrub with pure white only slightly fragrant flowers an inch and three-quarters in diameter and borne in erect clusters. *Philadelphus splendens* usually flowers very freely and when the flowers are open it is the showiest plant in the *syringa* group. It is not, however, as thickly covered with flowers this year as usual.

LEMOINE HYBRID.

These are among the most beautiful and interesting additions to summer-flowering shrubs, due to the intelligence and skill of the great French plant breeder. The first of these hybrids, *Philadelphus Lemoinei*, was obtained by crossing the European *P. coronarius* and the Rocky Mountain *P. microphyllus*. This plant is intermediate between its parents in size and in size of the flowers. The flowers are pure white, very fragrant and produced in the greatest profusion. Lemoine then crossed his *P. Lemoinei* with other species and obtained remarkable results. By using *P. pubescens* or some related species as the other parent he obtained a race to which the name *P. cymosus* has been given. The plant named "Conquete" may be considered the type of this race. It is a vigorous, hardy plant with flowers from two to two and a half inches in diameter, and only surpassed in size by those of "Rosace" of this race, and a beautiful and desirable garden ornament. There is a good specimen in the shrub collection. Other plants of this race are "Mer de Glace," "Norma," "Nuée Blanche," "Rosace," "Voie Lactée" and "Perle Blanche." By crossing *P. Lemoinei* with the hybrid *P. insignis* Lemoine obtained the race to which the general name of *P. polyanthus* has been given. Well known forms of this race are "Gerbe de Nieve" and "Pavillon Blanc." Another of these hybrid races created by Lemoine is called "*P. virginalis*"; of doubtful origin it is distinguished by double racemose flowers. The type of this group is "Virginal," and other varieties referred to it are "Argentina," "Glacier," and "Bouquet Blanc."—Arnold Arboretum Bulletin, June 14, 1922.

Federal Quarantine Widened.

Extension of the federal quarantine in New England to prevent the spread of the gipsy moth, effective July 1, was announced by the federal horticultural board of the United States department of agriculture, June 22. At the same time, more than 2,300 square miles in the part of this area that is quarantined against the brown-tail moth will be freed from quarantine, making a total reduction of more than 50 per cent since 1914.

Under the new regulation of the board, the quarantine against the gipsy moth is extended to include the whole of Massachusetts, and 13 towns in Maine, two in New Hampshire, 11 in Vermont, and 67 in Connecticut are added to the territory in those states already under quarantine. Seven towns are removed from the quarantine—Argyle, Roxbury, and Riley, in Maine; Lancaster and Northumberland, in New Hampshire; and Plainfield and Barnard, in Vermont.

The towns now added to the area quarantined against the gipsy moth are: In Maine—Steuben, Unionville, Cherryfield, Franklin, Debois, Dover, Foxcroft, Brighton, Madrid, VIII, 9, 10, and 16. In New Hampshire—Carroll and Jefferson. In Vermont—Washington, Tunbridge, Plymouth, Reading, Stratton, Guilford, Halifax, Whitingham, Readsboro, Stamford, and Pownal. In Connecticut—Salisbury, North Canaan, Canaan, Norfolk, Colebrook, Winchester, Torrington, Harwinton, Thomaston, Waterbury, Plymouth, Wolcott, Hartland, Barkhamsted, New Hartford, Burlington, Bristol, Southington, Plainfield, Farmington, Avon, Canton, Granby, Simsbury, Suffield, East Granby, Windsor Locks, Windsor, Bloomfield, Hartford, West Hartford, Newington, Wetherfield, Rocky Hill, New Britain, Berlin, Cromwell, Middletown, Enfield, East Windsor, South Windsor, Ellington, Tolland, Willington, Ashford, Vernon, East Hartford, Manchester, Bolton, Coventry, Glastonbury, Andover, Columbia, Hebron, Marlboro, Portland, Chatham, Colchester, Lebanon, Franklin, Sprague, Lisbon, Salem, Montville, East Lyme, Waterford and New London. In Massachusetts—All towns, not hitherto quarantined.

Under the federal regulations, Christmas greens, nursery stock, forest products, and stone and quarry products are required to be inspected before shipment to places outside the area. During the last year, careful scouting of the territory immediately outside the area known to be infested by the gipsy moth, showed that only a slight spread of the pest took place in Maine, New Hampshire and Vermont. In Massachusetts and Connecticut, the westward spread of the insect has been greater than heretofore. Indications are that favorable winds were responsible for this.

A limited amount of work was done during the last year to determine the area infested by the brown-tail moth. As a result, it was possible to reduce the size of the area. Conditions during the winter, unfavorable to the pest, together with the effective work of imported parasites, combined in some sections with thorough hand methods of control, were responsible for holding the insect in check.

Chicago Parks.

The glory of a city is its parks and boulevards, and Chicago is particularly fortunate in this respect, having extensive and well-kept pleasure grounds that are convenient to every section of the city. A feature in several of these are commodious conservatories, in which palms and ferns are seen in all their tropical splendor. There are also exhibits of seasonable flowering plants the year round, being exceptionally fine at Christmas and Easter. At this season, with their splendid trees, shrubbery, well-kept lawns, borders of herbaceous plants and extensive beds of foliage and flowering plants, they are one of the city's greatest assets, being visited daily by tens of thousands of her citizens.

Garfield Park, on the west border, has in its conservatory a summer decoration of flowering plants, comprising nicotiana, fuchsias, salpiglossis, hymenocallis or spider lily, which, arranged before banks of palms, give a very decorative effect. The nicotiana, in full flower in a range of color from white to red, is very showy. In banks, either side of the entrance to the palm house, are well-flowered orchids and gloxinias. In the flower garden section, at Madison street, the cannas of the large beds, containing the varieties President and Winter's Colossus, are just coming into flower. The largest bed contains 700 Joan of Arc. This is bordered with

Gen. Worcester and Md. Barney geraniums, centaurea and sweet alyssum, found as effective in bedding as geraniums. Beds of roses planted rather closely are umis. A low bed of Gruss An Teplitz had been a mass of color since it first opened, and by keeping it cut back will continue throughout the season. Richmond was another kind that gave almost continuous bloom. Penstemon, in its bright red flowers, fills the centers of several large beds and blooms continuously until frost. Zinnias and gladioli are planted together in long border beds and will make a good showing. All the beds are well bordered with low-growing flowering and foliage plants, sweet alyssum being a favorite. Well-filled, large concrete vases, four feet in diameter, make fine ornaments at intersections of walks and driveways. The large lily ponds will soon be an added and beautiful feature.

Lincoln park, on the north side, in a fine residential section, with its luxurious and stately trees, shrubbery and extensive lawns and large central lake, bordered with weeping willows, is a model pleasure ground. The conserva-



The Late Mrs. Robert Craig.

ories here are filled with well-flowered fuchsias, nicotiana and pelargoniums, all well arranged on the broad plateau in front of the conservatory. Extensive flower beds surround the central fountain. There are four beds 30x100 feet carpeted with sweet alyssum, from which rise standard heliotropes. The color effect is striking. Bordering these, with large spaces of lawn between, are extensive beds of cannas, in which the varieties President and Uncle Sam are prominent. These are edged with Md. Barney and S. A. Nutt geraniums. The extensive lawns in which these beds are placed—there are no gravel paths—brings out the brilliant colors of the flowers with splendid effect.

Washington park, in the southern section, has a great wealth of broad lawns, stately trees and quantities of shrubbery. The flowering banks in the conservatory contained tall plants of hibiscus, before which were Lilium roseum and auratum, Clerodendron balfouri, fuchsias and well-flowered gloxinias. The large, depressed plateau the full length of the conservatories, with its broad entrance steps and showy balustrade, on the corner posts of which were huge, handsomely filled vases, gave a fine formal effect. Beds of heliotrope, bordered with dwarf lantana and sweet alyssum, ornamented the lawn in front

of the Administration building, which latter was elaborately decorated with large vases of flowering plants on the roof and boxes of geraniums and vines at the windows. The rose garden, containing mostly hybrid perpetuals, had added to the beds petunias to give color and decorative effect during the summer.

OBITUARY.

Mrs. Robert Craig.

Mrs. Margaret Mayne Craig, nee Patterson, wife of Robert Craig, the well-known Philadelphia plantsman and authority in all matters horticultural, died June 27, at her summer home in Ocean Grove, N. J. Mrs. Craig had been in feeble health for some time from heart trouble, but always benefited during her summer sojourn at the shore. They opened their house for the summer on June 23, and Mrs. Craig was stricken and passed away four days later. The funeral service was held at her late city residence on Saturday, July 1, at which the great quantities of flowers received showed the esteem in which she was held. Her husband and four children, William P., Robert A., Edna and Mary, survive her.

Mrs. Craig was well known to many older members of the trade throughout the country, who had met her at festive gatherings connected with conventions and other trade affairs, in which her husband had always taken such an active part. Mrs. Craig was a charming hostess and took great delight in the many social gatherings at her home in which members of the craft and their families took part. It was only on October 27, 1920, that Mr. and Mrs. Craig celebrated their golden wedding anniversary, which notable event was largely attended by their many friends in the business.

Alexander Whittet.

Alexander Whittet, for many years a well-known florist and gardener of Lowell, Mass., died of pneumonia at his home in that city, June 9, aged 79 years. Mr. Whittet was born in Perthshire, Scotland, and came to this country when quite young. We believe that for some years he was in charge of a fine private estate in Lowell. Eventually he established the firm of Whittet & Co., florists and landscape gardeners, which is now conducted by his son, William D. Whittet.

The late Mr. Whittet was well known to the writer as a skillful designer, and in landscape features he had a wide knowledge of trees and plants. Although a great worker, he was never too busy to be courteous and cheerful. He came to his grave in a full age, "like as a shock of corn cometh in its season."

POMONA, CALIF.—A. W. Pooley, florist at 253 West Second street, is planning to move to a new location on South Thomas street in the near future.

SEATTLE, WASH.—The Washelli Floral Co. has been chartered with a capital of \$20,000. The directors are W. H. Hawkins, Wm. C. Viehmann and J. J. Martial.

TWIN FALLS, IDA.—Henry Jacky, of Walla Walla, Wash., is planning to open a flower shop in this city. He may buy an established business, or if a suitable location is not available, may purchase ground and erect a range.

LOS ANGELES, CALIF.—The new Davis concern, in this section, is at Glendale, and is known as the Davis-Glendale Co. Cucumbers will be a leading crop in their plant, but in addition to this, they will probably force gladiolus and other bulbs.

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Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

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AUTOMOBILE tire prices are demoralized.

A BROOKLYN man has a new patent for the use of fuel oil in greenhouse boilers. Electricity is used to run the blowers which spray the oil. It is claimed to save 50 per cent in heating cost.

CHILEAN government engineers have located beds of nitrate underlying 2,000 square kilometers where no nitrate was formerly known to exist. Deposits range from two to three feet in depth and contain 20 to 40 per cent of nitrate of soda.

THE thirteenth annual convention and exhibition of the National Association of Practical Refrigerating Engineers will be held at the Planters hotel, St. Louis, Mo., November 1-4, 1922. The secretary is Edward H. Fox, 5707 West Lake street, Chicago.

"THERE is no honest business," says the venerable Dr. Lyman Abbott in his Outlook magazine, "in which a man can engage without serving the community." While serving his own interests the business man cannot avoid serving his community as well, for his business prospers according to the service he gives. Dr. Abbott adds: "This age is rightly called a commercial age, and commerce is an interchange of services."

THE Pittsburgh Despatch says striking coal miners, in desperate straits, are warning their leaders they will return to work if not provided with money, food and clothing for themselves and families.

Tariff Notes.

The senate, without debate on Saturday, July 1, adopted the rates of duty on horticultural products that had previously been recommended by the senate finance committee. These rates are considerably lower than those that had been previously adopted by the house of representatives. The paragraphs in question are as follows:

"Paragraph No. 751.—Tulip, lily and narcissus bulbs and lily of the valley pips, \$2 per 1,000; hyacinth bulbs, \$4 per 1,000; crocus bulbs, \$1 per 1,000; all other bulbs and roots, root stocks, clumps, corms, tubers and herbaceous perennials, imported for horticultural purposes, 30 per centum ad valorem; cut flowers, fresh or preserved, 40 per centum ad valorem.

"Paragraph No. 752.—Seedlings and cuttings of manetti, multiflora, brier, rugosa and other rose stock, all the foregoing not more than three years old, \$2 per 1,000; rose plants, budded, grafted or grown on their own roots, four cents; cuttings, seedlings and grafted or budded plants of other deciduous or evergreen ornamental trees, shrubs or vines, and all nursery or greenhouse stock, not specially provided for, 30 per centum ad valorem.

"Paragraph No. 753.—Seedlings, layers and cuttings of apple, cherry, pear, plum, quince and other fruit stocks, \$2 per 1,000; grafted or budded fruit trees, cuttings and seedlings of grapes, currants, gooseberries or other fruit vines, plants or bushes, 30 per centum ad valorem.

"Paragraph No. 761.—Grass seeds: Alfalfa, four cents per pound; alsike clover, four cents per pound; crimson clover, one cent per pound; red clover, four cents per pound; white clover, three cents per pound; clover, not specially provided for, two cents per pound; millet, one cent per pound; timothy, two cents per pound; hairy vetch, two cents per pound; spring vetch, one cent per pound; all other grass seeds, not specially provided for, two cents per pound; Provided, That no allowance shall be made for dirt or other impurities in seed provided for in this paragraph."

On Saturday it was decided to postpone action on paragraph 762 of the tariff bill covering other garden and field seeds.

The seed rates are materially higher than the rates adopted by the house of representatives. Whether or not these rates will prevail when the bill is sent to conference, as it is called at the capitol, when representatives of the senate and of the house meet to iron out the differences that will have arisen as a result of the changes made by the senate in the rates previously adopted by the house, cannot be foretold.

I have learned that the prospects for the passage of the tariff bill by August 15 are good. It will take several weeks to bring about an agreement between the two branches of congress, but the bill should reach the president for his signature some time in September. This information is based on statements made to me by prominent senators.

WILLIAM F. GUDE,
Washington Representative,
Society of American Florists.

Plant Imports by Mail.

SPECIAL PERMIT AUTHORIZED.

Decision to permit the use of the mails in the importation of plants and seeds under special permits, Regulation 14, Quarantine No. 37, has been reached by the federal horticultural board of the United States Department of Agriculture. Heretofore, importations of plants for propagation, except field, vegetable and flower seeds, and importations made by the department were permitted only by express or freight.

Importations made under special permit necessarily are addressed to the board either at Washington or at San Francisco, and pass through the inspection offices of the board at these points, where they are inspected and safeguarded. In view of this, it was believed to be safe and desirable to extend the privilege of importation through the mails to such shipments.

Permission for using the mails in this way will hereafter be authorized on request, when warranted by the nature and quantity of the proposed shipment. The importer will be obliged to provide merely for customs clearance either at Washington or San Francisco, in addition to obtaining the permission of the board.

As hitherto, the use of the mails is not authorized for the commercial or other importation under ordinary permits of plants and seeds provided for in Regulations 3 and 15 of the quarantine.

Growing Fruits for Table Decorations.

A report from Paris states that serving fruit at dinner on miniature trees on which it is grown has made its debut. French growers are now offering these trees two feet in height, each bearing 24 plums or pears.

These and other forced fruits in pots and tubs, may find a place as an added feature of elaborate dinner table decorations in this country. Pineapples in fruit, and well trained grape vines, bearing luscious bunches of fruit, have for years past been features of dinner and luncheon table decorations, by Samuel Murray, the well-known florist of Kansas City, Mo., and vice-president of the Society of American Florists. Ripe pineapples, in addition to their decorative effect, fill the room with a most delightful fragrance. Both fruits are served as dessert in the last course.

Wm. K. Harris, of Philadelphia, Pa., has for many years made a specialty of fruiting pineapples and orange trees for decorative work.

Coming Events.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered from the last advices.]

July 11-12, Portland, Ore.—Annual meeting of the Pacific Coast Association of Nurserymen. C. A. Tonneson, Burton, Wash., secretary.

July 25-26, Oshkosh, Wis.—Wisconsin State Florists' Association, summer meeting. Henry R. Welke, 752 Third street, Milwaukee, secretary.

August 3-4, Fredonia, Kans.—Kansas State Florists' Association. Lloyd C. Bunch, Fredonia, secretary.

August 15-17, Kansas City, Mo.—Florists' Hall Association. John G. Esler, Saddle River, N. J., secretary.

August 15-17, Kansas City, Mo.—Society of American Florists. John Young, 43 West Eighteenth street, New York, secretary.

August 16-17, Kalamazoo, Mich.—Annual meeting and exhibition of the American Gladiolus Society. David Tyndall, Brockton, Mass., secretary.

August, Omaha, Neb.—Association of American Cemetery Superintendents. W. B. Jones, Highwood cemetery, Pittsburgh, Pa., secretary.

September 26-29, New York.—Annual meeting and exhibition of the American Dahlia Society. Wm. J. Rathgeber, 198 Norton street, New Haven, Conn., secretary-treasurer.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, \$1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted to Buy—A retail florist's business in New York or vicinity; give full particulars. Address,

Key 842, care American Florist.

Situation Wanted—By young man with loop experience, as assistant florist. Very small salary desired. Address

Key 847, care American Florist.

Situation Wanted—By a first-class grower of cut flowers; general line of fancy potted plants and bedding stock; good man on cyclamen. Would prefer a well kept place in middle western states as a foreman or grower; steady position only. German; single man; middle aged. State full particulars in first letter. Address

Key 843, care American Florist.

Wanted—An established retail florist business. Give full particulars in first letter. Address

A. Shulhof, 212 E. 2nd St., New York.

Situation Wanted—With west side florist, by experienced young man. Small salary. Address

Key 848, care American Florist.

Situation Wanted

By grower of carnations, 'mums and pot plants, single, middle age. Address

Key 845, care American Florist.

Situation Wanted

GROWER

Single, 25 years' experience. Address

Key 827, care American Florist.

Situation Wanted

Experienced designer and salesman, capable of taking complete charge of store. Address

Key 844, care American Florist.

Situation Wanted

Salesman and designer. Ready to start immediately. State full particulars in first letter. Also experienced in wholesale house.

Key 832, care American Florist.

Situation Wanted

Experienced man in greenhouse work, capable of making up designs, filling window boxes, etc., is open for a position in Chicago, preferably on the North Side. Ready to start work at once.

Key 839, care American Florist.

FOR SALE

Set of store fixtures for small establishment, \$400 cash takes the outfit, now in use in Chicago store. Address

Key 846, care American Florist.

ATTENTION!

About four years ago a notice appeared in the Trade papers that the gardener Paul Albert Thiele, about 54 years old had been killed by some railroad in the middle west.

I appeal to any one who knows about this accident to inform MR. WM. KLEINHEINZ, OGONTZ, PA., when and where this occurred.

SALESMEN

Our line of lithographed metal specialties for florists proved itself to be a splendid proposition during the Easter season. We are developing the line so as to make it a permanent all year around proposition. We desire men who will represent us exclusively in large centers on commission basis. Certain territory is already covered but valuable territory is still open. Write, stating specific territory you would cover.

American Stamping Co.

ELIZABETH, N. J.

UNSURPASSED OPPORTUNITY!

New GREENHOUSE, built right; set on iron posts, nearly 10,000 of feet of glass, big propagating room, sixty horse boiler. Over one acre of the best of ground, excellent location, good streets on three sides, \$2,900. tomato crop now flowering. A new big double-constructed bungalow in connection; also big garage and a good automobile. Dandy boiler also at the bungalow, heats the residence and the propagating room. Everything in excellent shape. Must sell quickly on account of wife's health.

Everything as described goes for \$11,000, if taken immediately. About \$5,000 cash will handle; balance can run on good terms.

This is fully \$5,000 under value. Inquire of

CABLE REALTY CO.

5829 72nd St., S. E., Portland, Ore.

Phone 613-33.

Salesman Wanted

By large mail order seed house; experienced man to take full charge of flower, seed and bulb department, must be able to make up catalogue. State age, experience and salary. Address

P. O. Box 1296, Philadelphia, Pa.

Salesmen Wanted

We want live salesmen to represent us with the finest lines of Polychrome Weeds on the market, to call on dept. stores, window trimmers and florists; also frize wreaths, funeral wreaths, florist fillers. Address

Key 388, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 1/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$4.50; per 1000, \$8.50. Samples on request. Electro of leaf, postpaid, \$3.00. Cash with order.

American Florist Co.

440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or
are likely to have any soon

Advertise in these columns now

American Florist Co.

440 South Dearborn Street,

Chicago, Illinois

Boston Notes.

STOCK IN BETTER SUPPLY.

Generally fair days, with moderately cool nights, following the heavy rains previously reported, brought in a much larger and we might say better supply of stock for the last week of June. The supply of roses kept increasing, and there were good flowers, considering the season. Carnations, too, although they get smaller, when seen in a mass show up well, as the pinks have good color. The sweet peas had somewhat recovered from the pounding they got from the heavy rains, and a limited supply of fair stock came in. But with the advantage of a better supply of stock the demand fell off and lower prices were inevitable. What may be called the wedding and commencement season is about ended for this year.

ABOUT THE CITY.

Frank Edgar, a son of the late W. W. Edgar, started for himself in plant growing about 12 years ago. Calling recently at his range that comprises 35,000 square feet of glass and is located on the Trapelo road, Waltham, we found an excellent stock of plants being grown. Particularly noteworthy was a fine lot of cyclamens in large and medium sized pots. Rose plants, hydrangeas, rubber plants and ferns were also in quantity. Houses that have been cleared of plants are now planted with chrysanthemums. Mr. Edgar is a young man of pleasing personality and address and has many friends in the trade.

Over in Somerville they have been celebrating their fiftieth anniversary, and many homes and places of business were gaily decorated with the national colors. Of course everybody knows or ought to know that Somerville is much older than that. On one of its hills there stands a great stone castle or fort that bears the marks of age. This celebration is on account of Somerville having become an independent city.

Nixon Waterman writes in the Boston Traveler as follows: "Another reason why some of our good people are opposed to making the Ox-Eye daisy our national flower is the information that it is not a native American at all, but is from Europe. The fact that it has become naturalized as a weed under the high sounding name of Chrysanthemum leucanthemum doesn't make it a whit nearer to being a full-blooded Yankee."

An attractive and interesting piece of work is to be seen in the Public garden at the front of the Washington statue. It is a representation of the seal of the city of Boston, arranged with the various well-known plants that are used for such purposes. The bed is oval shaped and its greatest diameter is nearly 25 feet. It was arranged in honor of the National Educational Association, which holds its convention here at this writing.

Alfred R. Hudson, salesman for the W. H. Elliott & Sons Co., in the Co-operative Market, is receiving good Columbia, Premier, Butterfly and Pilgrim roses from the company's range at Medbury, N. H. The Brighton range is making a heavy cut of Asparagus plumosus nanus and Sprengeri.

H. H. Bartsch, manager for the W. W. Edgar Company, of Waverly, is showing many good features in plants. He states that their shipping trade has been good.

The Montgomery Company, of Haddley, is sending to their salesmen in the Flower Exchange fine stocks of Premier, Columbia and Pilgrim roses.

The Copley Florist (N. Fishelson, Inc.) is showing good decorative work in boxes of flowering plants arranged along the front and at the entrance of the shop. There are also fine window decorations, with orchids, gladioli and other flowers on a background of palms and ferns.

Wax Brothers, 44 Temple court, are showing exceptionally fine window decorations in water lilies and a great variety of other seasonal flowers and plants. Excellent gladioli and delphinium were included in the display.

Mrs. Jennie W. Rogers, who is active in the retail business at 141 Summer street, states that they have had a good season. Being near the South station, they secure considerable out-of-town trade.

Lester F. Comley, son of Henry R. Comley, who has been with Ratcliffe & Tanner, Richmond, Va., for the past year, is expected to spend his vacation at home.

Pierce Brothers, of Waltham, recently had some glass broken by a hailstorm, but at that they came off fortunately. They are now making a good cut of Columbia roses.

At the Houghton-Young Co.'s store, Park and Tremont streets, we noticed good features and evidence of activity.

Visitors: Roman J. Irwin and H. Langjahr, New York.

At John H. Gartland's, 21 Union square, Somerville, we recently noticed excellent design work.

R. C. Harris has a neat retail store at 309 Somerville avenue, Somerville.

A. F. F.

Coal Warning.

Central and northwestern states face an almost certain coal car famine this fall and winter.

This message, emanating from various sources, was broadcast to coal consumers June 26 with the added warning that the longer the strike lasts the greater the car famine would be and the greater the chance that coal prices would advance.

These predictions, made by Chicago coal retailers and railway authorities, are based on the small tonnage of coal now moving on the railroads and the fact that comparatively little of next winter's coal supply has been binned.

Retailers and railway men pointed to figures disclosing that the movement of coal to Chicago this May and June was from 50,000 to 100,000 carloads a week less than for the corresponding period last year. This is less than 50 per cent of normal.

It was pointed out that immediately the strike shall have been concluded, there would ensue demand for coal. Railway tonnage would jump 100,000 carloads a week, bringing with it traffic congestion and a certain shortage of cars.

Coupled with the prediction of a car famine was the announcement by Marshall E. Keig, vice-president of the Consumers' Coal Co., the largest buyer of retail coal in Chicago, that the company's prices for certain grades of soft coal would be advanced July 1 and that all chances for cheaper coal for this year had departed.

The basis on which coal retailers were doing business as the result of their negotiations with Secretary Hoover also was made public yesterday for the first time. This included the agreement by which the retailers are to sell all coal at a cost plus a reasonable handling charge. It also allows coal dealers to base their retail prices on the average cost of coal produced.

"The strike has continued longer than any one predicted," Mr. Keig said in

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD STATION, Del. Co., PA

Alonzo J. Bryan

WHOLESALE FLORIST

WASHINGTON, - NEW JERSEY

Grower of all kinds of Flowering, Decorative and Vegetable Plants, by the hundreds of thousands.

Correspondence solicited.

CHRYSANTHEMUMS

THAT BRING RETURNS

Elmer D. Smith & Co.

CHRYSANTHEMUM SPECIALISTS

ADRIAN, MICH.

SPECIAL SALE OF BLOOMING PLANTS

4 in. Primroses, full bloom, @ \$15.00, 3 varieties.
4 in. Luminosa, fine large plants, ready for 5 and 6, @ \$25.00.

Seedling Plumosus, \$1.25 per 100; \$10.00 per 1000.

Seedling Sprengeri, \$1.00 per 100; \$8.00 per 1000.

Ask for anything you want in soft wooded stock.

GEO. A. KUHL, Wholesale Grower
PERIN, ILL.

GERANIUMS

S. A. Nutt, Buchner, Vland, Landry, Montmort and others from 2 in. pots, \$35.00 per 1000.

COLEUS, a very fine assortment of choice inds from 2 in. pots, \$3.00 per 100.

PETUNIAS, Dreer's Superb Single Fringed and Rosy Morn, from 2 in. pots, \$3.00 per 100.

PEPPERS NEAPOLITAIN, \$3.00 per 1000.

Elmer Rawlings, Wholesale Grower.
ALLEGANY, N. Y.

FERNS

Runners from our new Boston Nep. Schuberti Compacta, at \$80.00 per 1000. Table Ferns, Ivy, Begonias, Palms and Geraniums. Fern Flats for sale.

Geo. and Joseph Schubert
FERNERY

303 Paterson Plankroad
NORTH BERGEN, N. J.

CARNATIONS

F. Dorner & Sons Co.

Latayette, Ind.

ESTABLISHED 1904

VEGETABLE PLANTS

Grown from carefully selected seed. All leading varieties of Per 1000

Tomato Plants..... \$1.50

Cabbage Plants..... 1.00

Cauliflower Plants..... 2.50

Celery Plants..... 3.00

ALL PLANTS PACKED IN MOSS.

SEND FOR CATALOGUE.

OROL LEDDEN

Bell Phone Wenonah 9 J-2 SEWELL, N. J.

Largest Grower of Vegetable Plants in New Jersey.

Sweet Peas for

PRESENT IN-DOOR

Sowing

Early (Winter) Flowering---Spencer Varieties

Our Suggestion of Best Varieties of Colors Noted.			Oz.	Lb.
WHITE (White Seeded)	WHITE (Black Seeded)	VIOLET BLUE		
All White	Seeded) Madonna	Blue Bird		
Snowstorm Improved	LAVENDER	BLUSH PINK		
ROSE	Harmony	Fair Maid		
Zvolanek's Rose	Irene	ORANGE		
Miss Louise Gude	RED	Glitters		
PINK AND WHITE	Grenadier	SALMON		
Columbia	Aviator	Mrs. Kerr		
Varieties preceded by a * will be ready for delivery after harvest, about August 1st to 10th.				
All-White. An early King White and the best white seeded up to date. It produces four gigantic blooms on very long stems			.80	10.00
Amethyst. An early flowering "Royal Purple"			.65	8.00
Apricot Orchid. A delightful and charming shade			.65	8.00
Asta Ohn. Lavender			.50	6.00
Aviator. Scarlet			.80	10.00
Blue Bird. A magnificent violet blue. A profuse and continuous bloomer; one of the most profitable sorts.			.60	7.00
Bohemian Girl. Deep pink standard orange blush			.50	6.00
Columbia. Without a doubt the best and most productive pink and white (Early Blanche Ferry) and we have an exceptionally choice stock of it. One of the best sellers in the Chicago Market.			.80	10.00
Cream. It has immense blossoms, very frilled			.50	6.00
Cherry Ripe. Salmon cerise			.50	6.00
Fair Maid. The best blush pink, it is an exact counterpart of Elfrida Pearson. A blush pink suffused salmon, on a white ground; of robust growth, with long stems, carrying four regularly.			.80	10.00
Fire King. Orange scarlet			.65	8.00
Glitters. Standard bright fiery orange, wings deep orange. A strong, vigorous grower, a profuse and continuous bloomer. A great favorite in the Chicago Market. Unquestionably the best of the orange sorts			.80	10.00
Gorgeous. Salmon rose			.65	8.00
*Grenadier. A glowing poppy scarlet, the most brilliant of all. This variety was awarded a certificate of merit when shown at one of the meetings of the Chicago Florists' Club last spring. Stands heat extremely well. ¼ oz., 50c.			1.50	20.00
Harmony. Lavender			.80	10.00
Heather Belle. Mauve			.50	6.00
Hercules. Pink			.60	7.00
Irene. An early Lavender Geo. Herbert, a very fine bluish lavender, without mauve			.80	10.00
Liberty. A very good early red			.50	6.00
Madonna. An early Constance Hinton, the best black seeded white to date. Unlike other black seeded varieties, it has no shade of pink			.80	10.00
Melody. Rose pink; a great producer			.50	6.00
Morning Star. Orange scarlet			\$.050	\$ 6.00
Miss Louise Gude. Brilliant pink; a close second to Zvolanek's Rose			.60	7.00
Mrs. Chas. Zvolanek. Clear lavender			.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink			.50	6.00
Mrs. M. Spanolin. Black-seeded white			.50	6.00
Mrs. William Sim. Apricot pink			.50	6.00
*Mrs. Harding. A deep shade of silvery blue pure throughout, with no mauve or rose. The flowers are large, with a broad, frilled standard. A vigorous grower and a great producer. The flowers, usually four, are borne on long, wiry stems.			1.00	14.00
*Mrs. Kerr. The best early-flowering salmon			1.00	14.00
Nightingale. Lavender			.70	9.00
Ohello. Maroon			.65	8.00
Pink and White. Blanche Ferry type, extra choice			.40	5.00
Princess. Lavender			.50	6.00
Rose Charm. Bright rose, large, does not purple			.80	10.00
Robin Red Breast. Bright orange scarlet			.80	10.00
Rose Queen. Rose pink			.50	6.00
Song Bird. Pale pink and buff			.50	6.00
Songster. Lavender			.65	8.00
Spring Maid. Light pink on cream ground			.50	6.00
Snowflake. White			.50	6.00
Snowstorm Improved. A vigorous grower, flowers large, of great substance and are borne in fours on long stems.			.50	6.00
The Beauty. Fiery dark rose			.65	8.00
Torch. Salmon rose			.70	9.00
Venus. Standard white, slightly blushed wing			.50	6.00
Warbler. Rich mauve purple			.50	6.00
Wedgewood. Clear blue			.65	8.00
White Orchid. White flowers of good substance			.50	6.00
Yarrowa. Rose, changing light pink standard tinted buff			.50	6.00
Zvolanek's Blue. Bright blue			.50	6.00
Zvolanek's Rose. A giant rose pink; the best of its color to sow for spring blooming, to follow the mums. A great favorite in the Chicago market.			.90	12.00
Mixed. Early Flowering Spencers, many kinds			.40	5.00
Vaughan's Special Mixture, Winter Spencers			.80	10.00
EARLY-FLOWERING---Unwin Types				
Blue Jay. Bright blue self color			.40	5.00
Lavender Nora. Lavender			.20	2.00
EARLY FLOWERING---Grandilora Types				
Mrs. Alexander Wallace. Lavender			.20	2.00
Christmas Pink. Pink and white			.15	1.80
Mont Blanc. Pure white			.15	1.80
Prima Donna. Daybreak pink			.20	2.40

CHICAGO

VAUGHAN'S SEED STORE,

NEW YORK

Mention the American Florist when writing

his statement. "On April 1 the retailer advised the public to put in half the winter's supply of fuel. Little coal was sold and as a result of the strike the price has gone up \$1 a ton. Had it not

been for the agreement many dealers would be charging more than \$9 a ton for Pocahontas mine run coal.

"I do not want to give advice, but if I were a householder in the market

for coal, I would buy all my winter's supply now. In the case of anthracite, there is so little chance of obtaining hard coal that I would buy substitutes immediately—Chicago Tribune, June 27.

Good Summer Roses For Shipping Purposes

Have a National Reputation for Quality and are Guaranteed Strictly Fresh.

PRICE LIST—Subject to Market Fluctuation.

Popular prices for roses our selection, consisting of a good selection of **Premier, Columbia, Russell, Ophelia, White Killarney** and a few red and yellow, as follows, in lots of 200 of one grade:

	Per 100
Choice long stems, our selection, at rate of.....	\$12.00
Choice long stems, all Russells.....	16.00
Good medium length, our selection.....	\$5.00 to 6.00
Good short in lots of 300 or more, our selection.....	\$2.50 to 3.00

When ordering please state what grade wanted.

ASPARAGUS—Extra fancy light green, guaranteed fresh, at special price, 35c per bunch or 8 bunches for \$1.00.

BRONZE GALAX—Extra large leaves, \$2.00 per 1000.

NEW FANCY FERNS—Extra choice, headquarters for these, \$2.00 per 1000.

ADIANTUM, \$1.00 to \$1.50

All seasonable flowers we will buy for our customers at market prices.

A TRIAL ORDER SOLICITED—In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:

CENTRAL 1457

Greenhouses: Hinsdale and Westmont, Illinois.

Notice:—We close at 5 o'clock week days

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

STOCK IS IN GOOD SUPPLY.

Stock is in good supply, and there is no shortage in any line, although at times some items clean up completely. Roses are very plentiful but are selling well, and while there are more than enough to go around, there is no great surplus to speak of. Carnations are about done, but there are a few good flowers still available. Sweet peas are arriving in fair condition. Gladioli are more plentiful, but continue to clean up nicely at good prices, although the market is weaker at this writing than it was last week. They are selling all the way down from \$4 to \$10 per 100, with choice stock obtainable in some varieties. Peonies are quite a factor in the market and find ready buyers, with prices ranging from \$5 to \$8 per 100. Asters have made their appearance and are disposed of almost as soon as they are unpacked. Easter lilies are obtainable at a few of the stores, and there is a good supply of candidums being offered. Lily of the valley is in large enough supply to meet the demand, and the same holds true for orchids. Daisies, strawflowers, calendulas, delphiniums, candytuft, feverfew, statice, larkspur, gypsophila, gaillardia, phlox, coreopsis stocks, cornflowers and all other indoor and outdoor stock is obtainable. Greens are in good supply everywhere, including miscellaneous items the gatherers of wild flowers are bringing in. Business has been good the past week, with a strong demand for both wedding and funeral flowers. The Small funeral called for heavy offerings of stock in this market the early part of last week, when practically every one of the leading retailers had orders to fill.

NOTES.

Emil Reichling, formerly superintendent of the Peter Reinberg greenhouses, renewed old acquaintances here last week. He is located at Los Angeles, Calif., and his mission here was to deliver a car of goats, the second trip of the kind he has made within the past two years.

There were 32 automobile loads of flowers at the Small funeral at Kankakee, June 29, representing 1,700 designs at an estimated cost of not less than \$25,000.

Roy A. Berg and wife leave July 8 with Dr. Klandt and wife in their new Cadillac for the Black Hills, where they will spend their vacation.

Edward F. Schultz has resigned his position with the Weiland-Risch Com-

pany to open a new retail store at 821 North Ashland avenue.

Samuel S. Cohon, formerly with Poehlmann Bros. Co., is practicing law and is identified with Baldwin & Oberg in the Reaper block.

Johan A. Ebberts, who is in Japan on business, is almost ready to start for home, according to word received here this week.

Peter Reinberg, Inc., supplied its customers with the first asters of the season June 28.

Leslie & Delamater have opened a new retail store at 6473 Sheridan road.

SPECIAL LOW PRICE FOR Sphagnum Moss

In burlap bales, of standard size, select quality Moss: for a short time only, we offer as follows:

5 bale lots or more.....	@ \$1.20 per bale
10 bale lots or more.....	@ 1.15 per bale
20 bale lots or more.....	@ 1.10 per bale
30 bale lots or more.....	@ 1.05 per bale
50 bale lots or more.....	@ 1.00 per bale
(Less than 5 bale lots).....	@ 1.30 per bale

We suggest that you order your needs for some time to come, as we can only offer you this special price for a short time.

(Get our complete list of other items—It's free.)

GEO. H. ANGERMUELLER CO.

Established 1905

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

MR. RETAILER! We are cutting nice Summer Roses—heavy new crop now on. No need to stop business for lack of quality stock—just send your order to us.

Do You Want a Good White Rose?

If so, order our Double White Killarney, the only good white on the Chicago market.

RUSSELL

COLUMBIA

PREMIER

MILADY

HEARST

OPHELIA

Summer Roses

You will make no mistake in using
NESBIT ROSES for your corsages.

SUNBURST

BUTTERFLY

DUNLOP

MONTROSE

NESBIT

USE OUR VALLEY

Once tried you will not be satisfied with any other

Carnations, Peonies, Gladioli, Calendulas, Easter Lilies, Stocks,
Delphinium Belladonna, Annual Larkspur, Candytuft, Feverfew,
Lupines and all other Seasonable Cut Flowers.

A Nice Lot of Cornflower and Gypsophila

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MEXICAN IVY, COONTIE LEAVES.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

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Quality
Speaks
Louder
Than
Prices.

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184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices
As
Low
As
Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

LONG DISTANCE PHONES: CENTRAL 3120 OR DEARBORN 5145.

Mention the American Florist when writing.

Vaughan's Seed Store has moved its mail order and bulk flower seed department to the second floor of its retail building, 10-12 West Randolph street, and the general offices and accounting department temporarily to its wholesale warehouse, 615 West Randolph street.

Mrs. A. Lange, who has been on the sick list several weeks, is able to be about again, much to the gratification of her many friends. Mrs. Lange says that if she had followed all the advice of her doctor and nurse, she would have been in the hospital several months.

The J. A. Budlong Co. is supplying its trade with choice summer roses and is showing gladioli in quantity in all the leading varieties.

Robert Risch, son of John Risch, will succeed Eddie Schultz at the Weiland-Risch Company's store.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Mention the American Florist when writing

Henry Kruchten, who was formerly in the florist business on Lincoln avenue, died at Kankakee, July 3. The funeral will be held July 7 from his daughter's home, 2457 Ainslee street, at 9 a. m., to St. Mathias' church, with interment at St. Henry's cemetery. He is survived by his wife and three children, Mrs. Ida Bauer, Mayme and Ida Kruchten. He is a brother of Nic. Kruchten, well-known grower, and an uncle of John and Henry Kruchten, wholesalers.

John M. Weiland, son of the well known florist at Evanston, has purchased the Globe Greenhouses at 5315 West Madison street, taking possession July 1. The entire place will be remodeled and placed in tip-top shape. H. C. Wulbrand who sold out to Mr. Weiland has built a summer home at Twin Lakes and will spend the winters in Florida. The trade is sorry to lose the Wulbrands but its best wishes follow them where ever they go.

Sam Pearce has sold his greenhouse plant and four acres of land to the E. C. Amling Co., the price being reported at \$50,000. Mr. Pearce will retire from business, the immediate cause of selling being his severe attack of illness last spring. With his two sons, Samuel A. and George E., he will make an extended European trip, sailing for England on the S. S. Baltic, July 8.

Joseph Kohout, of Libertyville, is incorporating his business for \$100,000, and is building a power house to care for 250,000 feet of glass. Mr. Kohout grows exceptionally good roses, and the output of his range is sold through the Joseph Foerster Co. He just completed one Lord & Burnham house and is building another.

Mrs. C. E. De Wever, of Clayton, Mo., who with her daughter Rose was visiting relatives here, returned home last week. Mrs. De Wever was formerly with Vaughan's Seed Store, this city, and well known here as Miss Jessie Ludlow.

James Friedl, 3538 West Twenty-sixth street, is back from a fishing trip to Pistakee Bay. Mr. Friedl says the fish are not biting, due probably to the hot weather, which drove them into deeper water.

Percy Jones, Inc., probably never handled so many ferns in seven days as last week, when a heavy supply of choice stock was moved to both the local and out-of-town trade.

Bassett & Washburn are handling an unusually large quantity of ferns this year and have made arrangements with several pickers to supply them all through the season.

John Poehlmann left July 2 with H. M. Alexander and wife on a 10-day vacation trip in the east, including stops at Buffalo, N. Y., and other principal cities.

R. E. Kurowski, of the John C. Moninger Co., is back from a fishing trip in northern Wisconsin, where the brook trout abound in the Thunder river, near Peshtigo.

THE BOOK OF GLADIOLUS

BY
MATTHEW CRAWFORD
AND
DR. VAN FLEET

Second edition now ready with
valuable addenda.

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PRICE, POSTPAID \$1.50

American Florist Co.

440 S. Dearborn St., CHICAGO

The building that Poehlmann Bros. Co. will occupy at 163-165 North Wabash avenue, was sold by Anna W. Phelps to Martin J. Ahern recently for \$220,000.

At Zech & Mann's store gladioli are arriving in good supply as usual this season and consist of all the leading commercial varieties.

A. L. Vaughan & Co. are moving a good supply of gladioli and peonies in addition to their usual line. Greens are in good supply here, including fine ferns.

John Walsh, of Kennicott Bros. Co., is the proud father of a baby girl, born on July 4. Mrs. Walsh and daughter are at the American Hospital.

Louis Finnermann, formerly with Joseph Ziska & Sons, has joined the traveling force of A. Henderson & Co.

Julius Kline, of the Joseph Foerster Company, left July 1 for White Lake, Wis., to spend his vacation.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO

Long Distance
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Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply
of Cut Lilies in this market.

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Butterfly

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Sunburst

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MISCELLANEOUS

Valley

Cattleyas

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PEONIES

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Coreopsis

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GREENS

Plumosus

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Bronze and Green Galax

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Smilax

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Gladioli are in Heavier Supply

with us, and the receipts consist of all the best Cut Flower varieties grown for the Chicago market.

CAN SUPPLY PEONIES IN QUANTITY

We are also strong on Roses, and have a good supply of Valley, Orchids, Sweet Peas, Daisies, Lilies, Candytuft, Feverfew, Pansies, Larkspur, Phlox, Delphiniums, Cornflower, etc. Greens.

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(Not Inc.)

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The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Central 282

CHICAGO

Large and Complete Supply
of Cut Flowers and Greens.

Peter Sogoros, of the Venetian Flower Shop, and wife are enjoying their vacation in Michigan.

A. T. Pyfer & Co. are offering dahlias in addition to their regular line.

E. F. Winterson is driving a new Cadillac coupe.

Visitors: Fred G. Heintz, Terre Haute, Ind.; Ove Gnatt, LaPorte, Ind.

FORT WAYNE, IND.—A. J. Lanternier suffered considerable greenhouse glass loss in the hail storm of June 16.

WATERBURY, CONN.—Leary the Florist, Inc., 22 East Main street, recently moved into larger quarters adjoining, discontinuing his former establishment.

Hartford, Conn.

There was a fair amount of business in June, but the florists now realize that the lean months are at hand.

Excursions to Elizabeth park to see the roses were popular and instructive amusements during the past few weeks.

George G. McClunie and wife went to Elizabeth park, June 30, to quietly celebrate the twenty-fifth anniversary of their marriage. But they were not permitted to be quiet. A party of friends surprised them and made the affair, as Mark Tapley would have said, "quite jolly." As a parting reminder of good will, the friends presented Mr. and Mrs. McClunie with 25 silver dollars.

A. F. F.

CLINTON, IA.—Samuel Stukas reports a very good clean-up on bedding stock and that vegetable plants were also in great demand.

WAVERLY, MASS.—Mrs. Wm. W. Edgar and the Misses Emily F. and Catherine Edgar are making a European trip, sailing from Boston on the S. S. Samaria June 28.

GREENSBORO, N. C.—Thos. O'Conner has brought suit against the Pintsch Compressing Co., of this city, for \$9,000, alleging damage to his plants and flowers by allowing a certain oil to flow into a small branch of water over his property.

CHOICE PEONIES

All the best commercial varieties in quantity

GOOD SUMMER ROSES

Gladioli, Valley, Orchids, Daisies, Larkspur, Delphiniums, Statice and a complete line of all other miscellaneous Cut Flowers in season. Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Columbus, O.

THE DEMAND SLACKENS.

The demand for flowers has been rather quiet during the final week in June. Buying of roses, carnations, gladioli and sweet peas constituted the larger part of the business. With commencements over and social affairs at a minimum, excepting weddings, the demand is always slack. Weddings have been rather numerous and florists have shared in a pretty fair business from that source. Funerals have been rather numerous also, and this business has been good. July 4 is expected to stimulate trade only to a limited degree and causes little stir in the market. Roses are now the staple, as carnations will soon be over for some time. Premier, Columbia, Sunburst and Butterfly varieties are the ones on the market. Prices are unchanged from the previous week. Gladioli are selling well and the quality of the flowers this season is very good. Prices range from \$2.50 to \$4.00 per dozen. Sweet peas, especially those grown outside, are also in the market. Garden flowers are also selling fairly well. Pot plants are over for the time being and shrubbery and vines are also rather quiet.

NOTES.

Owing to the fact that the first Tuesday of July falls on a holiday, the regular meeting of the Flower Growers and Dealers' Association has been postponed until July 11. At that time a luncheon will be served and plans for the coming flower show to be held under the auspices of the association in November will be discussed. There is much sentiment for the show.

William Metzmaier, of Emil Metzmaier, on South Fourth street, who operates a large place, reports a good demand for seasonable flowers, although not as good as earlier in June. Growing conditions have been exceedingly good during the past few weeks and the supply of flowers is of excellent quality.

Walter Stephens, of S. F. Stephens & Son, florists at Greenlawn cemetery, reports a good demand for funeral work, which has been rather active during the last two weeks of June. His company is also engaged in bedding work, which is somewhat later than usual this season.

The Wilson Seed & Floral Co., on East Town street, reports good business during the closing days of June, despite the fact that it is the start of the usual dull summer period. Seed business is still fairly good and cut flowers are selling especially well.

T. J. Ludwig, the florist at 82 North High street, is having a good trade in roses, gladioli, carnations, sweet peas and seasonable garden flowers. The window is attractively trimmed, calling attention to these flowers.

Franck C. Viereck, the florist at 150 East State street, has been having a nice business during June. Garden flowers have been one of the big features at this place, with a good demand for carnations and gladioli.

Underwood Bros., at Fair avenue and Twenty-first street, are having a good demand for ferns and similar plants, which are their specialty.

J. W. L.

Pittsburgh.

DECIDED DECLINE IN BUSINESS.

While the demand last week used up all the available supply of good stock, still the market shows evidence of having entered the usual mid-summer dullness and for some time now it will remain that way, with an occasional spurt for funeral work, but during the summer the box trade in this section does not amount to anything. Last summer and fall the business was good, due to the return of the bodies of the boys who died in Europe during the world war, but this year there will be nothing of that kind and we will find it hard to equal last summer's total volume. The supply of roses has shortened up considerably, but the quality is good, with the exception of those shipped from a distance and they arrive in an open condition, due to the extreme heat. Some fine carnations are still to be seen, but the most of them are showing the effect of the warm weather and should be discarded. Lilies are in demand but the supply is limited, with the result that they are bringing fairly high prices. The supply of gladioli is increasing daily with some first class stock to be had, prices running anywhere from \$6 to \$10 per 100, according to variety and quality. Delphinium is still moving freely, but the offering is top-heavy and some has gone to waste. Outdoor sweet peas are arriving in quantity but the quality is poor, due to recent heavy rains. Garden flowers, such as gaillardia, coreopsis, larkspur, achillea, baby breath and fox glove are seen in quantity, but move out slowly. From all reports from the retail and wholesale houses, June business compares well with last year and, in some cases, shows an increase. In laying plans for next season everyone in this section is preparing for a banner year.

NOTES.

Wm. Turner, the smiling florist from Wilkesburg is spending his spare time this summer backing a semi-professional baseball team known as the William Turners. The team is making a record for themselves and will enter the elimination contests this fall to represent this district in the world's semi-pro series.

E. J. McCallum, president of the McCallum Co., is making arrangements to sail for Europe July 20. Mr. McCallum expects to be gone for about eight weeks and will visit France, Switzerland and Germany, combining business with pleasure.

DeForest Ludwig, of the E. C. Ludwig Floral Co., has been ill for several weeks, but we are glad to report that he is on the road to recovery. He is at present at a camp a few miles from Bradford, Pa.

The Florists' and Gardeners' Club held their regular monthly meeting Thursday, July 5, at which time arrangements were completed for the annual picnic to take place some time in August.

Randolph & McClements report having filled several large wedding decorations last week, which has kept their large force on the jump. The largest job of the week was in Youngstown, O.

Chas. Ulmer, of Mrs. E. A. Williams, Inc., has been ill for some time, but will soon be on the job again. Wm. Wampler has been helping out at the store during his absence.

Dr. Knapp, the peony expert, of Evansville, Ind., visited us for a few hours on Friday. E. C. T.

KANSAS CITY, Mo.—A. F. Barbee is building a conservatory 35x122 feet, Lord & Burnham construction.

EUGENE, ORE.—Roy Woodruff is installing a pumping plant for irrigation purposes in a new building he recently erected on his property for that purpose.

CUMBERLAND, MD.—Edw. Habeeb has discontinued the operation of the Strand Flower Shop, 10 South Liberty street, but will sell plants and flowers at his confectionery store at 22 North Mechanic street.

PEORIA, ILL.—Bruno Juergens and party, who left this city June 5 on a motor tour of the far west and Pacific coast, write from Los Angeles June 25, that they are having a fine time and will later proceed to Oregon and Washington, returning by way of Montana, the Dakotas, Minnesota and Iowa.

PETER REINBERG, Inc.

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30 E. Randolph St., CHICAGO

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Can also supply in quantity all the leading Roses grown for this market as well as other miscellaneous indoor and outdoor Cut Flowers and Greens.

CHAS. H. TOTTY

Wholesale Florist *Madison, New Jersey*

Denver, Colo.

FLORISTS' ANNUAL PICNIC.

Elitch Gardens park was the scene, June 27, of the annual picnic of the Colorado florists. It was perhaps the largest gathering of the trade in the state, as there were over 500 florists and their families present. The programme for the day started at 2:30 o'clock in the afternoon, when a picked baseball team of local florists played a team from Colorado Springs. It was the classiest exhibition of amateur ball witnessed in Denver this year, in spite of the fact that many of both teams have not had a baseball in their hands for years. E. R. Ripley, of Colorado Springs, was the star of the game, having two three-base hits to his credit, while Smith, of the local team, gave a splendid exhibition of pitching when he replaced Harlow in the seventh inning. The game was close all the way through and excitement ran high in the seventh and eighth innings after this city brought in two runs in the last half of the sixth inning, tying the score at 3-3. Harlow retired from the box and was replaced by Smith, who retired Colorado Springs in one-two-three order for the next three innings. During the last half of the ninth it looked as if the game might have to go an extra inning, as this city had two outs, with three men on bases. Smith then came to bat and on the second ball laid out a nice little bunt that brought in the winning run for the home team, the final score being Colorado Springs 3, Denver 4.

As an interlude between the ball game and supper a number of foot races were on the programme. The races and winners were as follows: Married men's race, won by Scott J. Thomas, of Denver; single men's race, R. M. Frazier, Colorado Springs; boys' race, Steve Burry, of Denver; little boys' race, Francis Sargent, of Denver; married ladies' race, Mrs. Charles Wilmore; single ladies' race, Miss Elinor

Greer, of Denver; girls' race, Helen Burry, of the same city.

Despite the fact that the last race on the programme had only four entries, it was the most interesting event of the day, as it was a bald-headed men's race. It was won by Herbert Clausen.

Immediately after the races every one was called to the garden outside of the cafe. Here six large tables decorated with roses and carnations were set out and a fine menu was served.

The final feature of the programme was the evening performance of the Elitch Stock Company, which presented the popular play, "Three Wise Fools." Quite a number of the younger folks also enjoyed the excellent music and dance floor.

During the morning many of the visitors who had arrived early made a tour of inspection of several of the local greenhouses. Among the visitors were delegations from Colorado Springs, Pueblo, Ft. Morgan, Loveland, Ft. Collins and Greeley. W. J. Baker, of Baker Bros., Ft. Worth, Tex., was also a visitor. The committee in charge consisted of N. A. Benson, Emil Glauber, Harry Harlow, L. D. Grimes, Charles Meyers and Ben Boldt.

N. H. N

Cleveland Horticultural Society.

The Cleveland Horticultural Society made its first monthly trip of the summer, June 22. The weather conditions were ideal, about 50 of the members making the trip in automobiles, starting from the estate of F. F. Prentice, Mayfield road, at 10 a. m.

R. P. Brydon, superintendent for F. F. Prentice, welcomed the guests and showed them over the extensively landscaped grounds. The wonderful masses of Japanese irises were much admired, as also were the formal gardens. The greenhouses were visited, where everything was found growing in perfect condition, the French hydrangeas and lilies being among the main attractions.

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OUR SPECIALTIES:

BEAUTIES, ORCHIDS, VALLEY, GARDENIAS

CONSIGNMENTS SOLICITED

The estate of J. L. Severance was next visited. A. Brown, superintendent, led the members through the greenhouses, where some beautiful specimen ferns were seen. The other gardens on the estate were well worth viewing, all being in the best condition possible. The evergreen planting is beautifully done and caused a lot of admiration.

C. C. Bolton's estate was the next stop, where Superintendent Knapp showed the members the rose and formal gardens. F. E. Drury's estate at Gates Mills was next taken in, Mr. Francis, superintendent, conducting the way through the greenhouses, where all stock for fall was coming along in fine shape. A walk through the vegetable and terraced rose gardens was most enjoyable.

A drive was made along the river road to Chagrin Falls, O., to the estate of E. S. Burke, where Mr. Fisher welcomed the society, serving hot coffee and cold drinks to go with the lunches that had been brought along. The new range of glass was inspected, where the stock had gotten a good start and was growing nicely. A trip over the estate, covering almost five miles, was most interesting. The natural planting which has been done in the past few years looks as if it had always been there.

The last stop was W. T. White's estate, where the formal gardens were viewed with much interest. The members then departed their various ways, all well satisfied with what they had seen and heard during the day, and looking forward to next month's trip to the nurseries at Painesville, O.

W. J. BRUCE, Sec'y.

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National Flower Growers' Association.

ST. LOUIS DISTRICT MEETING, JULY 17-18.

The mid-summer meeting of the St. Louis District of the National Flower Growers' Association will be held at Rock Island, Ill., July 17-18, with headquarters at the Harper house. An excellent programme has been prepared for the occasion, including many entertainment features. The executive committee, of which W. A. Amling, Pana, Ill., is chairman, will hold a session Monday morning at 10 o'clock. At 11 a. m. the pot plant growers, cut flower growers, purchasing, auditing and membership committees will meet to prepare their reports for the general meeting in the afternoon.

The regular meeting will convene promptly at 2 p. m., when Mayor Schriver, of Rock Island, will welcome the delegates to the city, President W. A. Amling responding. Following the reports of Secretary J. J. Beneke, of St. Louis, Mo., and Treasurer W. A. Rowe, of Kirkwood, Mo., an address of unusual interest will be presented by Dr. P. A. Lehenbauer, of the University of Illinois, on "More About Fertilizers for Greenhouse Soils." After the reports of the executive, auditing and entertainment committees have been rendered the first session will adjourn.

The evening session will open promptly at 8 o'clock, with an address on "The Value of Pulling Together," by Oliver T. Davenport, Springfield, Ill. Reports and discussions of the pot plant, retail growers, purchasing and cut flower growers' committees will take place at this time. The concluding feature of the meeting will be a round table talk for the good of the district, led by J. F. Ammann, Edwardsville, Ill.

Tuesday at 8 a. m. there will be a local meeting and conference of the Florists' Telegraph Delivery Association, in charge of Mr. Ammann, F. T. D. field manager, to which all are invited, as some very important facts concerning the association are to be brought out at this time. After adjournment the members will be the guests of the Tri-City Florists' Club and the district entertainment committee.

BLOOMINGTON, ILL.—Frank Harder will continue the business of Rienow & Harder, Mr. Rienow withdrawing.



Be sure that the name **MEYER** is on every spool of green Florists thread that you are buying, and you will get the original and best green Florists thread on the market. A great many of the salesmen on the road and the Florists' supply houses are substituting a cheap and inferior green Florists thread to take the place of the Meyer Green Silkline and Florists' thread.

Therefore, if you cannot get the real article send the goods back and order direct from the manufacturer and you will get the best. Guaranteed two ounces of actual thread to the spool, 16 ounces to the pound.

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CHICAGO

Duluth Peony Show.

The annual Duluth, Minn. peony show was staged in that city June 27-28, and was a great success, more than 300 vases being on exhibition. Judge F. H. Cutting staged 60 kinds but did not enter them in competition. Roots to the value of \$160 were given as premiums to 14 exhibitors. A. M. Brand, Faribault, Minn., judged the show.

The awards were as follows:

THE AWARDS.

Collection of not over 25 blooms—John Kleitsch, 1st; O. S. Andreson, 2nd; Mrs. E. L. Kimball, 3rd.

Collection of 10 varieties—Mrs. Z. D. Scott, 1st; Mr. Fawcett, 2nd.

Vase of white—Antoinette Andreson, with Frances Willard, 1st; Donald Kleitsch, with Avalanch, 2nd; Mrs. George Ingersoll, with Coroune d'Or, 3rd.

Vase of pink—J. M. Kleitsch, with Sarah Bernhardt, 1st; Carl Andreson, with Therese, 2nd; John M. Kleitsch, with Albert Corousse, 3rd.

Vase of red—Jack Kleitsch, with Augustin D'Hour, 1st; Mrs. E. L. Kimball, with Charles McKellip, 2nd; Mrs. J. E. Lundmark, with American Beauty, 3rd.

TANNER



Vase of Festiva Maxima—Mrs. Z. D. Scott, 1st; Mrs. Joseph Cotton, 2nd; Paul Andreson, 3rd.

Vase of Mons Jules Elie—Mrs. E. L. Kimball, 1st; John M. Kleitsch, 2nd.

Vase, Felix Corousse—John M. Kleitsch, 1st; Mr. Fawcett, 2nd; Mrs. Z. D. Scott, 3rd.

Vase of three peony blooms—Mrs. Joseph Cotton, with Eugenia Verdier, 1st; Mrs. A. D. McKay, with Edulis Superba, 2nd; Louise McGhie, with Couronne d'Or, 3rd.

Best vase of any variety at show—Oliver S. Andreson.

Largest collection of any varieties exhibited by one who has never exhibited at the peony show—Edward Rehbein, Arnold, Minn.

John Kruchten Co.

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GREEN SHEET
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" Dunlop	4.00@	20.00
" Premier	6.00@	20.00
" Hoosier Beauty	6.00@	20.00
" Killarney Brilliant	4.00@	15.00
" White Killarney	4.00@	15.00
" Mrs. Geo. Shawyer	4.00@	15.00
" Milady	6.00@	20.00
" Mrs. Aaron Ward	4.00@	15.00
" Sunburst	4.00@	15.00
" Ophelia	4.00@	15.00
" Dbl. W. Killarney	6.00@	20.00
" Cecile Bruner	2.00@	3.00
Calendulas	3.00@	4.00
Daisies	2.00@	3.00
Cattleyas, per doz.	12.00@	18.00
Valley	6.00@	8.00
Carnations	2.00@	4.00
Easter Lilies		25.00
Sweet Peas		1.00
Peonies	4.00@	8.00
Gladoli	6.00@	8.00
Pansies, dozen bunches	1.00@	1.50
Adiantum	.75@	1.50
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays,		
per bunch	.50@	.75
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry, per case		7.50

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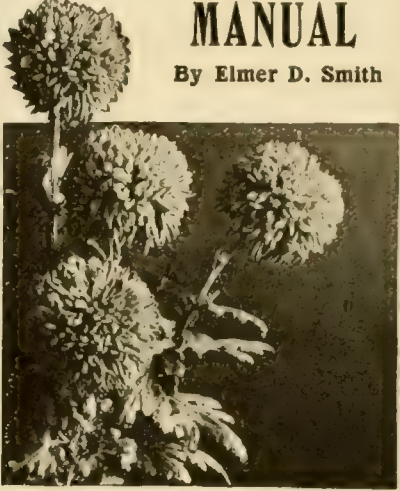
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Russell, Milady, White Killarney, and Kill-
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Philadelphia.

STOCK SHORTENING UP RAPIDLY.

A great change has come over the market; from one of great abundance it changed rapidly to a most scanty supply, owing partly to weather conditions, continuous rains beating down the outside stock and the greenhouse renewals that always shorten production at this time. With all the rose houses that have gone into their summer resting spell, there is still a fair supply in the smaller sizes but not nearly enough of high grade stock. As most of the call now is for funeral work, white roses are much in demand and any high class stock brings fancy prices. On account of the extremely hot weather early in June roses that were timed for this period have played out. The best kinds now are Mrs. Chas. Russell, Columbia, Double White Killarney, and Little Sweetheart which is always up to standard. There is still a limited supply of American Beauty which though not up to anything like quality still holds its own in the demand. Gladioli are plentiful and for outside stock, of splendid quality, the first selection bringing very good money. The first asters have made their appearance; it will be a couple of weeks yet before they become a factor. There has been a good supply of Easter lilies which are, so to speak, weather-proof and owing to the general scarcity have sold well. Fifteen dollars is now the price. There has for some reason been a big demand for lily of the valley the market cleaning up every day. While cattleyas are scarce some dealers appear to be able to supply their customers at prices from \$1.25 to \$1.50 each. Sweet peas that show summer quality are in good demand, but much of the stock grades very low. On the whole the market with its limited supply is in what might

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PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, July 5.		Per 100
Roses, American Beauty..	\$ 4.00@	\$ 50.00
" Russel	4.00@	12.00
" Dunlop	4.00@	8.00
" Pilgrim	4.00@	12.00
" Crusader	6.00@	20.00
" White Killarney..	8.00@	20.00
" Ward	4.00@	8.00
" Maryland	4.00@	8.00
" Hoosier Beauty..	6.00@	16.00
" Columbia	4.00@	16.00
" Hadley	6.00@	20.00
" Premier	4.00@	20.00
" Ophelia	4.00@	12.00
" Butterfly	4.00@	12.00
" Cecile Brunner..	2.00@	2.00
Adiantum		
Asparagus bchs, per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	1.00@	2.00
Carnations, fancy		6.00
Carnations, ordinary	2.00@	3.00
Cattleyas, per doz.		12.00
Callas	1.00@	2.00
Lily of the Valley	3.00@	10.00
Smilax, per Jozen		6.00
Cypripediums, dozen		4.00
Sweet Peas	1.50@	2.00
Myosotis per bch.		.50
Marguerites	2.00@	3.00
Snappedragons	1.00@	2.00
Delphinium	1.00@	1.50
Gladioli	1.00@	1.50

BUFFALO, July 5.		Per 100
Roses, Special Beauties..	\$35.00@	\$ 40.00
" Fancy Beauties	20.00@	30.00
" Extra Beauties	15.00@	20.00
" First Beauties	8.00@	12.00
" White Killarney..	6.00@	12.00
" Dbl. Wht. Killarney	8.00@	12.00
" Millady	6.00@	12.00
" Maryland	3.00@	6.00
" Sunburst	3.00@	10.00
" Columbia	3.00@	20.00
" Ophelia	3.00@	10.00
" Russell	6.00@	10.00
" Premier	4.00@	12.00
" Cecile Brunner	2.00@	3.00
Calendulas, Outdoor	1.50@	3.00
Carnations	1.50@	2.50
Easter Lilies	15.00@	20.00
Mignonette	1.00@	2.00
Snappedragons	1.50@	3.00
Sweet Peas	.50@	1.00
Daisies	1.00@	2.00
Calla Lilies	10.00@	20.00
Gladioli	5.00@	6.00
Delphinium	4.00@	6.00

PHILADELPHIA, July 5.		Per 100
Roses, Beauty, special..	\$40.00@	\$50.00
" Butterfly	4.00@	15.00
" Ophelia	4.00@	12.00
" Columbia	4.00@	15.00
" Mrs. Chas. Russell.	6.00@	25.00
" Dbl. Wt. Killarney.	2.00@	10.00
" Hadley	10.00@	30.00
" Sunburst	2.00@	10.00
" Wards	2.00@	6.00
" Premier	4.00@	15.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	1.50
Asparagus, strings	.75@	1.00
Calendulas	1.00@	2.00
Carnations	1.00@	4.00
Cattleyas	100.00@	150.00
Easter Lilies	10.00@	15.00
Sweet Peas	.50@	1.50
Callas	10.00@	15.00
Snappedragon, per doz.	.50@	1.00
Smilax		.35
Lily of the Valley	5.00@	6.00
Gladiolus, doz.	.75@	1.50
Peonies	3.00@	6.00

be called a wholesale condition as everything worth while is sure to bring a better price than is usual for the season.

A NEW VENTURE.

Joseph Goetter whom it was stated some time ago in these columns had purchased land at Willow Grove on which to erect a range of greenhouses has made a contract with the Metropolitan Material Co., Brooklyn, N. Y., for three houses, each 35x300 feet. These are now in course of construction and

Summer Flowers

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will be finished in time for planting with carnations of which Mr. Goetter has a fine stock coming on. He is one of the best growers sending stock to this market. For the past three years he has been using the Emil Lecker houses at Lansdowne, which he had leased and although in a run down condition, Mr. Goetter had produced stock with the best of them. His specialty is carnations with which plants he has always had wonderful success.

NOTES.

Mrs. Robert Craig died June 27 at Ocean Grove, N. J. The sympathy of the trade goes out to Robert Craig and family in their great bereavement. Mrs. Craig was always active in festive affairs connected with visiting bodies of florists and a most agreeable hostess at the frequent social gatherings in her own home, in which so many of the local craft participated. See obituary elsewhere in this issue.

Frederick Berger who is adding to his place at Arlington, has removed two houses from the Wm. Wunder range at Pittsville, which had to give way to city encroachment in laying out a new street. Although these structures had done duty for quite a while they were still in good condition, which proves that with good care frame greenhouses will give almost a lifetime service.

The Robert Craig Co. are preparing for an elaborate display of their quality stock at the Society of American Florists' trade exhibit. Their large houses filled with cyclamen are a picture, the plants being well advanced for the season. A large quantity are being grown in small pots to insure well budded plants with small balls of earth for basket work.

Emil F. Leiker, Lansdowne, who became discouraged with the business because of being frozen out during the war and who leased his place to Joseph Goetter for three years, is going to re-

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sume business at his old stand and home. Mr. Leiker's carnations were always first choice in the market and his friends all say he will be sure to come back.

The Leo Niessen Co. reports a strong call the past week owing to better business than usual for the season and a shortage of stock due mainly to weather conditions. Lily of the valley and cat-tleysas were the first items in many orders. Mrs. Chas. Russell, Columbia roses and Easter lilies are quantity stocks.

William Wunder whose greenhouse establishment was erected many years ago when he was some distance out in the country has in common with many in the trade had the city so encroach on him that a street is now to be run through the property, two houses having to be torn down to make way for it.

The baseball schedule of the Florists' League is out. The Leo Niessen Co. coming in makes a full eight club circuit. It will be much the most pretentious set of games ever played by the trade of this city and all concerned look forward to the opening, July 6, with much pleasure.

Manager Kennedy of the Philadelphia Growers' Cut Flower Market reports a strong demand for roses the past week. Double White Killarney, Columbia and Premier, and lily of the valley are leading stocks.

Charles H. Grakelow stopped off in Chicago on his return from the Shriner's trip to the coast and spent a few hours with Paul Klingsporn and other friends in that western flower market center.

Wholesale Flower Markets

PITTSBURGH, July 5. Per 100		
Roses, American Legion	\$ 4.00 @	\$ 20.00
" Killarney	4.00 @	15.00
" Maryland	4.00 @	15.00
" Sunburst	4.00 @	15.00
" Mrs. Aaron Ward	4.00 @	15.00
" Russell	6.00 @	20.00
" Columbia	6.00 @	20.00
" Ophelia	4.00 @	15.00
" Hilda	4.00 @	15.00
" Premier	6.00 @	20.00
" Madam Butterfly	6.00 @	20.00
Carnations	3.00 @	4.00
Calendulas	1.00 @	2.00
Calla Lilies, per doz.		1.50
Daisies, Yellow		2.00
Lilies	15.00 @	20.00
Valley		3.00
Ferns, per 1,000		2.50
Galax, per 1,000		2.00
Plumosos, per bunch		.50
Sprengerl, per bunch		.60
Sweet Peas	1.00 @	3.00
Snappdragons, per doz.	.75 @	2.00
Gladioli	10.00 @	12.00
Delphinium	4.00 @	6.00
Gaillardia		2.00
Coreopsis		1.00

CINCINNATI, July 5. Per 100		
Roses, Premier	\$ 4.00 @	\$ 20.00
" Russell	4.00 @	20.00
" Columbia	4.00 @	20.00
" Butterfly	4.00 @	20.00
" Pink Killarney	4.00 @	20.00
" White Killarney	4.00 @	20.00
" Sunburst	4.00 @	20.00
" Mrs. Aaron Ward	4.00 @	20.00
" Ophelia	4.00 @	20.00
" Baby Doll	3.00 @	4.00
Rubrum	4.00 @	8.00
Calla	12.50 @	15.00
Easter Lilies		15.00
Yellow Daisies	.50 @	.75
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosos (south) per bch.		.25
Smilax, per string	.15 @	.25
Mahonia Leaves		1.00
Stocks		4.00
Cornflowers		.50
Coreopsis		.50

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St. LOUIS, July 5 Per 100		
Roses, Premier	\$ 2.00 @	\$ 12.50
" White Killarney	2.00 @	10.00
" Columbia	2.00 @	12.50
" Crusader	3.00 @	10.00
" Ophelia	3.00 @	12.50
" Russell	3.00 @	15.00
" Ward	2.00 @	5.00
" Butterfly	3.00 @	10.00
" Sunburst	3.00 @	12.50
Carnations		1.50 @ 5.00
Valley		6.00
Callas, per doz.		10.00 @ 15.00
Lilies, per doz.		15.00 @ 20.00
Ferns, per 1,000		2.50 @ 3.00

MILWAUKEE, July 5. Per 100		
Roses, Killarney, W. K'ty.	\$ 4.00 @	\$ 15.00
" Premier	6.00 @	15.00
" Ophelia	4.00 @	15.00
" Columbia	6.00 @	18.00
" Ward	4.00 @	12.00
" Butterfly	6.00 @	15.00
Carnations	2.00 @	4.00
Daisies	1.00 @	1.50
Sweet Peas	.75 @	1.50
Calendulas	4.00 @	6.00
Valley	6.00 @	8.00
Callas, per doz.	1.50 @	2.00
Snappdragons	3.00 @	4.00
Fancy Ferns, per 1,000		3.00
Asparagus, per bunch	.50 @	.75
Larkspur, per bunch	.35 @	1.50
Stocks	.35 @	.50
Gypsophilla, per bunch	.35 @	.75
Forget-me-not		1.35
Gaillardia	1.50 @	2.00
Lace Flowers, per bunch	.50 @	.75
Gladioli, per doz.	1.00 @	2.00
Feverfew, per bunch	.35 @	.50

Chas. H. Grakelow reports an unusual number of weddings since Easter. His telegraph business has grown so that it forms almost a department of itself.

George Aeugle is improving, having left the hospital to recuperate at his home. A good long rest and a trip to the sea shore is contemplated.

All wholesale houses close now at 4 p. m. through the week and 1 p. m. on Saturday.

K.

New York.

SLIGHT ADVANCE IN PRICES.

Most of the growers are off crop on many items, particularly roses and carnations, consequently prices have advanced somewhat. No. 1 roses are bringing 12 to 14 cents, especially Columbia, Butterfly, Ophelia and My Maryland. Other grades range from two to 12 cents. Lilies are holding their quality well and carnations are obtainable at \$1 to \$4 per 100. The first of the asters are of rather poor quality. The market is glutted with gladioli, which brings 50 cents to \$1.25 per one dozen spikes. Other miscellaneous, seasonable offerings include feverfew, gypsophila, centaureas, smilax, gardenias and lily of the valley.

July 3.—The boomlet that inflated prices for a few days last week has subsided and the market is in a sluggish condition, with plenty of stock. Hot and humid weather is bringing in many open roses. The supply of gladioli has greatly increased. Cattelya offerings are light and prices have advanced. Easter lilies are not plentiful and prices firm. A heavy stock of lily of the valley is hard to move.

NOTES.

A headline on the last page of the Sun of June 28 announcing "Beauty is sold by brokers," did not refer to any race horse or oil stock of that name. Rather it was the simple tale of a newspaper scout who hunted through the wholesale flower market when gypsophila had an off day. "It was standing in buckets all over the place," he writes, but he did not say the "brokers" were booking any orders for it. On the contrary, "they were looking mournfully at it." He found out that the market was started a generation ago at the foot of East Thirty-fourth street and by the judicious use of the words, posies, bouquets, and floral horseshoe, the reporter preserves the simplicity of the market's humble beginning. He further states: "Perhaps an outsider can enlighten us; it seems that there is a florist on Staten Island who does a bigger business than anyone on Broadway or Fifth avenue. Also Brooklyn people will buy flowers so long as they are fresh and beautiful and fragrant." At present flowers in the Bronx mean just roses and carnations but he sees improvement and perhaps in time "the people of that borough may even buy gypsophila."

Along Tenth avenue on a recent June day between showers a little girl and a cat were playing hide and seek in the second story front of a tenement. The child would dash to a window clutching eagerly at the air where she expected to find the cat, but that wise animal had glided along the cornice and was posted at the other window, waiting for the next move. This natural bit of play was a relief to watch after looking at the flower shops along Tenth avenue, where even the sign of a cut flower company is contradicted by the window display of artificial flowers made up in pillows and other designs.

Max Schling gave a dinner to those attending his lectures on the artistic side of the florist business at the Great Northern hotel, Fifth avenue at 57th street, on the evening of June 30. As arrangements had not been made for more than 150 guests, many who would liked to have attended were disap-

pointed. Chas. H. Grakelow, who is expected to be in the running for the next mayor of Philadelphia, Pa., and Roman J. Irwin, of the Florists' Club, were among those present. Nearly 40 states were represented at the gathering.

Flower shops on Eighth avenue are as far apart as milestones. There is one below Twenty-third street where fresh carnup is sold. Lovers of ferns and dracaenas can select from a well grown stock there. Tradescantia or Wandering Jew seems to be a favorite in this neighborhood. The plants seen in the window have not been in long enough to become overgrown.

The following are attending Max Schling's school of floral arrangement: M. Rhoades, of Williamsport, Pa.; H. L. Phillips and G. H. Dove, of Roanoke, Va., and E. E. White, Bluefield, Va., with O'Fallon, Florist, Roanoke, Va.

Visitors: H. A. Demeranville, vice-president of the Minge Floral Co., Inc., Mobile, Ala.; Obie F. Shelnutt, Columbus, Ga.; Mrs. C. Quadland, North Adams, Mass.

D. K.

Providence, R. I.

SUMMER DULLNESS DEPRESSING.

The usual summer depression, after the busy month of June, with its graduations and weddings, is upon us and business is practically at a standstill. The very high prices that prevailed for several weeks on all stock has taken a great slump, for roses especially the market having dropped out entirely. Stock that last week was at a premium, is now going begging. Carnations are poor and about done for this season. Gladioli are coming in and meet ready sale, what few good ones there are. Sweet peas are poor, and batchelor buttons for buttonholes sell well. Daisies, delphinium, gypsophila and other outdoor flowers are selling slowly. Peonies are all finished, the season being the shortest in several years, lasting only nine days. At their height, a very hot spell hit this section and they bloomed at least two weeks earlier than they should, although they were out at a very welcome time and were all used as fast as they could be marketed. Asters every where are looking well, and there should be a good crop this year, unless something unforeseen happens.

NOTES.

Page Potter and Archie Aitken of the Colonial Flower Shop, had as their guests recently, Ex-Governor Beekman and a party of Republican leaders at their homes in Georgiaville.

MacNair Florist has stocked his fountain in his two Broad street stores with some of the finest and largest gold fish ever seen here.

Gene Appleton, of the Westminster Greenhouses, reports this as a banner year for outside work.

Johnson Bros. on Dorrance street have added a new car to their equipment.

The Biltmore Florist has a very pretty store and finds business good.

H. A. T.

Gloucester, Mass.

All along the road from Boston, Mass., to this city there are interesting views. One crosses great stretches of marsh, overgrown at this season with the salt sege grass and intersected with little creeks where the tides ebb and flow. Glimpses of the seacoast and little dots of islands are noteworthy. Passing through the thriving cities of Lynn and Salem, we reach Prides, Beverly Farms, Manchester and Magnolia, places that are noted for the summer residences of many people that are well known in the social, business and political life of this country. These towns have fine private estates, with good horticultural features.

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ture is not neglected. S. Curtis' Sons have long been established here and maintain considerable glass area and an attractive garden, though as to the latter, the recent torrential rains gave them uneasiness as to its productiveness for this year, but on our visit the worst seemed to be over. They have a good local trade in plants and cut flowers.

William F. Barrington, 9 Procter street, near the heart of the city, has several good houses and makes a specialty of design work.

It was fish, not flowers, that put this city on the map of Massachusetts, and yet occasionally gets it on the front pages of the newspapers. Nevertheless this old place is not devoid of horticultural features. Like practically all the New England cities and towns, it has fine old trees, and in June one notes neat gardens and trellises of climbing roses.

The Sunset Flower Shop is a retail enterprise recently opened at 47 Main street, with Roy C. Peavey as manager. It seems to be doing a good business.

The Pulsifer Nurseries, C. F. Pulsifer, proprietor, 230 Washington street, does a landscape gardening business, cares for estates and furnishes fruit and ornamental trees.

A. F. F.

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*Mention the American Florist when writing.***Wholesale Flower Markets**

New York, July 5. Per 100

Roses, Beauty	\$ 25.00@	\$ 50.00
" Premier	3.00@	10.00
" Crusader	4.00@	35.00
" Golden Ophelia	3.00@	10.00
" Columbia	3.00@	10.00
" Pilgrim	3.00@	10.00
" Hadley	4.00@	10.00
" White Killarney	3.00@	8.00
" Dbl. Wh. Killarney	3.00@	10.00
" Dunlop	3.00@	10.00
" Aaron Ward	3.00@	10.00
" Ophelia	3.00@	10.00
" Scott Key	4.00@	50.00
" Sunburst	3.00@	10.00
" Mdm. Butterfly	3.00@	10.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Carnations	2.00@	4.00
Cattleyas	75.00@	150.00
Daisies, Yellow	.50@	1.00
Gladiolus, per doz.	.75@	1.50
Leucothoe, per 1,000.	5.00@	7.00
Lilies, White	15.00@	20.00
Lily of the Valley	1.00@	4.00
Snappedragons, per doz.	.50@	1.00
Smilax, doz. strings	1.00@	2.00
Galax, green and bronze, per 1,000	1.50@	2.50
Ferns, per 1,000	2.00@	2.50
Sweet Peas	.50@	1.00
Asp. Plumosus, per bunch, southern	.15@	.50
Larkspur, per doz.	.50@	.75

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7325**Snapdragons, Roses, Carnations, Bouvardias
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Flower Co., Inc.****WHOLESALE****111 W. 28th St., NEW YORK**PHONE 2335
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Morris Goldenson**

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We solicit telegraph orders. Regular trade discount.

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HARDESTY & CO.

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EXPERTS TO ARRANGE THEM.

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Incorporated
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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Night and day service in all Central Pennsylvania

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BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

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The Largest Grower
of Cut Flowers in the South

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport,
Niagara Falls and Western New York.
Members of Florists' Telegraph Delivery.

Boston.

BUSINESS IS SLUGGISH.

The market opened this week with a good show of strength which lasted a few days when prices tumbled down to real summer values. White roses, lily of the valley and orchids, which have been the leaders in price for the past month, followed on with other stock, and after midweek were selling proportionately as low as other flowers. The fact that the market was snappy at the beginning of the week was due solely to the demand from other markets, which were feeling a shortage. This situation was only temporary, as the demand fell off on Wednesday and the result was the local market immediately felt pressure and prices fell off from a half to three-quarters of what they were on Monday. The present outlook is for a poor week ahead. The supply will probably be away ahead of the demand, as business will be suspended to a great extent locally after July 4, which alone will force prices down as low as will be seen this summer, it is thought. Gladioli are coming in from the south and have fallen off in value from \$1.50 to \$2 per dozen to 50 and 75 cents per dozen.

E. F. S.

HARTFORD, CONN.

George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association

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Canada's Best Known and Most Reliable
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Only
the
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Dunlop's

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We deliver anywhere in Canada and
guarantee safe arrival.

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HENRY W. SHEPPARD

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Successor to the HILL FLORAL CO.

Good Stock and Good Service.

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EVANSTON, ILL. 3025 Central St.

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ADAMS, FLORIST

The House of Roses

STATE THEATER BUILDING.
Eleven South Eighth Street

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Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central
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Send Telegraph, Telephone or Mail Orders
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The Dominion Floral Co.

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Montreal, Que., Canada

Every order receives prompt and careful attention.

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Austin Floral Co.

(Inc.)
"FLOWERLAND"

722 CONGRESS AVENUE

9000 feet glass, 7 acres flowers. Largest
plant in city.

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Randolph & McClements

Floral Experts

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A. Lange
77-79 E. Madison Street

CHICAGO

Mangel
The Palmer House Florist
17 E. MONROE ST.

Steamer Business.

Retail florists doing a steamship business will be interested in knowing that 27 ocean-going steamers, carrying 10,000 passengers, sailed June 10, making a new record in out-going summer traffic

A. Lange, Chicago, reports having fourteen orders for the same steamer on one sailing date.

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

July 10.
Nervier, Belgian Line (Havre-Antwerp).

July 11.
Berengaria, Cunard-Anchor Line (Cherbourg-Southampton).
Dante Alighieri, Transatlantica Italiana (Genoa-Naples).

July 12.
FROM HAMPTON ROADS, I. M. M. Lines (Liverpool-Manchester).
FROM HALIFAX, Digby, Furness Lines (Liverpool).

President Monroe, United States Line (Queenstown-Plymouth-Cherbourg-London).

July 13.
Cuthbert, Booth Line (South America).
Carmania, Cunard-Anchor Line (Liverpool).

July 14.
FROM PHILADELPHIA, Southwestern Miller, Furness Lines (London).

July 15.
FROM BALTIMORE, Oriole Lines (Baltimore).

FROM MONTREAL, Vedic, I. M. M. Lines (Southampton-Bremen).

FROM BOSTON, Macinaw, I. M. M. Lines (London).

Verbania, Cunard-Anchor Line (London).
Algeria, Cunard-Anchor Line (Glasgow).

FROM PHILADELPHIA, Norfolk Range, Furness Lines (Leith-Dundee).

Europa, Navigazione Generale Italiana (Naples-Genoa-Palermo).

Nordlys, Kleppe Lines (South America).
George Washington, United States Line (Plymouth-Cherbourg-Bremen).

Noordam, Holland-America Line (Plymouth-Rotterdam).

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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)



Bees Ltd
Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

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FT. WAYNE, IND.

Flick Floral Co.

Ft. Wayne's Largest Up-to-date Cut Flower Store.

Fresh Cut Flowers and Plants From Our Own Greenhouses.

Personal Attention to all orders

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LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

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J. W. ROSS
THE LEADING FLORIST

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CENTRALIA, ILL.

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**Rock's
FLOWERS**

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

CLEVELAND, O., and Vicinity

Bramley & Son

1811 E. 71st St.

The Largest Growers of Flowers in the City.

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The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 2652. Bell Ph.: Main 1024

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Hess & Swoboda FLORISTS

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Austin, Texas—Austin Floral Co.
Boston, Mass.—Penn. the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Centralia, Ill.—J. W. Ross.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Ft. Wayne, Ind.—Flick Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunle.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouse.
Milwaukee, Wis.—Fox's Incorporated.
Minneapolis, Minn.—Adams, Florist.
Montclair, N. J.—F. W. Massmann, Inc.
Montreal, Que., Can.—Dominion Floral Co.
Nashville Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Floral Shop.
New Orleans—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
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Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
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Oldest Florist South

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will take care of all telegraph orders.

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Austin Floral Co., Austin, Texas.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Battista, Matthew A., New York.
Baumer, August R., Louisville, Ky.
Bee's, Ltd., Liverpool, Eng.
Bramley & Son, Cleveland, O.
Blackstone, Inc., Washington, D. C.
Breitmeyer's Sons, John, Detroit, Mich.
Broadway Florist, New York.
Bunyard, A. T., Madison Ave., New York.
California Florist, Tacoma, Wash.
Clarke's Sons, David, New York.
Congress Flower Shop, Chicago.
Cooke, Geo. H., Conn. and L. Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Eckrich, A., 924 Madison Ave., New York.
Fallon Florist, Roanoke, Va.
Flick Floral Co., Ft. Wayne, Ind.
Fordham Florist, Bronx, New York City.
Fox's, Inc., Milwaukee, Wis.
Frey & Frey, 1338 O St., Lincoln, Neb.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hayes, Irene, New York.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
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Jahn, Hugo H., Brooklyn, N. Y.
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Littlefield Florist, Worcester, Mass.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Massman, F. W., Inc., Montclair, N. J.
Matthewson, J. E., Sheboygan, Wis.
McClunie, Geo. G., Hartford, Conn.
Metairie Ridge Nursery Co., New Orleans.
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Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
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Park Floral Co., The, Cleveland, O.
Park Floral Co., The, Denver, Colo.
Penn, The Florist, Boston, Mass.
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Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosary Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Ross, J. W., Centralia, Ill.
Salzer Floral Gardens, La Crosse, Wis.
Schiller, The Florist, Chicago.
Sceery, Edward, Passaic, N. J.
Sceery, Edward, Paterson, N. J.
Schmidt, Chas. L., Harrisburg, Pa.
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Welch's Flower Shop, Hartford, Conn.
Weir, James, Inc., Brooklyn, N. Y.
Wittbold & Son, Henry, Chicago.
Wittbold & Son, Henry, Evanston, Ill.
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Wolf, John, Savannah, Ga.
Wolfskill Bros. & M. Goldenson, Los Angeles.

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Also Store at New Britain, Conn.

Established 1885

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The Seed Trade

American Seed Trade Association.

Alexander Forbes, Newark, N. J., President; S. F. Leonard, Chicago, First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; F. W. Kellogg, Milwaukee, Wis., Vice-President; Clarence R. Jones, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

VISITED CHICAGO: Clement Scott, Vancouver, Wash.

LATEST tariff news will be found on page 1212 of this issue.

UNION SETS in the Chicago district were helped by a moderate rain June 29.

W. ATLEE BURPEE, JR., will sail for Europe the middle of July. He was in Lompoc, Calif., in June.

G. F. BRADLEY, of the Templin-Crockett-Bradley Co., Cleveland, O., and wife are making a California trip.

ROCKFORD, ILL.—Mrs. Cherry, mother of C. J. Cherry, with the Buckbee Seed Co., here, passed away June 21.

DETROIT, MICH.—Lem W. Bowen and Kirby B. White, of D. M. Ferry & Co., are expected home before August 1.

ALBERT DICKINSON and wife, Chicago, are in California with headquarters at Los Angeles. They expect to sail for Honolulu, July 21.

J. C. VAUGHAN, Chicago, is in Dallas, Tex. this week, attending the annual convention of the Texas State Florists' Association.

ROBERT LIVINGSTON, of the Livingston Seed Co., Columbus, O., showed some beautiful specimens of greenhouse grown Globe tomatoes at the Chicago convention.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Mrs. Wheeler, and John C. Bodger, of the John Bodger & Sons Co., Los Angeles, Calif., returned home by way of the Canadian Rockies, promising to take back all the bear and fish the law allows.

French Bulbs.

French bulb jobbing importers in the United States have so far mainly failed to confirm their pending orders at the very high prices suggested by French exporters, varying from 300 to 350 francs. It is reported that if advances in values reported from those districts are maintained at present extravagant heights the United States will not use over 40 to 50 per cent of her needed supply. Only unscrupulous dealers, or those selling to cheap department store trade, will take on the 11-centimeter size, which is the one grade offered at low prices.

It is reported that certain Dutch dealers who are operating in the French district are accepting the very high prices, also buying some of the 11-centimeter grade and taking a gambler's risk of unloading their investment on this side at a profit. A larger number of exporting buyers on the ground are withholding their business, expecting the market must break. It is an even chance who makes the correct guess.

Safeguards in the Garden Seed Business.

Address By Leonard H. Vaughan, Chicago, Before the American Seed Trade Association, Chicago, June 21-23, 1922.

The last time I inflicted myself on the seed analysts and told you some of our many troubles, I didn't expect to appear again, anyway not so soon. A few week ago, however, Prof. Stone wrote me that President Olds, of the American Seed Trade Association had picked me out to try to tell you something of the inside workings and methods employed in the garden seed business, and I have promised Prof. Stone to keep the "troubles" end reduced to a minimum.

You can realize that in a few moments it would be impossible to give



Leonard H. Vaughan, Chicago.
Chairman Am. Seed Trade Ass'n Garden Bureau.

more than a mere general outline of methods and customs, and this I shall attempt to do, without much system or method, keeping under the subject of this paper, and basing my various remarks and illustrations on what I should consider conservative and safe lines of conducting the garden seed business in its different phases of original grower, contract grower, wholesaler and retailer.

The seedsman fulfills his duty and renders service for which he is entitled to recompense when he delivers to the seed consumer viable seeds that will produce under favorable conditions a

merchantable crop of the specific variety which the consumer purchases—(repeat this). I will analyze this—by delivery of viable seeds. I distinguish between those seeds which have life only and those which have vitality enough to produce a crop. You will note then I say "produce under favorable conditions"—(I eliminate the word normal because normal is impossible to define. What would be normal environment unless favorable?) I use the word "merchantable crop," though this, perhaps, should be qualified by the words "on a good or favorable market," because on a glutted market sometimes no vegetable product is really merchantable. By "crop of the specific variety purchased," I mean an average uniform product of the particular variety sold such as might be expected from seed grown by or under the supervision of an experienced seed grower. Some varieties are known to be unfixed—hence this qualification. If the seed sold is purported to be select stock reselected, or stock seed for which an extra price over that for standard stock is paid, there is an added obligation on the seedsman's part to furnish a better than average uniformity and sometimes other qualities as earliness or precocity in season, size, shape, etc.

In the general routine of the seed business there may be four steps in distribution from the farm or plot on which seed is actually grown and saved until it reaches the hands of the consumer.

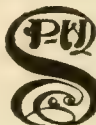
First is the actual grower.

Second is the contract grower who sells the large general seedsmen. The contract grower specializes in certain vegetables or flowers. He usually supplies farmers planting stocks (stock seeds) and contracts for the product generally at a fixed price for certain quality. The growing farmer is supposed, among other things, to return seed of good or satisfactory germination, free from weather damage and mechanical mixture in threshing.

Third is the wholesaler or jobbing seedsman. Such a seedsman renders a great service to the seed industry as a whole. Usually national in operation he acquires information on seed problems such as market demands, adaptability of varieties, methods of cultivation, etc., etc., much more quickly and thoroughly than is possible for growers with a limited area or territory for doing business. The jobber is also a pioneer in developing

Wholesale Growers SELECT STOCKS

Beet
Carrot
Lettuce
Onion



Parsley
Parsnip
Radish
Sweet Peas

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GILROY, CALIFORNIA

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GROWERS OF

Peas and Beans

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Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, CELERY, ENDIVE,
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Company, Inc.

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Carpinteria, California
QUALITY—SERVICE
SPECIALTY
Seed Beans

LANDRETH
Seeds Which Succeed
Bloomsdale Farm
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JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 73 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City

new seedsmen and outlets for the seed producers.

Fourth is the retailer, counter or mail order seedsmen. On the other hand, we have seedsmen who perform from one to all four of these various functions of distribution more or less efficiently and profitably.

STOCK SEED.

The first requisite for growing seed which will produce a "merchantable crop of a specific variety" is suitable stock seed. Stock seed is the extra selected mother seed, which is planted to produce commercial seed. The production of the proper kind of stock seed is expensive. To grow the highest type of stock seed a scientist is required—one who knows plant eugenics from the practical as well as scientific and theoretical side and he must also be a trained seedsmen who knows methods of both seed and crop production, and seed marketing. I am not going to attempt here even the smallest sort of a brochure on plant breeding. I deem it sufficient to say while, theoretically, the more of efficient skill and labor spent on selection of plant breeding, the better the stock seed. In actual production one soon strikes that inexorable economic law of "diminishing returns."

We have instances in seed growing of the "plant breeder gone wild" with thousands of small dabs of individual plant selections, scattered over acres that would take a large corps of skilled men to observe and tabulate. Nearly all the better seed growers are well acquainted with and practice "line breeding" and besides understand the many idiosyncrasies of their particular crops, a knowledge of which is acquired only after years of experience, and usually at big expense. Almost every crop requires special methods and practices to produce the better stock seed and in many cases this variation of selection method applies to different varieties of the same vegetable. Varieties differ as to their variability, some are better "fixed" than others. Those more variable require special care—environment of

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Growing Stations Throughout America. Office: Cambridge, New York

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HEADQUARTERS FOR
Lawn Seed to the Trade

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WHOLESALE SEED GROWERS
SAN FRANCISCO, CALIFORNIA
CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES
PEAS - KENTUCKY WONDER BEANS

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FITCHBURG, MASS., U. S. A.

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin.
Sweet, Flint and Dent Seed Corn.

both stock seed and the commercial crop are important factors. The latest pathological work of producing disease resistant strains finds the up-to-date seed grower fully awake and cognizant of its possibilities.

THE SEED FARMER.

Seed farmers or actual growers make up two classes. The first furnishes his own stock seed, and sells the product of his farm to the seed trade under his own name. For the second, stock seed is furnished by someone else—the contract grower—who in turn sells his seed raised assuming what might in a very liberal sense be termed its parentage. The first class is usually individuals, firms or corporations of some means,

—THE—
J.C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
VALLEY, Douglas County, NEB.

EDGAR F. HURFF
SWEDESBORO, N. J.
Growers of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

**FLOWER AND GARDEN
SEEDS**
Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

ability and responsibility. The second class run from men of ability and means to the smallest tenant farmers who plant contract seed because sometimes they lack the means to purchase seed for ordinary farm crops.

The ideal seed farmer plants the better class of stock seed on suitable and

KELWAY'S CELEBRATED Flower Seeds

Strains which have received over 300 Premier Awards and Gold Medals at leading Exhibitions in all parts of the world. Highest Award Panama Exhibition.

Write today for prices.

KELWAY & SON
Wholesale Seed Growers
LANGPORT, ENGLAND

properly prepared land at the right time and sufficiently isolated to prevent cross pollination through wind or insects, with other varieties. He properly tends and rogues the growing crops, pulls out the visible undesirables off plants and after ripening harvests the same with the minimum amount of weather damage as the season permits and with proper harvesting and threshing machinery and care so that any possible chance of mechanical mixture with other seeds is eliminated. In the case of biennials there is the selection of good plants or roots and the rejection of the rogues and the proper storing, pitting and planting out of the same, all of which sounds more or less simple in the saying but is very, very difficult in performance. If the original seed grower does not produce good seed, of course, it is impossible for the contract seed grower, the wholesaler, or the retailer, in turn, to function properly. I shall cite a number of the places where the grower sometimes falls down:

First, and most often, improper stock seed, poor stock seed, perhaps.

A—Off grade on selection. This may be due to carelessness and also ignorance as to proper methods of selection but in my limited experience is generally the result of taking a chance with untested commercial seed to raise certain crops for which there has arisen an extraordinary or expected demand. The beginner usually has to take this chance, and here is the reason the old conservative seedsman gives exceedingly few, if any orders to the new grower. Depending, of course, on the species and specific variety, a good uniform stock not reselected each year runs "off" rapidly and will show sports from a small percentage to one where the original sort can hardly be recognized. The extreme war demand for all kinds of seed resulted in the planting of thousands of acres with unselected stock seed as all seedsmen can tell from bitter experience.

B—Unsuited for the environment where planted. This applies to particular crops only and must be determined by experience. I cite a few examples. California growers tell us French radish seed much used for stock seed is undesirable except to produce their own stock seed. A good European strain of certain lettuce must also be grown a season or two before being marketed. American asters, of perfect type in the United States will show center grown in Germany. Cabbage stocks for Washington must be selected to a smaller type than for growth in Long Island. The damage of moving corn and the resulting change in the type and season is well recognized. It would seem that disease-resistant strains of plants must be bred in those sections or localities where such diseases are prevalent.

The second place where the grower falls down is on the proper land and proper preparation. Even when the right kind of stock seed is used the labor of the seed grower has only begun. Under this head I am going to include volunteer crops. Volunteer crops have



Free Offer of The Kenilworth Strain of Giant PANSY Seed THE BONUS MIXTURE

I have a surplus of the four best selling varieties due to the unusually good season for growing Pansy Seed. I will give it as a bonus with all orders for Pansy Seed at the rate of 1000 seeds for every dollar's worth of seed and with other amounts in like proportion.

THIS IS A TIP-TOP MIXTURE

and is sure to please you. This offer holds good as long as I have a surplus of the above varieties.

For list and prices of Kenilworth Pansy Seed, see my ad in The American Florist of July 1.

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Kenilworth
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VALLEY — FOR — WEDDINGS

Choice Cold Storage Pips

Per 1000... \$30.00
Per 500.... 16.00
Per 250.... 8.00

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GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

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WHOLESALE SEED GROWERS

FLOWER SEEDS
WHOLESALE GROWERS
The L. D. Waller Seed Co.
Guadalupe, California

worked great havoc in the mildest climates and especially good examples of this are the sweet pea and garden pea fields of California, where some very bad mixtures have resulted from following one variety after another on the

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Immediate Shipment

LILUM GIGANTEUM, 7-9 inch, from cold storage.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

LATER SHIPMENT

FRENCH BULBS, Paper Whites, Roman Hyacinths, etc.

DUTCH BULBS, Tulips, Hyacinths, Narcissus, etc.

MANETTI STOCKS, suitable for greenhouse grafting.

DRACAENA CANES, fall shipment.

FERNS IN FLATS, suitable for fern dishes.

VALLEY PIPS, for direct import from Germany.

LILY BULBS, Giganteum, Formosum, hardy varieties, F. O. B. New York, Chicago, Denver, Seattle, etc.

DOMESTIC BULBS, Freesias, Callas, Gloxinias, Begonias, Iris Tingitana and Spanish, etc.

CYCLAMEN SEEDS, finest German strain.

CHINESE SACRED LILIES, etc., etc.

Write for prices and details on business stationery, specifically stating your requirements.

McHUTCHISON & CO.,

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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Mustard Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

same field. The raising of seed on disease affected soil of such crops as onion, cabbage and sweet corn, pathologists tell us is entirely wrong.

Third—The necessity of proper isolation from wind and insect pollinating

BURPEE'S ORANGE

Burpee's New Winter Flowering Sweet Pea

For many years we had this color in view in our hybridizing work; for long it eluded us but at last we were successful, BURPEE'S ORANGE even exceeding in beauty our most sanguine ambition.

BURPEE'S ORANGE is in every way distinct from other so-called orange varieties. There is no trace of pink or orange-pink in either standard or wings. It is a true glowing orange self, practically the shade of a bright ripe orange.

The rich glistening color compels attention in any light, but at night, under artificial light, it is indeed outstanding. BURPEE'S ORANGE has been proclaimed by experts and the press alike as being the greatest advance of many years in this type of Sweet Pea. In the opinion of many the vase of BURPEE'S ORANGE included in our Gold Medal Exhibit at The National Flower Show at Indianapolis, March 1922, was the finest and most outstanding vase of Sweet Peas in the exhibition.

BURPEE'S ORANGE is a free grower, with flowers of largest size produced in threes and fours on stems great length. The standard and wings are charmingly waved or crinkled. It is indeed a pleasure and also a privilege to be in a position to offer our friends and customers a variety of such merit—a variety of which we can all feel proud. BURPEE'S ORANGE was awarded certificate of Merit at the International Flower Show, New York, March, 1921.

Trade packet, \$1.00; oz., \$5.00; $\frac{1}{4}$ lb., \$15.00; lb., \$50.00.

Write for a free copy of our Special Wholesale Offer of Burpee's Sweet Peas to Florists.

Burpee's Orange was greatly admired when exhibited this spring at The International Flower Show in New York. Some of the largest Sweet Pea growers who have seen Burpee's Orange on exhibition share our belief and assure us that the demand for Burpee's Orange will be tremendous.



A glistening orange Sweet Pea.

The illustration is engraved from a life-size photograph taken on Burpee's Fordhook Farms.

W. ATLEE BURPEE CO.
SEED GROWERS PHILADELPHIA

is seemingly obvious but we seedsmen are always learning. Not a year goes by but we have numerous examples of such mixtures. The small percentage of mixture of wild radish and off colors in California grown radish is always a reminder, as is, too, the spotted grains nearly always found in sweet corn—the off colored onion bulbs in many stocks. Necessity, lack of land and difference of opinion as to safe distances, lead the grower to take chances many times, with regret later. A very perfect dark red stock of table beet recently planted too close to mangel, lost its identity completely the following year. The mangel color evidently being dominant so marked the progeny that practically every specimen showed white rings and poor color as well as the mendalian percentage of mangels.

Fourth—Rogueing of the growing crop is always a benefit and many times essential. Many sorts can show as much as 10 per cent "offs" in the consumers crop when not rogued. Carelessness, false economy and too large acreages are causes for lack of rogueing. Rogueing or the lack of rogueing also occurs in the sorting of biennial roots, bulbs or plants, as beet, carrot, onion, parsnip, etc.

Fifth—The seed farmer often injures his crop at the last minute because he lacks proper machinery or equipment to harvest and take care of the ripened crop. Safeguards such as sheds, crates, sheets, a supply of special harvesting and threshing equipment are essential. Too often, for the lack of such, crops lie in the fields, exposed to bad and inclement weather and are damaged—irreparably in appearance and germination.

Sixth—Many times the seed farmer ruins good seed in cleaning and threshing operations. In the cleaning of melons and other vine seeds, tomato, pepper and the like, the same cleaning machinery is used for several varieties. If not watched with rigorous care these machines are fruitful sources of expensive and disastrous mixtures. The same chance for mixtures occurs in threshing machines used successively for several varieties of peas, beans, radish, etc.

These are a number of the examples of causes for poor seed against which the seed farmer must safeguard himself. We now pass on to contract growers.

CONTRACT GROWER.

After supplying the right kind of stock seed to his farmer growers the seedsmen should check up.

First—The type of farmer who is growing the seed. The contract grower who has a poor class of seed farmers, the chances are, is not delivering to his customers a good grade of seed.

Second—The ideal contractor knows the land on which his seed farmer is planting the crop and in case of crop liable to mixture from wind or insects, how the surrounding land is going to be planted so as to preserve isolation.

Third—The ideal contract farmer grower should inspect every one of his different contract fields and rogue them himself or check up the rogueing.

Fourth—The better contract grower has his farmers properly equipped with harvesting supplies and machinery to prevent loss from weather.

Fifth—The utmost care must be exercised to prevent mixture in cleaning and threshing. There are some very clever systems and methods of handling such cleaning and threshing machinery worked out after years of experience. There are, on the other hand, beginners and other seed contractors who, I might say, trust to luck. "It is better to be lucky than rich."

Sixth—Good storage facilities, dryers for use in off-seasons, latest cleaning machinery (cleaning in addition to the field cleaning about which I have spoken before); picking arrangements are nec-

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

BODGER'S UNRIVALLED SEEDS

ASTERS, ZINNIA'S AND SWEET PEAS, NAS-TURTIUMS, STOCKS, VERBENAS AND OTHER FLOWER SEEDS. ALSO VEGETABLE SEEDS

JOHN BODGER & SONS CO., LO: ANGELES

The City of Sunshine and Flowers.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish

Correspondence Solicited.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

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The J. Bolgiano Seed Co.

Garden, Field and Flower Seeds

Poultry Supplies

Founded 1818 Incorporated 1921

BALTIMORE, MD.

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

essary to produce the highest grade seeds.

Seventh — There are numerous chances for mechanical mixtures in storage, handling and cleaning. No novice can invent a semi-fool-proof system in a few months time. The system in vogue in the older establishments all vary somewhat but tend to accomplish the same double check throughout that many a severe bump has taught them is well worth the extra labor involved; and yet no one can claim a system that will absolutely prevent the damage from human error or carelessness.

With the wholesalers and retailers their most common acts which influence the quality of seed are:

A—Mechanical mixture or accidental substitution of one variety for another. The corrective method is, of course, a carefully worked out check system.

B—The blending of seed generally to bring up the germination test of a low lot by adding a quantity of higher test stock. (A conservative safeguard might be—Don't blend.)

C—The substitution of what the wholesaler or retailer considers identical to or similar to a variety ordered—he sometimes guesses wrong.

D—The taking of a chance on low germinating seed—much more of a seed business can realize—especially temptation than any one out of the

WATKINS & SIMPSON

(LTD.)

recommend their pedigree strains of

HARDY PERENNIAL

—AND—

CHOICE FLORISTS' FLOWER SEEDS

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Henry Fish Seed Co.

Carpinteria, Calif.

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Seed Beans

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Write for prices.

C/O J. W. HAMPTON, JR. CO.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington, Milford, Conn.

Dutch and French Bulbs

C.J. Speelman & Sons | Lagarde & Speelman

Sassenheim, Holland | Orlonnes, Var. France

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An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Florists' Seasonable Flower Seeds

WINTER-FLOWERING SWEET PEAS

Grown for us by expert seed growers, whose seed we have handled for years. We know they are right.

	Tr. Pkt.	Oz.	4 oz.	Lb.
Asta Ohn, lavender	\$.025	\$0.75	\$2.50	\$ 8.00
Blue Bird, fine blue	.35	1.00	3.00	10.00
Blue Jacket, rich navy blue	.35	1.00	3.00	10.00
Columbia, pink and white	.40	1.25	3.50	12.00
Cherry Ripe, glowing cherry	.40	1.25	3.50	12.00
Fordhook Pink	.25	.75	2.50	8.00
Flamingo, light orange	.35	1.00	3.00	10.00
Glitters, orange scarlet	.40	1.25	3.50	12.00
Helen Lewis	.25	.75	2.50	8.00
Heatherbell, mauve lavender	.25	.75	2.50	8.00
Hercules, pink	.25	.75	2.50	8.00
Lavender Nora	.25	.75	2.50	8.00
Liberty, crimson	.25	.75	2.50	8.00
Melody, rose pink	.25	.75	2.50	8.00
Miss L. Gude, shell pink	.25	.75	2.50	8.00
Mrs. Kerr, clear rich salmon	.50	2.00	6.00	
Mrs. Harding, large silver blue	.50	2.50	7.50	
Mrs. Chas. Zvolanek, lavender	.35	1.00	3.00	10.00
Mrs. Spanolin, white	.25	.75	2.50	8.00

	Tr. Pkt.	Oz.	4 oz.	Lb.
Morning Star, orange scarlet	\$.025	\$0.75	\$2.50	\$ 8.00
Mrs. Skach, light pink	.25	.75	2.50	8.00
Orange Beauty, orange and scarlet	1.00	3.00		
Pink and White Orchid	.25	.75	2.50	8.00
Rose Queen, pink	.40	1.25	3.50	10.00
Improved Snowstorm, white	.25	.75	2.50	8.00
Songster, lavender	.25	.75	2.50	8.00
Songbird, bluish white	.25	.75	2.50	8.00
Snowflake, white	.35	1.00	3.00	10.00
Watchung, orchid white	.35	1.00	3.00	10.00
White Orchid	.25	.75	2.50	8.00
White Star, black seeded white	.50	2.00	6.00	
Wedgewood, clear blue	.35	1.00	3.00	10.00
Xmas Pink, orchid	.25	.75	2.50	8.00
Yarrawa, rose pink	.25	.75	2.50	8.00
Blue Yarrawa	.35	1.00	3.00	10.00
Zvolanek's Rose	.40	1.25	3.50	12.00
Zvolanek's Blue, bright blue	.35	1.00	3.00	10.00

ANTIRRHINUM (Snapdragon.)
Forcing Varieties.

	Trade Pkt.
Ramsburg Silver Pink	\$1.00
Golden Pink Queen	1.00
Keystone Pink	.50
Garnet	.50
Nelrose	.50
White	.50
Yellow	.50

ASPARAGUS PLUMOSUS NANUS.

Greenhouse grown, Per 100 seeds 50 cts.; per 1000 seeds \$4.00; 5000 seeds for \$18.00. Write for price in larger quantities.
Outdoor grown, Per 100 seeds 30 cts.; per 1000 seeds \$2.50; 5000 seeds for \$10.00.

ASPARAGUS SPRENGERI.

Per 100 seeds 25 cts.; per 1000 seeds \$1.00; 5000 seeds for \$4.50.

CALENDULA ORANGE KING.
(For Greenhouse Forcing)

A special selection of this popular annual, which we have sold for several years with excellent results. Growers for the Chicago market who used our seed last season obtained top prices for their cut, and we know quality is even better this season.
Tr. Pkt., 50c; Oz., \$2.50; ¼ lb., \$9.00.

PRIMULA.

Obconica Gigantea. Red Rose, Apple Blossom, Lavender, White, Oculata.
Obconica Gigantea, Mixed.
Obconica Grandiflora. Salmon, Red, Rosea, Lavender, Mag-nifica.
Any of above, Trade Pkt. 75c.

CYCLAMEN SEED.

We are handling the well known strain grown by E. Binne-weiss, Alfeld, Germany. New crop ready end of July.

	Per 100 Seeds	Per 1000 Seeds
Wandsbek Dark Salmon	\$1.50	\$12.00
Wandsbek Light Salmon	1.50	12.00
Brilliant Red	1.50	12.00
Park Red	1.50	12.00
Daybreak Pink	1.25	10.00
Dark Pink	1.25	10.00
White with Eye	1.25	10.00
Pure White	1.00	10.00

PANSY.

Grown in America by specialists who know their business.

Adonis, light blue and lavender shades.
Black Mastodon, jet black.
Beaconsfield, Improved, fine bluish purple lavender tinge
Bronze Mastodon, shades from burnished brass to gold
Grand Duke Michel, pure white.
Madam Perret, dark wine, pink, and red.
Madam Steele, Elks purple.
Parisian Yellow, pure yellow.
Prince Henry, large dark blue.
Panama Pacific, deep yellow with dark centre.
Price, any of above, Trade Pkt., 50c; ½ oz., 75c; 1 oz., \$5.00.
STEELE'S MASTODON GREENHOUSE—Special Mixed. Can be used either outside or for greenhouse growing and is a first-class mixture in every respect.
Trade Pkt., 50c; ¼ oz., \$1.75; 1 oz., \$6.00.
COMBINATION MIXED. Cannot be excelled as an all-round mixture for general florist use. Combines all the best shades and colors.
Trade Pkt., \$1.00; ¼ oz., \$2.00; 1 oz., \$7.00.

CINERARIA.

Florists' prize mixture. Splendid large-flowering strain. Tr. Pkt. (about 1000 seeds), \$1.00.

A. HENDERSON & CO., 166 N. WABASH AVE CHICAGO, ILL.

when there may be reason to think the test is wrong.

E—The poor storing of seeds where rapid deterioration takes place and seed is sold before the facts are known.

Everyone of these general fall-downs of the seed farmer, contract grower, wholesaler and retailer mentioned, occur time and time again. The wholesaler cannot prevent the mistakes that happen in the seed farmer's and contract grower's hands and vice-versa. In the chain of distribution each has his own proper duties and functions to perform to the best of his ability. The wholesaler and retailer to give their trade the better grade of seeds must buy from the seed producers who furnish them such stock.

The producing end, on the other hand, is many times blamed for errors in the distributing end and then further the ultimate consumer especially the amateur, wrongly, in at least nine times out of 10, blames the seedsman and seed for all of his failures. I could talk on this

one point I mention almost indefinitely. I wish some of you could analyze with me the usual run of complaints in a retail mail order or counter seed store and check up on how few are really justifiable. I am confining myself to the facts of inferior quality seeds, however, and amateur complaints come under the head of troubles which I am eliminating as much as possible.

SAFEGUARDS.

Now for the four great safeguards in the seed business:

1—A trial ground. A person selling seeds is a seed merchant; not until he runs some kind of a trial ground is he a seedsman. A trial ground can tell us what we sell, how our stock compares with what others sell; what growers deliver us the goods for our money; what growers to avoid and what new varieties we should list.

2—Inspections of growing crops, both seed and the actual market crops produced from seedsmen's products. Included in this might be visits to the

other seedsmen and their trial grounds and institutions to study other methods and systems. The expense account involved in such traveling is returned manyfold in necessary information which can be had in no other way.

3—A careful and rapid double check system of keeping stock, filling and re-cording orders. Many seedsmen will argue the importance of this safeguard. I am convinced that no real successful seed business can be run without an efficient system for such records.

4—And last is the seed laboratory. Last only because I want to fit this part in with a section of this paper written by the seed analyst of our firm, Miss Leota Thurlimann. I thought that the problems of a commercial garden seed laboratory would be of especial interest to you analysts and under this head Miss Thurlimann has elaborated a little. At least 90 per cent of the seedsmen's complaints are on germination. The safeguard possibilities of the seed laboratory need no champion.

The Nursery Trade

American Association of Nurserymen.

Paul C. Lindley, Pomona, N. C., President;
Harlan P. Kelsey, Salem, Mass., Vice-President;
J. W. Hill, Des Moines, Ia., Treasurer;
Charles Sizemore, Louisiana, Mo., Sec'y.
The next annual convention will be held at Chicago 1923.

VISITED CHICAGO: C. E. Knickman, of McHutchison & Co., New York; Peter Koster, Bridgeton, N. J.; J. B. Pilkington, Portland, Ore.; J. W. Griesemer, Hopedale, Ill.

THE excellent address of Walter E. Campbell, of the Elm City Nursery Co., New Haven, Conn., on "Nurserymen in the Landscape Field," delivered before the American Association of Nurserymen at the Detroit meeting last week, will be found elsewhere in this issue.

American Association of Nurserymen.

DETROIT CONVENTION, JUNE 28-30.

The forty-seventh annual convention of the American Association of Nurserymen, held at Detroit, Mich., June 28-30, a preliminary account of which appeared in last week's issue, page 1194, was regarded by many of the 250 members attending as probably the most noteworthy of all. The scheduled programme, with some variations in order, was carried out in full. The addresses presented covered the salient features of both the growers and dealers and were ably handled by their authors. President Cashman's address at the opening session, Wednesday morning, engaged the rapt attention of the members, and he was highly complimented for having so ably covered the subject that he as president was expected to handle.

Paul C. Lindley, as chairman of the vigilance committee, required portions of two sessions to fully present his exhaustive report, which was given the closest attention by the members present. He scathingly rebuked those nurserymen and dealers who use questionable methods of advertising, grading, etc., which met with hearty approval. He surprised the delegates by citing many examples of unethical practices throughout the country. The committee, he said, discourages the use of postal cards announcing nurserymen's prices to dealers. Harlan P. Kelsey's denunciation of the above practices was quite as vigorous.

The afternoon session was taken up entirely by committee reports. A. E. Nelson, of Chicago, chairman of the committee on nursery training in agricultural colleges, showed that considerable progress had been made. The University of Illinois had decided to establish a four-year course in nursery practice, and other colleges had signified their intention of giving greater scope to this branch of horticulture.

J. W. Hill, chairman of the obituary committee, announced the passing of the following: D. S. Lake, Shenandoah, Ia.; F. H. Stannard, Ottawa, Kans.; Peter Youngers, Geneva, Neb.; Samuel W. Crowell, Roseacres, Miss.; Clarence M. Wedge, Albert Lea, Minn., and H. J. Champion, Perry, O. A feeling tribute to each of the departed members was read by Mr. Hill, who asked for a resolution of condolence by standing and with bowed heads the members conveyed the respect of the convention.

THURSDAY MORNING SESSION.

At the opening of the Thursday morning session Prof. R. Kent Beattie, of the

Federal Horticultural Board, presented a very able address on "Federal Control Restrictions; Their Application and Effect—Present and Future." His presentation of the work of his department was punctuated throughout by logical reasons for the activities of the federal board and a strong, unassailable defense of quarantine measure No. 37, which he stated operates to the direct benefit of nurserymen and protection of American grown products. He urged American nurserymen to have confidence in the department of the government that is making such successful efforts to protect their industry, declaring the enemies of the Federal Horticultural Board as actual enemies of nurserymen. He strongly appealed for the independence of American nurserymen and stated if novelties are required or desired from abroad, small quantities only should be imported and then grown here in sufficient quantities to meet the American demand. His address was received with marked respect, and it was evident that a favorable impression was made by his forceful and serious presentation of the operations of his department at Washington.

Harlan P. Kelsey's address was a vigorous contention for proper and universal trading and ethical practices by nurserymen and deplored the fact that there was good reason to complain of many of the reported evil practices of some in the trade.

Henry B. Chase, Chase, Ala., disclosed many apparent dangers in "What's Around the Corner?" and cautioned the trade to be prepared for a sharp decline in prices of trees far out of proportion to the cost of production.

Major P. F. O'Keefe, Boston, Mass., on "Advertising," commanded the closest interest by all present, covering the subject assigned to him with particular application to nurserymen and florists.

THURSDAY AFTERNOON SESSION.

James A. Young, of Aurora, Ill., author of the slogan, "Plan to Plant Another Tree," told of the difficulty, at the afternoon session, of the Illinois State Nurserymen's Association in searching for a suitable slogan. Five thousand suggestions were given the association's committee, and all of them rejected, and he and his committee finally coined the slogan that has become nation wide. Mr. Young enlisted the aid of the Kiwanis, Lion and Rotary Clubs, the Chicago Tribune later giving "Plan to Plant Another Tree" powerful support. Hundreds of daily and weekly newspapers have since given it publicity, and the benefits accruing to nurserymen are incalculable.

Prof. L. B. Scott, of the Bureau of Plant Industry, Washington, D. C., in speaking of the "Progress in Propagating American Fruit Seedlings by the Bureau of Plant Industry," stated that three different experiment stations in as many states, with a considerable acreage, had been established to make investigations. He found American-grown seedlings better than the foreign product. Roses, too, were being investigated to determine the best stocks for budding and grafting. Last year his bureau had been given an appropriation of \$20,000, and Prof. Scott hoped that at least one-third more would be appropriated by congress for the ensuing year to better carry on the work.

Secretary Wallace, of the Department of Agriculture, in a communication read at the session, asked for the appointment of a committee of three members to act in an advisory capacity with the Federal Horticultural Board. J. W. Hill, Des Moines, Ia.; M. R. Cashman,

Owatonna, Minn., and Harlan P. Kelsey, Salem, Mass., were appointed for this important duty.

FRIDAY MORNING SESSION.

Friday morning's session opened with an important address by Walter E. Campbell, New Haven, Conn., who took



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Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 19-J, Newark, New York

Mention the American Florist when writing

BOXWOODS

Choice American grown Pyramids and Balls. Good color, well formed specimens. This stock supplied balled and burlapped, carefully packed.

BOXWOOD	Each
Ball Shaped, 18 x 18 inches, B&B.....	\$5.50
Ball Shaped, 22 x 22 inches, B&B.....	6.50
Pyramid Shaped, 30 inches, B&B.....	4.50
Pyramid Shaped, 34 inches, B&B.....	6.50

B&B signifies balled and burlapped.

THE D. HILL NURSERY CO., INC.
BOX 404 DUNDEE, ILL.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMER. CA.

Mention the American Florist when writing.

We have on hand the largest stock of
Boxwood in New England;
all shapes.

RHODODENDRONS

Parson's Hardy American Seedlings.

FANCY EVERGREENS, for tubs.

300 BAY TREES

All sizes, standard shapes.

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Wakefield Center, Mass.

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N.F. McCarthy & Co., Props. Send for catalog.

Mention the American Florist when writing.

Landscape Gardening

By PROF. FRANK A. WAUGH

Has just been published, and is designed especially for those who do not intend to become professional landscape gardeners. It teaches the necessary lessons of the art through actual work of the student upon concrete problems, aided by 168 fine illustrations. It has 344 pages.

PRICE \$5.00

American Florist Co.

440 South Dearborn Street, CHICAGO

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SPECIAL JULY OFFERS

For Immediate Shipment
Lily of the Valley Pips

(FROM ICE STORAGE)

LONDON MARKET STRAIN

We can ship this stock on one day's notice from New York or Chicago. We accept no responsibility whatever for results in forcing cold storage stock or for damage in transit. Prices subject to change.

Packed 250 to case.....per case, \$ 9.50
 Packed 500 to case.....per case, 18.00
 Packed 1000 to case.....per case, 35.00

Freesias--California

READY FROM JULY 5th ON

Due to severe frost in early spring, crop will be short making bulbs scarce. Better order at once.

PURITY (Improved)

	Per 100	Per 1000
Second Size, $\frac{3}{8}$ - $\frac{1}{2}$ inch.....	\$1.25	\$ 8.00
First Size, $\frac{1}{2}$ - $\frac{5}{8}$ inch.....	1.65	14.50
Mammoth Size, $\frac{5}{8}$ - $\frac{3}{4}$ inch.....	2.50	20.00
Viola, Violet Blue.....	3.50	30.00
General Pershing, Bronzey Pink.....	3.50	30.00
Fischerli, Purest White.....	6.00	50.00

White Callas

(AETHIOPICA). These are due in August.

$1\frac{1}{4}$ - $1\frac{1}{2}$ inch.....per 100, \$9.00; per 1000, \$80.00

CHICAGO VAUGHAN'S SEED STORE, NEW YORK

Bulb Importers and Quantity growers of **Gladiolus, Cannas, Etc.**

FOR IMPORT

TULIPS

1000
 Darwins, 15 or 20 named varieties.....\$23.00
 Single Early, 10 or 15 named varieties. 20.00
 Double Early, 8 named varieties..... 22.00

All of our selection from
 best leading sorts catalogued by us.

HYACINTHS

1000
 First size, 19 ctms. and up, named vars..\$75.00
 Second size, 17-19 ctms., named vars.... 50.00
 Third size, 16-17 ctms., named vars.... 37.00
 Fourth size, 15-17 ctms., in colors..... 32.00

Chinese Narcissus

AMOY (CHINA) GROWN

This is undoubtedly one of the best selling bulbs for the retail counter trade, flowering in water and gravel in three to five weeks from the time of planting.

(Ready about September 1)

Select Size. Per basket 30 Bulbs, \$2.40; per 1000, \$70.00; per Mat 120 Bulbs, \$9.00.
 Mammoth Size. Per basket 30 Bulbs, \$3.25; per 1000, \$95.00; per Mat 120 Bulbs, \$12.00.

AMERICAN GROWN. These are firm solid bulbs and flower well in soil or water. (Now Ready.)

Extra Selected Bulbs..per 100, \$ 7.00; per 1000, \$65.00
 Mammoth Bulbs.....per 100, 10.00; per 1000, 85.00

for his subject, "The Nurserymen's Mission in the Landscape Field," bringing out the great possibilities of profit to the trade in that line of endeavor. John Hall, of Detroit, a former secretary of the association, was presented to the convention by J. W. Hill, who spoke in high praise of Mr. Hall's many years of faithful and energetic work for the organization. Mr. Hall feelingly responded in appreciation of the applause he had received.

William Pitkin, Rochester, N. Y., complained of the operation of the quarantine against gooseberries and currants, which are not allowed to be shipped by the Federal Horticultural Board beyond a line just west of the Mississippi river, because of alleged danger to pine trees from blister rust. He hoped that the board would listen to reason in this matter, and a resolution was adopted in support of Mr. Pitkin's appeal.

The recommendation of the state vice presidents to hold the 1923 convention at Hot Springs, Ark., did not meet with the approval of the delegates. After much contention Chicago was finally decided upon as the next convention city. Robert Pyle, West Grove, Pa., who was elected vice president and declined the honor, invited the association to meet in Philadelphia, Pa., in 1926, when the Sesqui-Centennial Exposition will take place.

Standard and Half Standard Roses

In excellent varieties, for fall delivery.

KOSTER & CO., . . . Bridgeton, N. J.

Mention the American Florist when writing.

—THE— Storrs & Harrison Co.

PAINESVILLE NURSERIES

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 Free on Application.

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STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The **CONRAD & JONES CO.**
 Robert Pyle, Pres.



WEST GROVE PENNA.
 Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing.

M. Koster & Sons Boskoop, Holland

Offer to Grow on **CONTRACT**

MANETTI and Other Stocks for the American Trade.

Mention the American Florist when writing

MOUNT HEALTHY NURSERIES

Vegetable and flower seeds in great variety. California grown seed and bulbs. Large assortment of trees, shrubs, evergreens and hardy border plants. Write for catalogue.

W. A. ELLIS, Florist and Landscape Gardener
STEVENS AVE., MOUNT HEALTHY, O.

Mention the American Florist when writing.

Lloyd C. Stark, Louisiana, Mo., made a strong appeal for the support of the American Pomological Society, asking for more members and encouragement in its great work beneficial to nurserymen.

A feeling of extreme optimism of the present and future of the business of nurserymen was freely expressed on all sides, and the formal proceedings seemed to distinctly maintain that sentiment. Seriousness marked the proceedings throughout, and even between sessions there appeared to be the total elimination of frivolity that so often obtains in similar gatherings, the banquet and dance Wednesday night being the only diversion till the work of the convention was completed on Friday at 2 o'clock, when the whole party was taken by auto to the Ford plant and other points of interest about the city.

The following officers will serve for the coming year: Paul C. Lindley, Pomona, N. C., president; Harlan P. Kelley, Salem, Mass., vice president; J. W. Hill, Des Moines, Ia., treasurer; Charles Sizemore, Louisiana, Mo., secretary; M. R. Cashman and William Flemmer, Jr., executive board.

BABY RAMBLERS' MEETING.

The Baby Ramblers' Club met June 27, when five new members were elected, as follows: T. H. Cobb, Chase, Ala.; R. Perkins, Newark, N. Y.; Frank R. Raison, Geneva, N. Y.; Donald Wyman, North Abington, Mass., and Jos. Ilgenfritz, Monroe, Mich.

The officers elected are: C. H. Mastin, Newburgh, N. Y.; Robt. Essig, Detroit, Mich., vice-president, and E. H. Bowden, secretary-treasurer.

ADDITIONAL EXHIBITS.

Gilson Mfg. Co., Port Washington, Wis., power hoe.

Bobbink & Atkins, Rutherford, N. J., standard roses.

B. F. Cognigsky, Peoria, Ill., landscape photographs.

Hick's Nursery, Woodbury, L. I., N. Y., water colors of ornamental plants.

ADDITIONAL VISITORS.

In addition to the list printed in our issue of July 1, the following were in attendance:

R. W. Ackerman, Bridgeman, Mich.
R. W. Adair, Wathena, Kans.
A. M. Augustine, Normal, Ill.
W. E. Averill, Dundee, Ill.
E. A. Baggart, Little Silver, N. J.
Bert Baker, Hoosick Falls, N. Y.
Lewis Baldwin, Fredonia, N. Y.
T. C. G. Bangher, Aspers, Pa.
D. W. Baker, Berlin, Md.
J. B. Baker, Ft. Worth, Tex.
J. H. Barnes, Yalesville, Conn.
R. Becker, Western Springs, Ill.
D. B. Belden, Fredonia, N. Y.
Benton Harbor Nurs., Benton Harbor, Mich.
J. J. Beran, Cincinnati, O.
E. P. Bernardin, Parsons, Kans.
Bobbink & Atkins, Rutherford, N. J.
Peter Bohlender, Tippecanoe City, O.
E. W. Borst, Boston, Mass.
F. C. Boyd, McMinnville, Tenn.
A. J. Bruce, Des Moines, Ia.
Eunting Nursery, Selbyville, Del.
F. T. Burke, Rochester, N. Y.
Graham Brush, Eaton, Md.
O. E. Carr, Yellow Springs, O.
T. C. Carron, Geneva, N. Y.
Central Ill. Nurs. Co., Normal, Ill.
H. B. Chase, Chase, Ala.
J. B. Chose, Derry, N. H.
E. T. Clavey, Highland Park, Ill.
W. B. Cole, Painesville, O.
W. C. Collins, Fenville, Mich.
E. F. Corbin, Des Moines, Ia.
R. J. Coryell, Birmingham, Mich.
W. T. Cowperthwaite, St. Paul, Minn.
F. J. Cutler, Benton Harbor, Mich.
E. W. Davey, New York.
J. H. Dayton, Painesville, O.
J. F. Donaldson, Sparta, Ky.
F. A. Drummond, Rosemond, Ill.
W. A. Drummond, Rosemond, Ill.
F. A. Edwards, Fort Atkinson, Wis.
H. W. Eldred, Clayton, Mo.
C. R. Fegan, Browns Nurseries, Ont.
E. J. Flannigan, Geneva, N. Y.

J. F. Flemming, Williamsport, Md.
Forest Nursery Co., McMinnville, Tenn.
J. H. Foster, Fredonia, N. Y.
J. T. Foster, Durant, Okla.
French Nurs. Co., Clyde, O.

Geo. E. Galeener, Vienna, Ill.
P. B. Garrett, Burns City, Ind.
Edward Greening, Monroe, Mich.
P. G. Greening, Monroe, Mich.
J. W. Gresemer, Hopedale, Ill.
T. E. Griener, Lawrence, Kans.

W. S. Hallman Co., Coloma, Mich.
Atwood Harvey, Tulsa, Okla.
Harvey's Nursery, Oak Park, Ill.
J. J. Harzen, Neosho, Mo.
Ernest Henning, Flourtown, Pa.
G. F. Hetzer, Williamsport, Md.
J. Hicks, Westbury, L. I., N. Y.
D. Hill, Dundee, Ill.
J. W. Hill, Des Moines, Ia.
J. D. Hill, Dundee, Ill.
H. F. Hillenmeyer & Sons, Lexington, Ky.
Harry W. Hobbs, Bridgeport, Ind.
W. Hood, Richmond, Va.
Chas. J. Hooker, Rochester, N. Y.
O. J. Howard, Hickory, N. C.
G. S. Hubbard Co., Fredonia, N. Y.
O. Hughes, Cedar Rapids, Ia.

Chas. Ilgenfritz, Monroe, Mich.

T. M. Janney, Roseacres, Miss.
E. M. Jenkins, Winona, O.
G. H. Johnson, Kansas City, Mo.

Harry Kadlec, Evanston, Ill.
H. Vander Kallen, Boskoop, Holland.
J. J. Karins, Philadelphia, Pa.
Kelly Bros., Dansville, N. Y.
D. Knight & Son, Sawyer, Mich.
N. J. W. Knick, Holland, Mich.
Kenneth Kride, Goshen, Ind.
V. H. Krider, Goshen, Ind.
B. L. Krill, Vicksburg, Mich.
C. A. Krill, Dundee, Ill.
L. L. Kumlein, Dundee, Ill.
J. Kusse, Rochester, N. Y.

J. J. Lane, New York.
La Salle Nursery Co., Fredonia, N. Y.
A. H. Lewis, Fredonia, N. Y.
Littleford Nurs., Downers Grove, Ill.
Lester Lovett, Milford, Del.
T. A. McBeth, Springfield, O.
D. T. McCarthy & Son, Lockport, N. Y.
J. Horace McFarland, Harrisburg, Pa.
W. C. McKenzie, Derry, N. H.

A. J. Maloy, Rochester, N. Y.
Thos. J. Maney, Geneva, N. Y.
L. E. Manning, New York.
H. W. Marshall, Arlington, Ill.
C. C. Mayhew, Sherman, Tex.
W. T. Miller, Mt. Ephraim, N. J.
A. B. Morse, St. Joseph, Mich.
Milton Moss, Huntsville, Ala.
W. B. Munson, Dennison, Tex.

Frank Nelson, Paw Paw, Mich.
Swain Nelson Sons Co., Chicago.
J. Nordine, Lake City, Minn.
F. W. Van Oven, Naperville, Ill.
Russell W. Owen, Normal, Ill.
Geo. Parker, Fayetteville, Ark.
J. Parker, Tecumseh, Okla.
P. M. Parthemore, Harrisburg, Pa.
F. L. Pethy, Chicago.
A. R. Pickett, Clyde, O.
J. B. Pilkington, Portland, Ore.
F. A. Pottinger, Kankakee, Ill.

M. P. Reed, Vincennes, Ind.
G. L. Robey, Dundee, Ill.
A. E. Robinson, Lexington, Mass.
Thos. Rogers, Winfield, Kans.
Root's Nurseries, Mannheim, Pa.
B. I. Rouse, Rochester, N. Y.
Irving Rouse, Rochester, N. Y.
Irving Rouse & Son, Rochester, N. Y.
E. Fred Rowe, Harrisburg, Pa.

E. G. Schaff, St. Joseph, Mich.
Howard Schaff, New Carlisle, Pa.
F. E. Schiffer, Fredonia, N. Y.
O. J. Shadow, Winchester, Tenn.
C. H. Sherman, Painesville, O.
J. D. Siebenthal, Dayton, O.
Fred B. Simmons, New York.
C. S. Simpson, Monticello, Fla.
H. D. Simpson, Vincennes, Ind.
J. H. Skinner, Topeka, Kans.
Sonderegger Nurs., Beatrice, Neb.
C. A. Stahlein, Bridgeman, Mich.
E. S. Sterrill, Detroit, Mich.
R. C. Stoehr, Dayton, O.

Frank Taggart, New York.
F. R. Taylor, Topeka, Kans.
H. S. Taylor, Rochester, N. Y.
M. L. Taylor, Perry, Kans.
L. J. Trisler, Madison, Wis.
Wm. Twichell, Gowanda, N. Y.
J. M. Vandervort, Wilmington, O.
Vaughan's Nursery, Western Springs, Ill.
S. J. Verhalen, Scottsville, Tex.
F. A. Weber, Nursery, Mo.
Thos. F. Welch, Geneva, N. Y.
A. Weller, Holland, Mich.
P. Weller, Holland, Mich.
W. B. West, Perry, O.
D. Wyman, Framingham, Mass.
Don Wyman, No. Abington, Mass.
W. G. Wyman, No. Abington, Mass.
C. C. Yorky, Rochester, N. Y.
J. A. Young, Aurora, Ill.

American Plant Propagators' Association

DETROIT, MICH., MEETING, JUNE 29.

The annual meeting of the American Plant Propagators' Association was held in the Hotel Wolverine, Detroit, Mich., June 29. After routine business had been transacted the following officers were elected for the ensuing year:

E. M. Sherman, president; J. A. Young, Aurora, Ill., vice-president; F. W. Van Oven, Naperville, Ill., secretary-treasurer; E. M. Jenkins, J. Cultra, O. E. Carr and Thos. W. MacBeth, executive committee.

Retail Nurserymen's Association.

DETROIT CONVENTION, JUNE 29.

The Retail Nurserymen's Association of the United States held its fourth annual meeting June 29. President E. M. Sherman, Charles City, Ia., in the chair. Considerable discussion relative to stock replacement took place, one firm stating that only 10 per cent of their output called for replacement which they considered a form of advertising.

Standardization was discussed in detail and a definite scale was recommended to the standardization committee of the American Association of Nurserymen. The method of tying bundles and labeling was also treated, the suggestions to be recommended to the above committee of the American association. There were 17 applicants for membership, all being received and elected. The salary of the secretary-treasurer was left to the board of directors to decide. Lloyd C. Stark, Louisiana, Mo., and J. Parker were appointed a committee to edit a booklet devoted to the education of all interested in the planting of trees.

All directors of last year were re-elected as follows: Geo. Marshall, L. J. Tucker, Madison, Wis.; E. M. Sherman, J. W. Pitkin, Rochester, N. Y., and Earl Needham, Highland, Mich. The meeting then adjourned.

J. H. S.

Painesville Nurserymen's Picnic.

The annual nurserymen's community picnic was held at Township park, June 30, and was the largest and most successful ever held. Over 300 nurserymen and their families, with well filled baskets, began to gather at 1 p. m. at Storrs & Harrison Co. and the Farmly hotel, where ample conveyance was waiting to carry them to the park. Every hour until 6 o'clock this was repeated.

John H. Dayton, secretary of the Storrs & Harrison Co. gave the address of the day and welcomed the visitors who came from far and near. The main sport event was the baseball game between the married and single men which resulted in a victory for the former of 9 to 4. E. B. George was official umpire and strange as it may seem, not one disputed the umpire's decisions.

Other sports, such as the 100, 75 and 50 yard dash, 300 yard relay, clothes pin race, sun bonnet race, three legged race, ball throwing contest and the horse shoe pitching contest were features enjoyed by all. The Stop 4 chorus, which is composed of employees of the Storrs & Harrison Co. again showed their musical ability and sang many selections which kept the crowd in the very best of humor.

A bountiful supper was served at about 6:30 p. m. After supper, dancing was next on the programme, a special orchestra being on hand for the occasion. It was a reunion that will long be remembered by those who attended, everybody was care free and had the best time of their lives.

T. J. M.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri
sprays. THE PENNOCK PLANTATION,
Jupiter, Florida.

Asparagus Sprengeri, extra fine 4-in., ready
for 6-in. or for benching, per 100, \$20.00.
THE PARK FLORAL CO., Denver, Colo.

BEGONIAS.

SPECIAL OFFER.
Winter-flowering Begonias.

Glory of Cincinnati, strong 2 1/4 in.	Per 100
Glory of Cincinnati, strong 3 in.	\$25.00
Glory of Cincinnati, strong 4 in.	35.00
Mellor, strong 2 1/4 in.	50.00
Mellor, strong 3 in.	30.00
Mellor, strong 4 in.	40.00
Mrs. J. A. Peterson, strong 2 1/4 in.	60.00
Mrs. J. A. Peterson, strong 3 in.	30.00
Mrs. J. A. Peterson, strong 4 in.	40.00
Peerless, strong 2 1/4 in.	60.00
Peerless, strong 3 in.	35.00
Mrs. M. A. Patten, strong 3 in.	40.00
Mrs. M. A. Patten, strong 3 in.	10.00

Only good strong plants ready for a shift
sent out. Cash with order please. Cultural
Directions free to all customers.

J. A. PETERSON & SONS
Westwood, Cincinnati, O.

BEGONIAS READY FOR SHIPMENT.
2 1/4 IN.

	Each	10	100	1000
Begonia Lorraine.....	\$0.50	\$2.50	\$15	\$140
" Turnford Hall.....	.50	2.50	20	...
" Cincinnati.....	.50	3.50	30	270
" Concurrent.....	.50	3.50	30	270

JULIUS ROEHR'S CO.
Rutherford, N. J.

Begonia Cincinnati, strong, 2 1/4-in. plants,
per 100, \$27.00; per 1,000, \$250.00. S. S.
Skidelsky, 50 Park Place, New York.

BULBS.

Darwin Tulip bulbs for sale. Farns-
combe Sanders, Pride of Haarlem, Clara
Butt, Gretchen, mixed 100 for \$2.00; 500
for \$7.50 cash. Planting stock size one-half
price. HUGH C. SCHMITT, Evansville, Ind.

Bulbs—Tulips and hyacinths. For varie-
ties, sizes and prices see display advertise-
ment elsewhere in this issue. VAUGHAN'S
SEED STORE, Chicago and New York.

Bulbs of superior quality. Write for
prices. F. Rynveld & Sons, 61 Vesey St.,
New York.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Pompons.

They are good, big plants, just right to
reput into four-inch or plant in the benches.
To clean out we will make following low
prices: \$4.00 per 100; \$35.00 per 1,000.
These are the best commercial varieties:
700 Western Beauty; 500 Peter Pan; 200
Harrison; 300 Uvalda; 400 Golden Mensa;
400 White Mensa; 1,000 Golden Queen.

BASSETT & WASHBURN
178 North Wabash Ave., Chicago

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Fine 2 in. and 2 1/4 in. Stock.

200 Robert Halliday, 250 Golden Glow, 100
White Doty, 250 Wadena, 50 Whittier, 250
Wadena (pompon), 100 Early light pink
(pompon), 60 Tennyson (pompon), 60 Single
pink (pompon), 100 Lella, 100 Hilda Can-
ning, 50 Yellow Advance, 200 Tints of Gold,
300 Charles Razer, 120 Sunshine, 650 Mari-
gold, 40 Harvard, 300 December Queen (large
white pompon), 125 Golden Mistletoe, 300
Semi-double late White (like Menza), 20
Tekonsha, 200 Golden Lida Thomas, 300
Pink Doty, 25 Brown Menza, 25 Charles
Jolley, 50 Patty, 100 Sunbeams, 225 Mrs.
Beu, 9 White Menza, 150 Golden Queen.

Also 3 in. cut back plants: 150 Late Yel-
low Pompon, 150 Sunray, 30 Mad. Marquis,
50 Rosa (hardy pink pompon), 75 Whittier,
140 White Menzas, 80 Queen of Chrysanthem-
ums, 125 Mrs. Beu, 75 White Doty, 150
Harvard, 60 Patty, 75 Chieftain (pink), 100
Nagoya (mixed), 100 Robert Halliday, 300
Smith Advance, 100 December Queen, 100
Chrysolora, 175 Golden Queen, 250 Mrs.
Chamberlain, and 250 Mistletoe. Terms,
cash with order. Price per 1000, \$30.00.
250 at thousand rate.

JOSEPH BANCROFT & SON.
Cedar Falls, Iowa

CHRYSANTHEMUMS—Pompons and Singles
Mile High Quality, 2 1/4-in., per 100, \$5.00.

Early Varieties.

Zenobia, yellow double.
Lillian Doty, pink double.
Diana, white double.
Acto, white double.
Chas. Fohn, pink single.
Fine Bronze, bronze single.
Early Bronze, bronze single.

Late Varieties.

Hilda Canning, bronze double.
Beck McLean, bronze double.
Wilcox, bronze double.
Jules La Gravia, red double.
Western Beauty, pink double.
Donald, pink double.
Golden Wedding, yellow double.

Caprice, the best for early pot plants.
Pinched with number of shoots. Yellow,
white, bronze, lavender and purple. 2 1/4-in.,
per 100, \$7.00.

THE PARK FLORAL COMPANY,
Denver, Colo.

The best chrysanthemums for florists' use.
Clean stocks and high quality. Your re-
quirements for future delivery requested.
ELMER D. SMITH & CO., Adrian, Mich.

CYCLAMEN.

Cyclamen plants grown by Lehnig & Win-
nefeld, one of the best cyclamen growers in
this section of the country. Dark Christmas
Red, bright red, Rose dark-eye, white car-
mine eye, Rose Marienthal (pink), pure
white, American Beauty, Salmon Glory of
Wandsbek.

2 1/4-in. pots.....	100	1,000
2 1/2-in. pots.....	\$12.00	\$110.00
3-in. pots.....	15.00	140.00
3-in. pots.....	18.00	
3-in. pots, selected.....	100	
3 1/2-in. pots, selected.....	22.00	
4-in. pots, June 1.....	\$35.00	
4-in. pots, extra sel., June 1.....	40.00	
4-in. pots, extra sel., June 1.....	50.00	

Add 5 per cent for packing. If Salmon
alone is ordered add 10 per cent to the above
prices.

ROMAN J. IRWIN
43 West 18th St. New York

Cyclamen Seedlings, Transplanted. Fine
stock, assorted varieties, per 100, \$6.00; per
1,000, \$50.00. Wm. F. Kasting Co., 568-570
Washington St., Buffalo, N. Y.

DRACAENAS.

Dracaena Indivisa. Extra strong, 3-in.
Per 100, \$12.50. Cash with order. MER-
RIAM PARK FLORAL CO., St. Paul, Minn.

FERNS.

TABLE FERN SEEDLINGS.
Ready June and later.

Per flat, \$3.00; 5 flats, each, \$2.75; 10
flats, each, \$2.50.

In all best varieties as follows: Pteris
Wilsonii, Pteris Victoria, Pteris Mayii, Pteris
Serrulata, Pteris Wimsettii, Pteris Tremula,
Pteris Argyrea, Aspidium Taussimensae,
Cyrtomium Flaccatum, Cyrtomium Roch-
fordianum, Albo-Lineata.

2 1/4-in. pots, per 100, \$6.50; per 1000, \$55.00.

Boston, Roosevelt, Whitmanii, Verona,
Teddy, Jr., Scotti, 2 1/4-in. pots, per 100, \$7.00,
per 1000, \$60.00; Dwarf Boston, 2 1/4-in. pots,
per 100, \$8.00, per 1,000, \$75.00; Macawii,
2 1/4-in. pots, per 100, \$7.00, per 1,000, \$65.00;
Bird's Nest Ferns, 2 1/4-in. pots, per 100,
\$25.00.

ROMAN J. IRWIN
43 West 18th St. New York

BOSTON FERNS
Strong, bushy, well finished stock.

5-in.	.40
6-in.	.75

Order packed as soon as received. Packing
charges out of pot free; in clay pots, 5%
extra.

DAVIS FLORAL COMPANY,
Davenport, Ia.

Table ferns, standard varieties, 2 1/4-inch,
\$5.00 per 100.

HENRY SMITH FLORAL CO., INC.,
Grand Rapids, Mich.

Holly Ferns. For window boxes, 4-in.,
per doz., \$3.00; per 100, \$25.00. R. Vincent, Jr.,
& Sons Co., White Marsh, Md.

Fancy cut ferns, per 1,000, \$3.00. VIN-
CENT F. SEBOLD, P. O. Box 74, Bagley,
Pa.

FREESIAS.

Freesias. Purity (improved). Second size,
3/4-in., per 100, \$1.25; per 1,000, \$8.00. First
size, 1/2-in., per 100, \$1.65; per 1,000,
\$14.50. Mammoth size, 3/4-in., per 100,
\$2.50, per 1,000, \$20.00. Vaughan's Seed
Store, Chicago and New York.

GERANIUMS.

Geraniums, Nutt Buckner, Ricard, Polte-
vine and Vaud. Good short jointed plants.
2-inch, \$3.50 per 100; \$35.00 per 1000. Elmer
Rawlings, Allegany, N. Y.

Geranium, S. A. Nutt and Beate Polte-
vine, 2-in., per 100, \$3.00, per 1,000, \$30.00.
S. T. DANLEY & SON, Macomb, Ill.

Geraniums, rooted cuttings only, send for
prices. ALBERT M. HERR, R. F. D. 8,
Lancaster, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENS.

Green sheet moss, Fadeless, per bag, \$3.50; Natural, per bag, \$1.75. Knud Nielsen, Evergreen, Ala.

IVIES.

Hardy English Ivy. For sizes and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

English Ivy. Rooted cuttings from soil, vines up to 24-in., per 100, \$2.00; per 1,000 \$18.00. CHAS. FROST, Kenilworth, N. J.

LILY OF THE VALLEY.

Lily of the Valley Pips. (From ice storage). London market strain, (250 to case), per case, \$9.50; (500 to case), per case, \$18.00; (1,000 to case), per case, \$35.00. Vaughan's Seed Store, Chicago and New York.

Valley pips. From cold storage. \$30 per 1000; \$16 per 500; \$8 per 250. H. N. Bruns, 3032-42 W. Madison street, Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

POINSETTIAS.

Poinsettias, 2½-in., per 100, \$10.00; per 1,000, \$90.00. A. N. Pierson, Inc., Cromwell, Conn.

PRIMULAS.

Primula Obconica Gigantea. Mile High Strain. This strain cannot be surpassed. Flowers will average over the size of a Dollar, 2½-in., per 100, \$7.00.

THE PARK FLORAL COMPANY, Denver, Colo.

Primula obconica, 2½-in., good strong plants at \$6.00 per 100; \$55.00 per 1000; 4-inch at 25c; 5-inch at 50c; 6-inch at 75c; Malacoides, 2½-in., \$5.00 per 100.

HENRY SMITH FLORAL CO., INC., Grand Rapids, Mich.

Primula Obconica, Kermesina, Red and Rosea Pink; large transplanted plants, ready for 2½-in., per 100, \$3.00; 2½-in. ready for 4-in., per 100, \$4.50. Cash. Brill Celery Gardens, Kalamazoo, Mich.

ROSES.

ROSE PLANTS

	Per 100	Per 1,000
Ophelia, 2½-in.	\$12.00	\$100.00
Ophelia, 3-in.	15.00	120.00
White Killarney, 3-in.	12.00	100.00
Premier, 3-in.	15.00	120.00

These are from selected cuttings and well grown; all in fine shape to plant. No charge for packing.

L. B. CODDINGTON, Murray Hill, N. J.

ANGELUS.

The Sensational White for 1922.

Prices will be:

Grafted.		Own Root.	
100.....	\$ 42.50	100.....	\$ 35.00
1,000.....	375.00	1,000.....	300.00
2,500.....	912.50	2,500.....	725.00
5,000.....	1,750.00	5,000.....	1,375.00
10,000.....	3,350.00	10,000.....	2,600.00

CHARLES H. TOTTY CO., Madison, N. J.

ROSES.

ROSES.

Extra choice stock in 2½-inch pots.
2,000 Ophelia \$ 8.00 1,000
1,500 Russell 12.00 \$70.00
1,200 White Killarney 10.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago

Roses. Winter flowering. Extra strong plants, own root stock, out of 3½-in. pots, Francis Scott Key, Mme. Butterfly, Columbia, Premier and Mignon. Write for prices. F. R. Pierson, Tarrytown, N. Y.

Roses. Bench grown. Ready for immediate shipment. For varieties and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Roses. Standard and half standard, in excellent varieties for fall delivery. Koster & Co., Bridgeton, N. J.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

SEEDS.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, England.

Seed, Cineraria. Consists of a mixture of the best English and French strains. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and the highest quality. Jerome B. Rice Seed Co., Cambridge, New York.

Seeds. Zinnia. Obtain from headquarters. Watkin & Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrier Fish, Carpinteria, Calif.

SEEDS.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, markmelon, squash and pumpkin; sweet hint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, California.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, hint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Asparagus Sprenger, per 100, \$1.00; per 1,000, \$9.00. Asparagus Plumosus, greenhouse grown, per 1,000. S. S. Skidelsky, 50 Park Place, New York.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Connecticut.

Seeds.—Asparagus Plumosus Nanus. Per 1,000, \$1.75; for 10,000, \$15.00. Vaughan's Seed Store, Chicago and New York.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Lettuce Seed Specialists and general wholesale seed growers. C. C. MORSE & CO., San Francisco, California.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, California.

Seed. For the wholesale trade only. Brasian Seed Growers Co., San Jose, Calif.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, garden, field and flower. The J. Bolgiano Seed Co., Baltimore, Md.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

SMILAX.

Smilax, very fine, 2½-in., per 100, \$4.00; per 1,000, \$35.00. L. B. CODDINGTON, Murray Hill, N. J.

SPHAGNUM MOSS.

Sphagnum moss, in burlap bales of standard size. For prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., Wholesale Florists, 1324 Vine St., St. Louis, Mo.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Phillips streets, Oklahoma City, Okla.

VEGETABLE PLANTS.

Celery plants, Easy Blanching, now grown by 90% of Kalamazoo growers. Extra strong, stocky plants grown in our own fields from best seed; backed as our years of experience has shown us and shipped promptly. Per 1,000, \$1.75; per 5,000, \$8; per 10,000, \$15. Cash. Brill Celery Gardens, Kalamazoo, Mich.

CELEERY PLANTS

Per 1,000, \$2.30, postpaid for nearby points. Larger plants, \$2.00 here. For far out points to go by express. Satisfaction guaranteed.

EAGLE CELEERY CO.,

Kalamazoo, Mich.
Celery for market ready. Orders solicited.

MISCELLANEOUS.

De Witt Sisters' Fine Feather Flowers. Use them like natural flowers. Fine for basket work. Different and better than other artificial flowers. DE WITT SISTERS, Feather Flowers exclusively. Battle Creek, Mich.

Seed packets for 1922. All packet sizes and larger bags up to two pound or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Chief flower boxes makes it easy to raise flowers at home; increases your sales of house plants. Shrauger & Johnson, 805 Walnut St., Atlantic, Ia.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Glass, large stock and good prices. Sharp Partridge & Co., Chicago.

Nursery stock of all descriptions. Catalogues and price list free on application. The Storrs & Harrison Co., Painesville, O.

1000 letterheads and 1000 envelopes, \$8.50. Good stock. Cash, please. Gorham Printery, 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Wired toothpicks, 10,000, \$2.50; 50,000, \$11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago.

MISCELLANEOUS.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

**FERTILIZERS.**

GREATEST FERTILIZER ON EARTH. No. 1 Canadian unbleached hardwood ashes with a kick in them. For gardens, lawns and flowers. Do not take some other fertilizer just as good from your dealer. If he does not keep them in stock you can be the agent for them and make \$10.00 a ton by selling them to your neighbors for \$2.00 per 100-lb. sack. Send me your order; I will deliver them to your railroad station, all charges paid, for \$30 a ton.

GEORGE STEVENS,

Peterborough, Ontario, Can.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 132 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kind of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Paulding Ave., Chicago.

Greenhouses. Estimate, plans and information gladly given. Write us for catalogue. King Construction Co., North Tonawanda, N. Y.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Aphine, \$1 per qt., \$2.50 per gal. Fungine, \$1 per qt., \$3.50 per gal. Vermine, \$1 per qt., \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

High grade flower pots of every description. Write for prices. Western Pottery Co., 5220-30 Norwood Park Ave., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots, Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss, aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

POTS AND PANS.

Superior flower pots. Quality and price right. Ask us. The Townsley Pottery, Idaville, Ind.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Red standard flower pots, seed pans and azalea pots. Write for price list. Hilfinger Bros. Pottery, Fort Edward, N. Y.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
 Amling & Co., E. C., Chicago.
 Angermueller Co., Geo. H., St. Louis, Mo.
 Bassett & Washburn, Chicago.
 Berger Bros., Philadelphia, Pa.
 Berning, H. G., St. Louis, Mo.
 Brenner, Edward, New York.
 Budlong Co., J. A., Chicago.
 Charles, Harry, New York.
 Chicago Flower Growers' Ass'n, Chicago.
 Coan, J. J., Inc., New York.
 Doyle & Booth, New York.
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